STEVE HUBBARD, MD

Assistant Chief of Family Medicine Services
Assistant Physician-in-Chief, Santa Rosa Medical Center

I consider giving great care to my patients only half my job; the other half is getting them in to see me as soon as they want.

I was eager to take on the role of Assistant Physician-in-Chief for Primary Care Access because it directly deals with getting members in to see their own physicians in a timely manner.

I started by helping the Department of Family Medicine in Santa Rosa implement some innovative new approaches to access that were proving very successful elsewhere around the country. It didn't take long before we saw significant improvements. The wait time for appointments plummeted; patient satisfaction soared, and so did physician morale, especially when our doctors realized how happy their patients were when appointments were much more available.

I was especially pleased when our Northwest, Mid-Atlantic, and Southern California regions asked me to come help them improve patient access. Together, we have given more than one million members better access to their primary care physicians.

"I FEEL GOOD ANY TIME I CAN HELP IMPROVE THE WAY WE DELIVER CARE."

Everyday Heroes

STEVE HUBBARD, MD

FAMILY MEDICINE, SANTA ROSA

2007 Cecil Cutting, MD
LEADERSHIP AWARD

A million Kaiser Permanente members may not know who Steve Hubbard, MD, is, but they can certainly appreciate what he's done for them – giving them better access to their primary care physicians.

In the late 1990s, physician access in Northern California was in critical condition. As Assistant Physician-in-Chief, Dr. Hubbard tackled the problem head on. Soon, Santa Rosa members who'd struggled to see their own physicians 47% of the time were now seeing them more than 80% of the time, while appointment wait times plummeted from six weeks to one to three days.

It wasn't long before leaders from the Northwest, Mid-Atlantic, and Southern California regions invited Dr. Hubbard to help with – and solve – their similar access problems.