



# PhysicianPerformance

Empowering Physicians. Elevating Healthcare.

## BRIEF

Bi-monthly newsletter to keep you connected

*Congratulations outstanding colleagues, New co-branding for BILHPN practices, BILHPN -WellSense new contract*

### Congratulations to our 2025 Outstanding Colleague Award Winners!



We celebrated the physicians who received our 2025 Outstanding Colleague Award at an event downtown at the Klarman Building. Dr. Kimball read the nomination script for each award winner, which detailed the many ways that these recipients show compassion, collegiality and mentorship to their fellow physicians.

We also presented a special award to Dr. Barbara Spivak for her many years of service at MACIPA, other medical organizations and Physician Performance.

Appreciation awards were presented to Dr. Dana Fugelso, for 20 years of service and to Drs. Rich Wolfe and Dewayne Pursley for 25 years of service to the organization.

Click [here](#) to see photos of all of the winners, as well as the nominations.



### New Co-Branding Opportunity for BILHPN Participating Practices

In response to provider feedback, the Beth Israel Lahey Health Performance Network (BILHPN) is excited to introduce a new co-branding initiative designed to help practices that participate in BILHPN showcase their connection to the network and reinforce a more consistent patient experience.

A new *Participating Provider* logo and branding toolkit are now available to help your practice reinforce its connection to BILHPN. These materials are designed to create a more consistent and recognizable experience for patients, making it easier for them to identify and navigate in-network care.

Examples of How You Can Use the Brand:

- Letterhead and business cards
- Appointment reminders
- Practice website
- Logo for office door or wall decal

To access the toolkit, practices must complete a brief [marketing agreement](#) and return a signed copy to [branding@bilh.org](mailto:branding@bilh.org). Once submitted, practices will receive access to the branding materials.

If you have questions or would like help incorporating these materials into your practice, please reach out to [branding@bilh.org](mailto:branding@bilh.org).

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### New BILHPN contract - WellSense MassHealth

Beth Israel Lahey Health Performance Network (BILHPN) has entered into a new fee-for-service agreement with WellSense Health Plan, specifically for the WellSense MassHealth products currently listed here:

<https://www.mass.gov/info-details/full-list-of-masshealth-acos-and-mcos>.



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**Reminder:** If you have an upcoming publication, presentation, award, or honor that you'd like to let us know about, please reach out to us at [PLLCAdministration@bidmc.harvard.edu](mailto:PLLCAdministration@bidmc.harvard.edu)

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Please reach out to me if you have any questions or concerns. I can be reached via email at [PLLCAdministration@bidmc.harvard.edu](mailto:PLLCAdministration@bidmc.harvard.edu) or leave me a message at (617) 632-9728 and I will get back to you.

Deb Schoenthaler, Executive Director

