



Practice Coaching FAQs

Population Health Learning Center (Learning Center)

Equity and Practice Transformation (EPT) Technical Assistance

August 2024

1. What is practice coaching and why is practice coaching being offered as part of EPT Technical Assistance (TA)?

Practice Coaching provides 1:1 virtual support to EPT practices to help them implement the EPT curriculum into practice workflows. An example may be testing and implementing a new social health screening form or identifying the best approach to empanel patients to a clinician. Coaching also helps practices meet milestones to qualify to receive payment within the EPT program.

2. What are some examples of coaching activities?

Practices will work with their coach on activities like:

- Prioritizing population health management (PHM) projects or getting started with milestones for PHM.
- Testing, implementing, and measuring changes applied from the EPT curriculum, for example:
 - Testing a new outreach script to schedule patients for blood pressure screening,
 - Developing a pilot to improve colorectal cancer screening, or
 - Developing the charter for data governance.
- Analyzing practices' PhmCAT and performance data to recommend areas of improvement.
- Developing and implementing new workflows that support PHM in the practice.
- Supporting deliverables development to meet EPT program milestones.
- Connecting practices to subject matter experts on specific PHM domains (e.g., data and IT, social health, empanelment etc.) and to peers doing similar work

Table 1 describes the coaching packages, time commitment, sample activities, and pricing.

3. Who are the coaches? What is the Coaching Pool?

The Learning Center is developing a regionally-based Coaching Pool. The Coaching Pool includes a group of experienced coaches, vetted by the Learning Center, with expertise in training and coaching on the EPT population health building blocks (i.e., empanelment, data and IT, models of care etc.), as well as implementing practice change at independent practices and/or health centers in California. Coaches will provide hands-on support to adapt the EPT standardized curriculum to their unique practice environment. The end goal is to ensure each practice can both meet the EPT payment milestone and implement meaningful practice change that will result in improved outcomes, patient experience, and efficiency.

The Learning Center will hold regular check-ins with coaches to understand their progress, address challenges, identify best practices, and continuously improve the coaching service. **Table 2** lists



the coaches participating in the Coaching Pool as of August 2024. This list may change over time as more practices are interested in coaching.

4. What if my practice is already working with a coach? What if this coach isn't part of the EPT Coaching Pool?

Practices may continue working with an external coach (e.g., someone who is not participating in the Coaching Pool), or they may switch to working with a coach within the Coaching Pool. You can also reach out to the Learning Center to share information about your coach to see if there might be a fit for the coach in the Coaching Pool.

5. Do I get to choose my coach? What if I currently have a coach that is part of the Coaching Pool but I don't want to continue working with them for EPT?

If a practice would like to work with a new coach, the Learning Center can facilitate the switch. The Learning Center will help connect your practice with a new coach in the Coaching Pool. The Learning Center will then match coaches and practices based on geography, desired intensity of coaching, anticipated focus areas for coaching, and additional data.

6. How much does coaching cost?

As described in **Table 1**, there are three coaching packages: 5 hours/month for \$27,000/year; 10 hours/month for \$47,000/year; and 15 hours/month for \$67,000/year. Please note for the first year, any practice that contracts directly with the Learning Center (e.g., the coaching contract is between the practice and the Learning Center, not between the sponsoring MCP and the Learning Center) will get a discount on the low-intensity coaching package (\$25,000 versus standard pricing of \$27,000).

All coaches participating in the Coaching Pool agree to the Learning Center's rates and payment structure. Coaches should not "balance bill" practices for any difference in fees between the EPT rate and non-EPT rate (e.g., if the coach charges a higher rate outside of EPT) for coaching services delivered as part of EPT. Coaches should not charge practices for a percentage of milestone payment received.

Check with your MCP to see if they will fund the cost of your desired coaching package.

7. What are the next steps?

If you want coaching support, please tell your assigned MCP to find out if they are sponsoring this service. If they are, reach out to Learning Center's Rachel Isaacson at risaacson@pophealthlc.org about your desired coaching package. The Learning Center will communicate with your MCP and then match your practice with a coach. If you'd like to purchase coaching, the Learning Center will work with your practice on a contract.

The Learning Center is hosting a Coaching Services Webinar on August 27 from 12 - 1pm. Interested practices and MCPs can register on the [Learning Center's website](#). You will have the opportunity to learn more about the EPT coaching program, coaching packages, and meet the coaches.

Table 1. Coaching Packages

Package	Hours per Month	Coaching Description	Cost per Year
Low Intensity	5 hours	<ul style="list-style-type: none"> Connects practices to resources, experts, and peers. Supports practices in understanding their strengths and areas for improvement and in developing PDSAs. Provides input on the practice’s policies, workflows, and improvement roadmap. 	\$27,000 *\$25,000 for year 1 for practices directly contracting with PHLC
Medium Intensity	10 hours	<ul style="list-style-type: none"> Facilitates technical content and best practices calls with peers and experts. Co-develops PDSAs, workflows, policies, procedures, and protocols to support implementation of changes and deliverables submissions. Co-develops the roadmap and implementation plans to support improvements. 	\$47,000
High Intensity	15 hours	<ul style="list-style-type: none"> Uses QI methods (i.e., fishbone diagrams, driver diagrams, 5 Whys) to identify, prioritize, and document areas for improvement. Facilitates meetings to ideate solutions; develops PDSA cycles to support practices in testing, implementing, and scaling interventions. Develops workflows, policies, procedures, protocols, roadmaps and implementation plans. 	\$67,000



Table 2. The Coaching Pool (August 2024)

Coach	Brief Description of Coach
California Medical Association	The California Medical Association’s (CMA) Physician Services Organization (PSO) provides coaching and TA to physicians and their organizations to help them thrive in a variety of care delivery models. Combined, CMA PSO coaches have over 100 years of experience, have administrative and clinical expertise, and have worked with more than 250 physician entities ranging from health systems to health centers to physician practices.
Denise Armstorff	Denise Armstorff is an independent consultant with over 35 years of experience in the healthcare industry. Denise has a wide range of quality improvement experience, has functioned as a Practice Coach, Master Coach, Curriculum Developer, and Program Designer and Facilitator/Trainer. Denise brings extensive experience in providing technical support to healthcare organizations that are working to improve patient care delivery systems and related quality metrics through expert leadership, facilitation, and coaching.
Elevation Health	Elevation Health Partners is a women-owned consulting firm in California committed to ensuring that healthcare is accessible and equitable for all individuals. With nearly two decades of experience, Elevation Health specializes in improving outpatient care and driving improvements in healthcare delivery. Elevation Health has developed a unique coaching model, focused on guiding practices through significant changes effectively, building long-term, trusted relationships with practices, gradually enhancing their capabilities, skills, and autonomy.
Inland Empire Foundation for Medical Care (IEFMC)	Established in 1960 by physicians, IEFMC collaborates with Riverside County Medical Association and San Bernardino County Medical Society, that together represent over 3,200 physicians in the Inland Empire. With grassroots relationships, IEFMC offers evidence-based programs benefiting patients and providers. IEFMC has supported over 160 providers in 141 practice locations in their Population Health Quality Improvement Programs, and runs additional population health programs including for Practice Optimization, a Population Health Management Academy, and more.