



Small Physician Practice (SPP) Integrated ICD-10 Technical Assistance Activation Plan:

Local Field Training & Partner Activation

January 29, 2014



ICD-10 Activation Plan

SCOPE

Local SPP Field Training

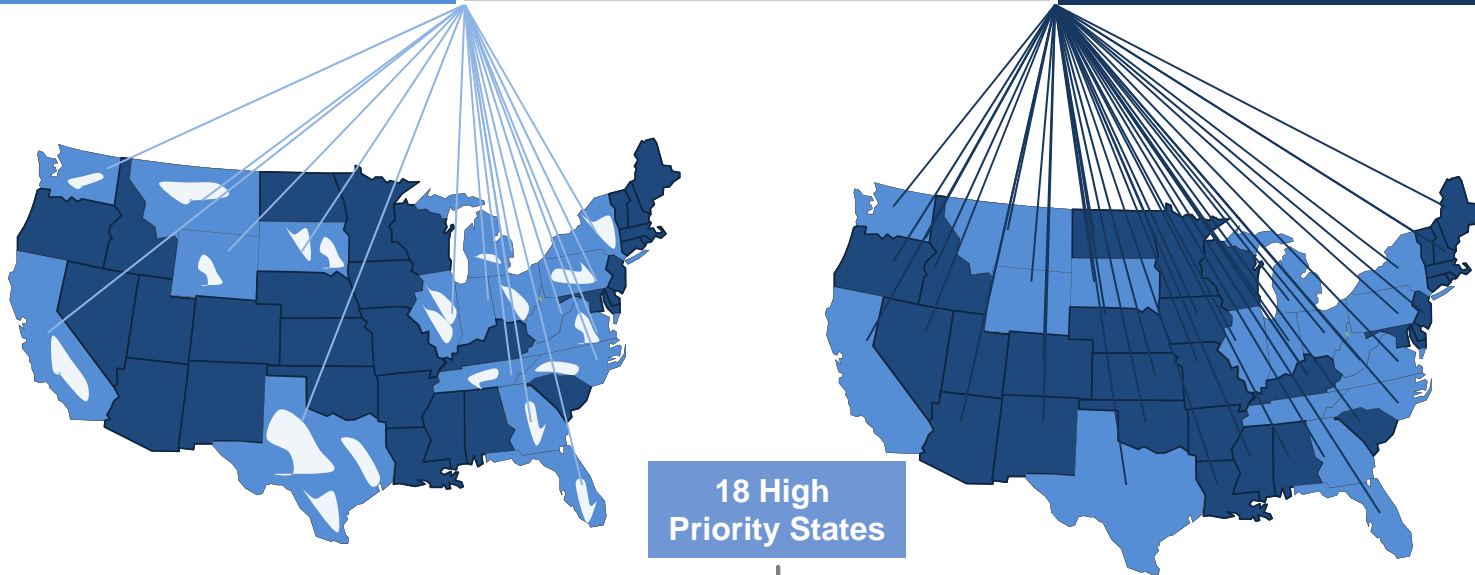
- Focus on providing in-person training to SPPs in the 18 target states
- Target all SPPs, with a focus on Cardio, Pediatrics, Orthopedics, OB/GYN, Internal Medicine, Family Practice

SPP Action Center

- Focus on virtually contacting (phone, email) individual SPPs within targeted counties/local geographies to increase awareness and provide ICD-10 activation resources
- Target SPPs within six practice types

Tier II Partner Activation

- Focus on using partners as conduits to disseminate ICD-10 info and resources at the national/regional/state levels across 50 states (32 med. & low priority + 18 high priority)
- Partners include: Fed./State Orgs., Medical Specialties, Assocs., Payers, Providers
- Target all SPPs with focus on 6 practice types



