

*“PCPs are extremely appreciative of this program. Unlike other promised innovations, the often-expressed opinion is that this one actually ‘works’ and delivers on its promise.”*

Elizabeth Rosenblum, MD,  
Professor of Clinical Medicine;  
eConsult Physician Lead



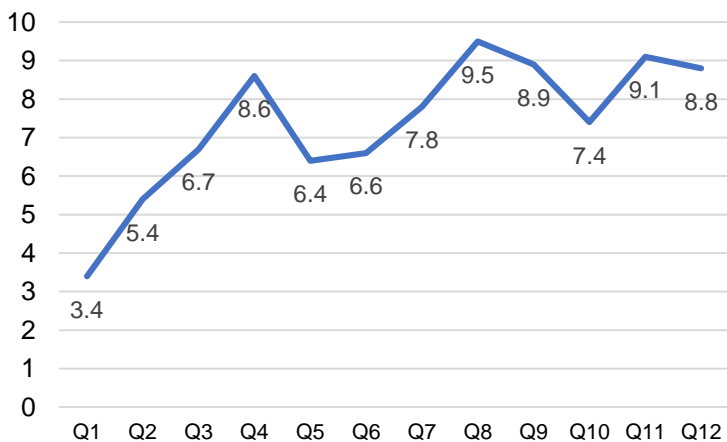
## PHYSICIAN LEADERSHIP AT UCSD

In 2014, the University of California, San Diego (UCSD) was selected to participate in the Association of American Medical Colleges’ (AAMC) Project CORE as a pilot site with four additional academic medical centers. Through EMR-based tools, known as eConsults and enhanced referrals, Project CORE aims to improve communication and coordination between primary care physicians and specialists, resulting in a better care experience for both patients and providers. Not only is the referral experience improved, but the CORE model is an opportunity for both primary care and specialty providers to come together to share and learn from each other through unique opportunities like co-management conferences, eConsult newsletters, and template collaboration.

Through the leadership of Dr. Elizabeth Rosenblum, UCSD has implemented the model in 18 specialties and completed over 3,300 eConsults in the first three years. Having a physician champion that was at the ready from the very beginning has been critical to the success of the program. Dr. Rosenblum is a true advocate of the model but more importantly, a true advocate for her colleagues. During the implementation stage, Dr. Rosenblum created numerous training guides and eConsult newsletters, and visited clinics to raise awareness and train providers on how to send eConsults. By listening and responding to her colleagues, Dr. Rosenblum has adapted the CORE model to best fit the local needs and preferences of UCSD’s clinicians, ensuring the program’s success and sustainability.

**“Kudos to Dr. Rosenblum for all her hard work over the last year. E-consults have changed the way we practice medicine at UCSD FM.” -UCSD Fam Med Faculty**

**Quarterly eConsult Rate per 1,000 Primary Care Visits (Sept 2014 – Aug 2017)**



**88%** of primary care providers were highly satisfied with their eConsult response

**80%** of eConsults were successfully managed without a specialty visit 90 days post eConsult

**39%** of primary care faculty sent 11 or more eConsults in year 3 of the project\*

**6%** of all medical specialty contact and 3% of all surgical contact have been attributed to eConsults

\*PCP numbers include only those primary care faculty who were present all 3 years of the program