

## Physician Integrated Network (PIN) Initiative Overview



One of Manitoba Health's strategic priorities is the need to address primary care renewal. One strategy includes the development of a Physician Integrated Network (PIN), which focuses on the engagement of fee-for-service physician groups. The PIN initiative is a "made in Manitoba" solution to facilitate systemic improvements in the delivery of primary care.

The objectives of PIN are:

- To improve access to primary care,
- To improve primary care providers' access to and use of information,
- To improve the working environment for all primary care providers, and
- To demonstrate high quality primary care with a specific focus on Chronic Disease.

The PIN initiative has evolved under the guidance of an advisory committee with representation from the University of Manitoba; the Colleges of Registered Nurses and Physicians & Surgeons of Manitoba; the Manitoba Medical Association; the Winnipeg and Assiniboine Regional Health Authorities and other key primary care stakeholders.

A starting point for this work was the identification of physician group practice sites interested in participating actively throughout the initial development and implementation of the initiative. This was accomplished through an information/solicitation process to all family physicians in Manitoba. The response to the Applications of Interest from family physician group practice sites was exceptional and, as a result; Manitoba Health increased the number of demonstration sites from the original two to three sites, ensuring that practice sites represented both rural and urban settings.

The three group practice sites selected to participate as Demonstration Sites in the PIN Initiative are:

- Agassiz Medical Centre in Morden
- Dr. C. W. Wiebe Medical Centre In Winkler
- Assiniboine Clinic In Winnipeg

Brandon Medical Clinic was a fourth practice selected but chose to withdraw from the demonstration phase.

The Steinbach Clinic has been selected as a Control Site for the PIN Initiative.

The Three Demonstration Sites have been working over the past few months to finalize their individual, practice-based plans. The demonstration sites are now beginning to implement practice changes within their clinic.

### **Potential Benefits of PIN**

1. To improve access to primary care  
*“Right provider, right place, right time”*
2. To improve Primary Care Providers’ access to and use of information  
*“Right information, right time to support effective decision making for the provision of care and for effective management of the group practice”*
3. To improve the working environment for all primary care providers  
*“Ensuring a supportive, healthy and sustainable work environment”*
4. To demonstrate high quality primary care with a specific focus on Chronic Disease  
*“Doing the right thing at the right time to achieve the best possible results”*

Through practice change, the Demonstration Sites will strive to improve access to primary care. Practice changes may include the use of inter-professional and collaborative care teams; and employing non-physician medical professionals such as registered dietitians and nurses to assist family physicians with different aspects of testing, screening, education, and the follow up of patients. This will provide physicians with more time to focus on patients with more complex medical needs. Using collaborative care teams, physicians may be able to better manage their workloads and achieve a more balanced work-life.

PIN will help improve the use of information within clinics to plan and deliver quality primary care. Through PIN, physicians will use existing IT equipment and information to greater capacity.

Dr. C.W. Wiebe Clinic in Winkler will focus their efforts on preventative practices and coronary artery disease. The clinic has hired a nurse and a dietician to assist them in meeting their PIN Objectives (e.g. health education, ensuring patients have tests and screenings done, creating a notification system to remind physicians and patients when certain tests are required).

Assiniboine Clinic in Winnipeg is focusing their efforts on hypertension and diabetes. The clinic plans to develop individual care plans for patients with diabetes including blood glucose targets, diabetes education with a health care provider, and quarterly appointments to monitor care.

Agassiz clinic in Morden is also focusing their efforts on hypertension and diabetes. The clinic plans to hire additional staff to work with physicians in providing care to patients with diabetes and hypertension.