18 High Priority States

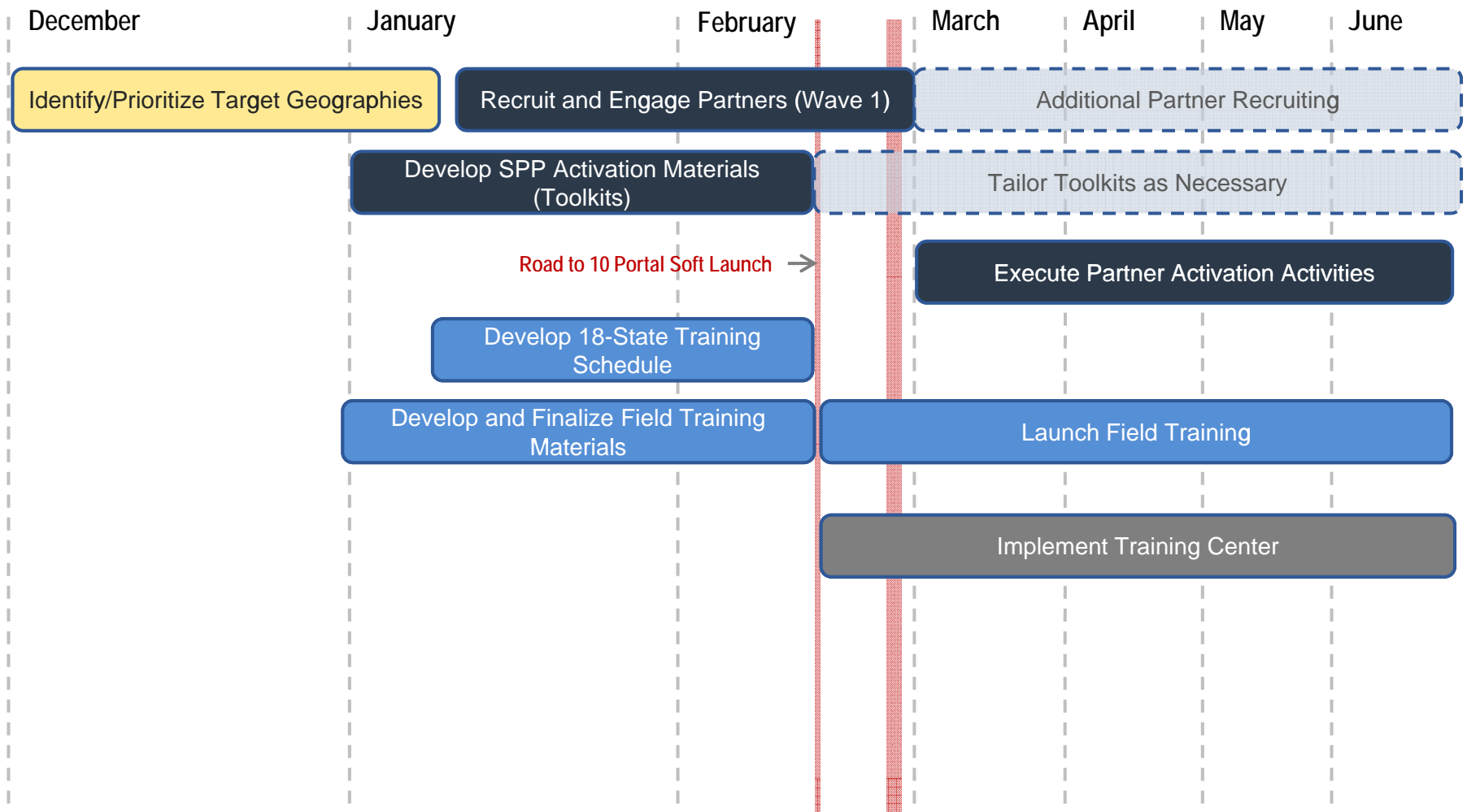
- | | | |
|--------------|----------------|---------------|
| California | Ohio | Tennessee |
| New York | Michigan | South Dakota |
| Texas | North Carolina | Montana |
| Florida | Virginia | Wyoming |
| Illinois | Georgia | West Virginia |
| Pennsylvania | Indiana | Washington |



