Medical Assistant Programs:
NSPG and MGH/MGPO

Presented by:
Beverly Loudin, MD, MPH
Lisa Susser
Format

- Introduction
- Presentation – Beverly Loudin, MD, MPH
- Presentation – Lisa Susser
- Q&A
Questions

- On the left side of your screen, click the message box, “Chat with Presenter.”
- Type your question.
- Click ‘Send.’
- These questions will be addressed after the presentation.
Presenters

- **Beverly Loudin**, MD, MPH, Director, Patient Safety & Quality, North Shore Physicians Group
- **Lisa Susser**, Training and Communications Specialist, MGH/MGPO Practice Improvement Division
Why Medical Assistant programs?

- Diverse educational offerings in marketplace
  - Difference between Certified MA and MA certification

- Need for consistent, baseline competencies in all medical assistants

- Role of MA changing in outpatient practices
  - Additional skills and abilities needed
  - Physicians requesting more assistance
Cornerstones of Program Development:

- Creating buy-in, pinpointing champions
- Developing program goals
- Delivering training to medical assistants
- Iterative development and delivery
Buy-In 101

- Identify your program champion
- Identify your key stakeholders
- Making the case for change
- Start small and build on your success
  - Communicate your results
  - Your program should speak for itself
Getting Buy-In at NSPG

- Our Burning Platform
- Multispecialty Group focused on Primary Care
- Multiple layers of buy-in
  - NSPG Quality Council
  - Physician Executive Leadership Council
Creating Buy-in: MGH/MGPO

- VP, MD, RN support from beginning
- Workgroup rep. various/varied stakeholders
- Established core training modules for newly-hired v. existing staff
- Start small and build on wins
Developing Program Goals

○ Need to establish the baseline set of competencies for medical assistants (MAs), both existing staff and new hires

○ Improve Physician Work-Life balance and satisfaction (Signature Initiative)

○ Improve MA job satisfaction and retention

○ Impact MA quality and on-the-job performance

○ Utilize MAs more effectively in patient care delivery
Content Development

○ Program modules must address both clinical and non-clinical skills

○ Clinical Skills:
  ➢ Vital Signs, Infection Control, EKG, Phlebotomy, etc.

○ Non-Clinical Skills:
  ➢ Customer Service, Professionalism, Compliance, Technology training, etc.
I. MA Training Program
   - Define the core competencies
   - All existing MA’s trained to these skills

II. Transition responsibility for entry and management of specific LMR data to MA

III. Redesign the patient visit workflow:
   - Increase the face to face time between provider and patient
   - Create provider-clinical staff teams
   - Move towards Patient-Centered Medical Home model of care
North Shore Physicians Group
Core Clinical Competencies

1. Accurate vital sign measurement
2. Performing selective tests
   • Vision
   • Hearing
   • Urinalysis
   • Spirometry
   • EKG
   • Pulse Oximetry
   • Throat culture
   • POC testing
   • GYN exams
3. Vaccines: administration, documentation, stock maintenance
4. Specimen collection and processing
5. Additional clinical competencies specified by practice
North Shore Physicians Group
Additional Learning

- Chronic Disease Management
  - Hypertension, Cardiovascular Disease, Diabetes, Asthma, COPD
  - P4P measures related to same
- LMR module maintenance
- Infection control
- Exam room safety
- Exam room preparation
- Privacy and Confidentiality
MGH/MGPO

MA Program Components
MGH/MGPO

MA Program Components

- Medical Assistant Orientation
- Professional Development Series
- MGH MA Matters Newsletter
MGH/MGPO
Medical Assistant Orientation

- Held monthly; 28 hours of training
  - Clinical Modules
  - Non-clinical modules
- Open to newly-hired medical assistants, including temporary staff
- In-house subject matter experts educate
  - Clinical
  - Non-clinical
MGH/MGPO
Professional Development Series

- Monthly; 1-hour sessions
- Clinical refreshers: phlebotomy, universal protocol, wound care
- Non-clinical topics: dealing with a difficult patient, a cultural perspective on a challenging co-worker
MGH/MGPO
Medical Assistant Newsletter

- Monthly newsletter focusing on disease and clinical issues
Program Outcomes
Program Impact with Physicians

- Trustworthy and credible clinical skills
- Strengthened professionalism in clinical relationships
- Effective support of care provider
- Effective support of practice integration
- Advance critical thinking skills
MGH/MGPO Program review

- In service since 2008; two years and going well.
- Consistent support from senior physician leadership
- Over 100 medical assistants have been through orientation since March 08
- MA Professional Development Series averages 40 attendees per month
- Physicians report increased confidence and capability in those MAs who have attended orientation
  - Several physicians archive newsletter for practice reference
- Medical Assistants report feeling valued by the organization and recognized for their contributions
North Shore Physicians Group
Program Outcomes

- 14 Clinical Staff trained to date
  - 12 MA’s
  - 2 LPN’s who are clinical supervisors at their sites
- Program is highly rated by participants
- Office managers report improved teamwork among MA’s
- Physicians report increased involvement with patient care
- Increased job satisfaction among participants
Challenges

- Practice structures impact education and relevance of materials

- Scope of Practice
  - Compliance and job competencies
    - Who’s assessing for the skills and when?
    - Grey area that requires guidance/education
  - What’s not OK in MA
Q&A
Onsite MA Training Program

- Creating a Medical Assistant Training Program: Getting Started
  - NWH – March 16, 2010
    - 9:00-11:00 a.m.
  - Compass Medical, P.C. – May 5, 2010
    - 2:00-4:00 p.m.
Upcoming Webinars

- **January**
  - Linking Employee Engagement and Patient Satisfaction: 1/27, 10:15-11:00 a.m.

- **February**
  - PCOI: Uses and Access: 2/3
  - Health Literacy and Patient Education in PC: 2/17

- **March**
  - Understanding and Treating Obesity: 3/10
  - Pediatric Guidebook: 3/24

Program and Course Information: [www.massgeneral.org/stoecklecenter/pec/course_catalog](http://www.massgeneral.org/stoecklecenter/pec/course_catalog)
Wrap Up

- Today’s session - available online.
- Evaluations

Thank you for your participation!