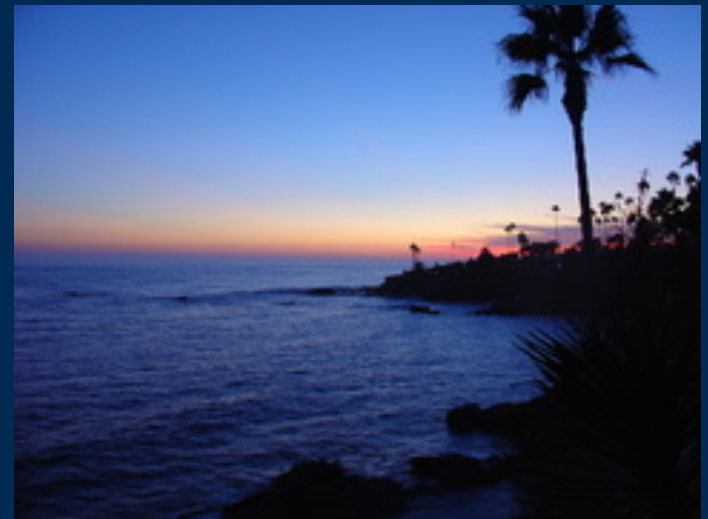


# General Clinical Neurologists in Academic Departments of Neurology



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# Motivations and Rationales

- The changes in health care in the United States are leading to increased emphasis on value and population health.
- These changes have led many academic medical centers to develop primary care networks within the community.
- Monitoring and Insuring Quality and safety are increasingly part of everyday care delivery and are increasingly part of (value-based) compensation models.
- Exceptional customer service is vital.
- Many neurologists will seek affiliations with large health systems or multi-specialty groups (as remaining independent will become increasingly difficult in the post-reform era).

# For Discussion!

- Overview
  - What is the role of general neurologists in academic departments?
  - Should they have teaching and/or research expectations?
  - How should they be compensated?
  - Are they at the main hospital or in the community?
- Goal
  - Stimulate discussion!
  - There are no right answers!

# Question 1

Why might academic departments need general clinical neurologists?

- Patient Care
    - Hospital-based patient care
    - Ambulatory patient care
    - Community integration
  - Education
  - Research
  - Service
- } Required?

## Question 2

# What are the Patient Care Roles of a General Clinical Neurologist in Academic Departments?

- Undifferentiated referrals from primary care providers
- Work side by side with primary care providers
- Handle uncovered specialties
- Simplify operations of call centers and/or eliminate nurse or physician triaging
- Grow into the community
- Others?



## Question 3

# What are the Clinical Benefits of General Clinical Neurologists in Academic Departments?

- Gateway for Primary Care
  - Market share → Long term market issues
  - Population health
  - Value and customer service
- Clinical trials enrollments
- Better care for more people

## Question 4

# What are the Academic Roles of a General Clinical Neurologist in Academic Departments?

- **Clinical Education**
  - Residency Program Leadership
  - Medical Clerkship
  - Pre-Clinical Neuroscience
  - School of Medicine Leadership
- **Clinical Scholarship**
  - Clinical Trials / Research
  - Clinical Writing



## Question 5

Where might Academic Departments need  
General Clinical Neurologists?

At the Main University Hospital

At an Affiliate Hospital

In the Community





## Question 6

Who should be hired for general clinical positions in Academic Departments?

Clinician Educators and/or Clinical Scholars

Community Neurologists

Both?

Neither?

## Question 7

# What are the Benefits of Hiring Community Neurologists into Academic Departments?

- Integrated into the community
- History and success at customer service
- Strategic locations
- Strategic patient groups
- Referrals for clinical trials from new sources
- Lower cost clinical care locations
- More subspecialty referrals

# Customer Service 1

## The Waiting Room



# Customer Service 2

## The Exam Room



# Customer Service 3

## The Check In Desk



## Question 8

# How should Community Physicians be Hired into Academic Departments?

- Options
  - Academic appointment with academic expectation
  - Academic appointment without academic expectation
  - University title without academic appointment
  - Health system employee without university position
- Compensation
  - Identical compensation to academic faculty physicians
  - Different Plan: Higher compensation with risk / reward tied to productivity and outcomes

## Question 9

# What are the Costs of Hiring Community Neurologists into Academic Departments?

- Traditional role of academic medical center as focused on education and research
- Cultural differences
- Compensation differences with traditional faculty
- Highly inconsistent faculty expectations
- Differentiation with community
- Others?





# Summary



- The changes in health care in the United States emphasize:
  - Population health
  - Value (including value-based compensation)
  - Timely and convenient access
  - Quality and safety
  - Cost containment
- Academic Medical Centers (AMCs) are in a unique position to capitalize on these changes.
- AMCs must maintain their traditional roles in education and research yet maintain leadership in this new clinical care environment