ICD-10 Activation Plan

INTEGRATED ACTIVATION TIMELINE (DRAFT)*

*Timelines subject to change



Responsible Work Stream

- Joint Activity
- SPP Field Training
- Partner Activation
- Training Center



ICD-10 Activation Plan

TIER II CONTACT APPROACH

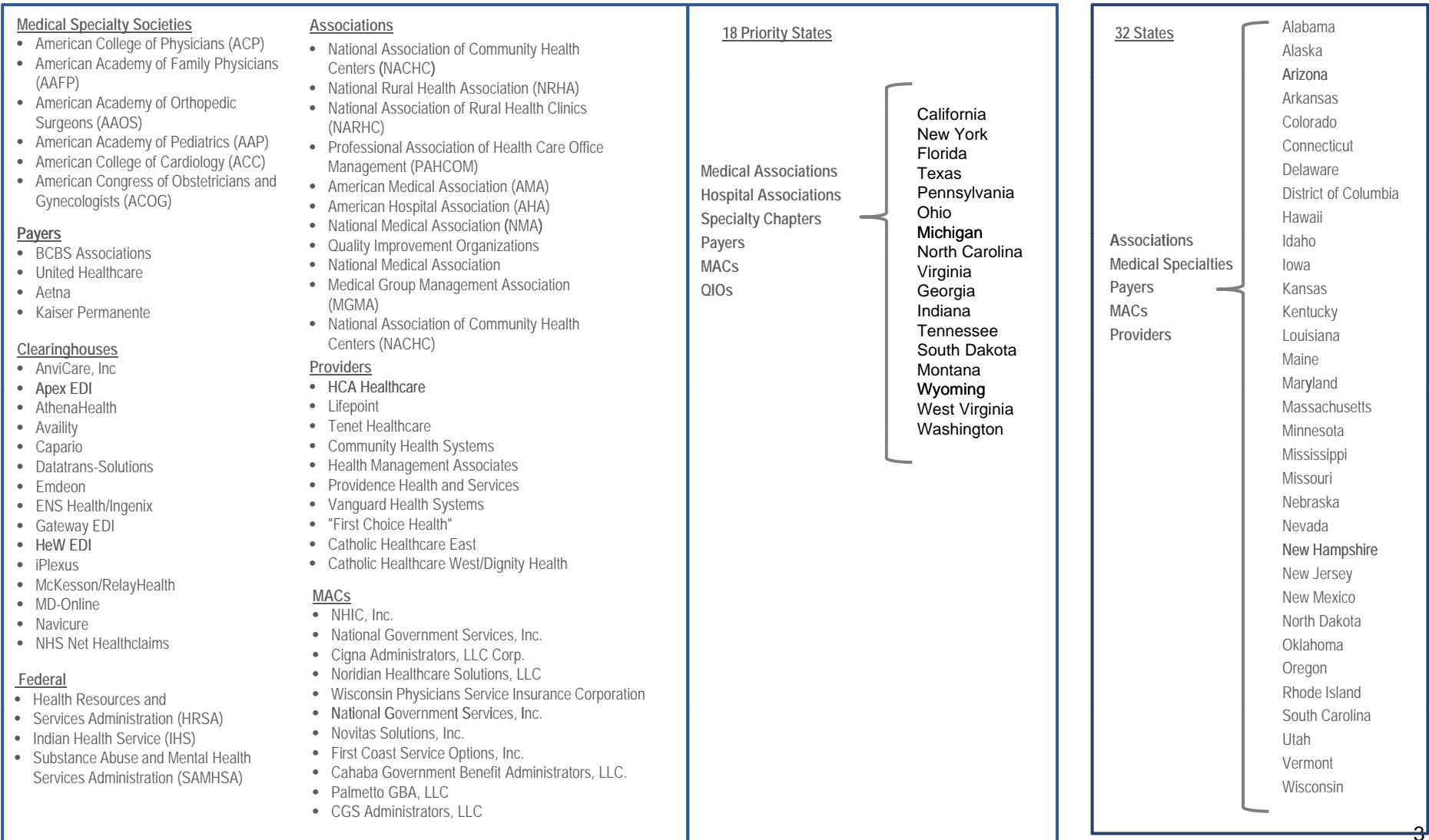
Wave 1 Recruitment:

Large National/Regional Level Organizations and State-based Organizations in 18 Priority States



Wave 2 Recruitment:

State-based Organizations in 32 Other States





Upcoming Events: State Medical Associations

State	Association	Date	Venue	Meeting
California	California Medical Association	April 11-13, 2014	Hotel	Leadership Conference
Florida	Florida Medical Association	TBD	TBD	TBD
Georgia	Medical Association of Georgia	April 19, 2014	Westin - Buckhead	GA-APPNA Meeting
Illinois	Illinois State Medical Society	February 28, 2014	Hotel/Booth	Keeping Pace: Strategies for
Illinois	Illinois State Medical Society	March 13, 2014	Hotel/Booth	Keeping Pace: Strategies for
Indiana	Indiana State Medical Association	March 21, 2014	Webinar (In person)	Medicare/Medicaid Coalition Meeting
Indiana	Indiana State Medical Association	May 23, 2014	Webinar (In person)	Medicare/Medicaid Coalition Meeting
Michigan	Michigan State Medical Society	April 25-27, 2014	Hotel	Annual Meeting
Montana	http://www.mmaoffice.org/	April 24-26, 2014	Hotel	Big Sky Medicine Conference
Montana	http://www.mmaoffice.org/	March 13-16, 2014	Hotel	2014 Primary Care Symposium
New York	Medical Society of the State of New York	April 11-13, 2014	Hotel	Annual Meeting
North Carolina	North Carolina Medical Society	TBD	TBD	TBD
Ohio	Ohio State Medical Association	April 4-6, 2014	Hotel	Annual Meeting
Pennsylvania	Pennsylvania Medical Society	March 11, 2014	Hotel	ICD-10 Coding Workshop
South Dakota	https://www.sdsma.org/sdsma/	May 30-31	Best Western Ramkota	2014 SDMA Annual Meeting
Tennessee	Tennessee Medical Association	TBD	TBD	TBD
Texas	Texas Medical Association	TBD	TBD	TBD
Virginia	Medical Society of Virginia	TBD	TBD	TBD