



Redefining CVFP: Transforming the Look & Feel of Primary Care

Forest, VA – As Central Virginia Family Physicians (CVFP) strives to transform the delivery of primary care through Patient-Centered Medical Home (PCMH) Recognition initiatives, CVFP is mirroring its transformation with a new look. CVFP is working towards achieving Patient-Centered Medical Home (PCMH) Recognition in seven of its eight regional practices. CVFP’s Staunton River location has already been awarded Level III PCMH Recognition from The National Committee for Quality Assurance (NCQA) for using evidence-based, patient-centered processes which focus on highly coordinated care and long-term, participative relationships.

The NCQA Patient-Centered Medical Home is a model of primary care that combines teamwork and information technology to improve care, improve patients’ experience of care and reduce costs. Each patient’s care is overseen by clinician-led care teams that coordinate treatment across the health care system. Health navigators are key players of the care team and are being placed in each office. “Our Health Navigators help patients schedule appointments, provide health education and refer to community support programs, such as disease management programs for diabetes, heart disease, and other chronic conditions, as well as lifestyle management programs, such as tobacco cessation, weight reduction and stress management programs.” said Shawn Crawford, CEO of CVFP.

Amongst the PCMH initiatives, CVFP has also added a number of resources to further enhance the patient experience to include: a new patient satisfaction survey tool, a patient portal, and a patient experience manager. The survey tool provides real-time, patient feedback CVFP can use to improve its daily practices. The patient portal allows 24/7 online access to their personal health information and providers’ office. The patient experience manager is actively working to promote a culture of patient centered care that emphasizes outstanding service and compassion. “CVFP is focused on transforming the patient experience from the inside, out. Positive internal changes are directly and positively impacting our patients,” said Lauren Bennett, Patient Experience Manager.

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“We believe that the future of medicine is integrated care that is centered and focused on quality proven, cost efficient primary care. Our goal is to show our patients we’ve not only transformed our look, but have positively transformed the delivery of their care.” said, Dr. Thomas Eppes, President of CVFP.

CVFP

CVFP is an established independent practice with eight regional family practice offices and two urgent care facilities.

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