

Memphis Business Journal - January 19, 2009  
<http://memphis.bizjournals.com/memphis/stories/2009/01/19/story5.html>

# Memphis Business Journal

Friday, January 16, 2009

## 'Back to the future'

HealthSpring targets primary care doctors for IPAs

Memphis Business Journal - by [Toby Sells](#)

With "bleak prospects on the horizon" for some primary care physicians, **HealthSpring** has formed a small group of independent physicians to make health care more efficient, less expensive and more profitable.

The Medicare Advantage plan's local arm has formed **Memphis Midtown Independent Physicians Association**, which consists of nine primary care physicians and internists. These physicians create and adhere to similar practices and agree upon the same referring specialists. In doing so, a portion of the money they help HealthSpring save is given back to them.

"Primary care physicians are recognizing that there are very bleak prospects for them on the horizon," says HealthSpring CEO Jon Buss. "They see that the path they're on is heading in the wrong direction. Most of them are frustrated with it and don't see a way out."

Buss says as the independent physicians association ramps up, its primary care physicians can make 90%-100% more per patient than they would have by simply being reimbursed through Medicare. Participating specialists, he says, can expect 40%-60% more.



ALAN HOWELL | MBJ

Physician Ralph Taylor, left, talks with HealthSpring CEO Jon Buss about the independent physician association.

[View Larger](#)

[tsells@bizjournals.com](mailto:tsells@bizjournals.com) | 259-1724

### This article is for Paid Print Subscribers ONLY.

If you are already a Memphis Business Journal subscriber please **create or sign into your bizjournals.com account to link your valid print subscription** and have access to the complete article.

[Purchase a Print Subscription](#)

Become a Print Subscriber



For immediate access to this article, as well as the most recent edition of Memphis Business Journal online, become a print subscriber.

[Create a Bizjournals Account](#)

Already have an Account

Email Address:

Password:

[Sign In](#)

[Forgot Your Password?](#)