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GRIPA finding Rx for success

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The Greater Rochester Independent Practice Association, GRIPA, is a partnership that includes Rochester General Hospital and Newark-Wayne Community Hospital and the physician members of the Rochester General Physicians Organization and Wayne County Physicians Organization.

The Rochester-based company was founded in 1996 and ranked 55th on the Rochester Top 100 list, as compiled by the Rochester Business Alliance and KPMG.

Gregg Coughlin has been president of the company since 2002.

Where did the idea for GRIPA come from?

Back in the early 1990s, several enlightened physicians and hospital leaders met weekly for more than a year to determine how both groups could work more closely to improve the quality and efficiency of health care. As a result of those discussions, GRIPA was founded in 1996 as a unique collaboration between hospitals and physicians.

In your opinion, what has made this a Top 100 company?

Probably the most significant factor has been our desire and commitment to continually seek new and innovative ways to improve our products and services.

We have a highly educated and dedicated staff that is superb.

But none of our success would be possible without the commitment and active involvement of our physicians and hospitals and the guidance of our board of directors.

What is the most common concern physicians and hospitals come to you with?

Physician shortages and physician compensation are the most common concerns. Most industry leaders are aware of the physician shortage and are working with the Monroe County Medical Society to develop innovative recruitment models.

Certainly physician compensation is part of the problem. We work to ensure that our physicians are receiving appropriate compensation for their work and that the Rochester area is able to attract high-quality physicians.

What is GRIPA's clinical integration program?

The goal of our nationally recognized GRIPA Connect Clinical Integration is to improve the quality of health care in our community by creating a connected community of physicians, hospitals, labs and imaging facilities.

Our providers will have electronic access and be able to share their patient information through a state-of-the-art information portal and database.

Our providers are also given electronic access to national and regional clinical guidelines and medical libraries.

We have physician advisory groups and monitoring tools to assure that the best care is given in the most cost-effective manner.

What is Cognisight?

Cognisight is a limited liability corporation founded by GRIPA. Cognisight delivers clinical process and financial innovations that enable clients to improve the quality of health care and optimize efficiency and revenue without disrupting provider workflow.

CognisightDX, the company's core offering, is an expert clinical analytic system that helps Medicare Advantage plans and other Medicare Advantage risk-bearing entities identify, verify and submit correct member diagnosis information to support collection of accurate payments from the Centers for Medicare and Medicaid Services.

Cognisight is less than a year old but has already experienced financial success.

We are marketing these products and services nationwide, and we expect rapid growth over the next two years.

Who else, besides health care providers, do you consider partners in GRIPA's mission?

GRIPA is committed to working with insurers, individuals and businesses in the greater Rochester area for the purpose of improving health care.

With the acceleration of advancements in medical science and the continuous challenges of delivering progressive medical care, community partnerships are instrumental.

What are some of the obstacles GRIPA is facing, and how is the company working to overcome them?

We face the same obstacles as any other business in our area, but nothing that we can't overcome. One of the biggest challenges we face is the shifting of health care insurance products to consumer- and experience-rated plans. We need to continually modify our programs to fit these new products.

In five to 10 years, what can Rochester expect from GRIPA?

GRIPA will continually enhance and modify its medical management functions to incorporate new technologies and the new demands of consumers. If the situation is right, GRIPA will explore alternative uses for our intellectual capital and technology capabilities.

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