

Consumer Incentives in Disease Management: The Bridges to Excellence Model

Disease Management Colloquium
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Lynn A. Kohrs
General Electric Co., Inc.

Bridges to Excellence is a multi-stakeholder approach to creating incentives for quality that engages employers, health plans, physicians, and consumers.

Mission:

- > Improve quality of care through rewards and incentives that
 - (1) encourage providers to deliver optimal care
 - (2) encourage patients to seek evidence-based care and self-manage their own conditions

Focus:

- > Reengineer office practices by adopting better systems of care
- > Demonstrate the reengineering is working through better outcomes for patients with chronic conditions, starting with diabetes and cardio-vascular diseases

BTE uses standard nationally recognized measures of performance

Structure (PPC):

- Patient safety – e-prescribing
- Guideline-driven care – EHRs
- Focus on high-cost patients – Care coordination
- Improved compliance – Patient education & support



Process & Outcomes (DPRP & HSRP):

- HbA1Cs tested and controlled
- LDLs tested and controlled
- BP tested and controlled
- Eye, Foot and Urine exams
- LDLs tested and controlled
- BP tested and controlled
- Use of aspirin
- Smoking cessation advice

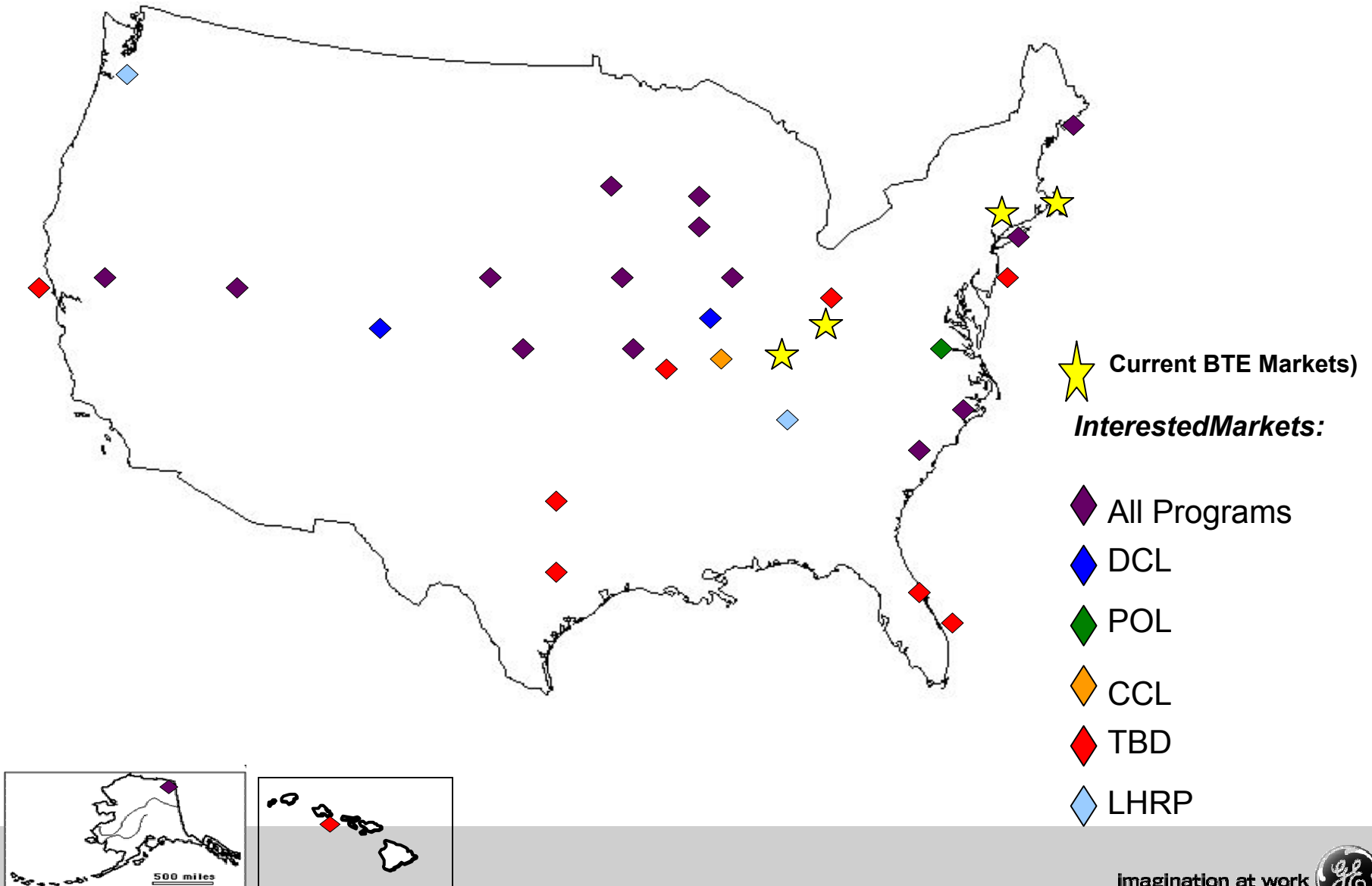
There are three programs based on the NCQA Physician Recognition Measures

	NCQA Measure set	Physician Activation	Consumer Activation
Physician Office Link (POL)	Physician Practice Connections (PPC)	Up to \$50 pmpy	Physician-level report card, and patient experience of care survey
Diabetes Care Link (DCL)	Diabetes Provider Recognition Program (DPRP)	Up to \$100 pdppy	Diabetes care management tool, and rewards for care compliance
Cardiac Care Link (CCL)	Heart Stroke Recognition Program (HSRP)	Up to \$160 pcppy	Cardiac care management tool, and rewards for care compliance

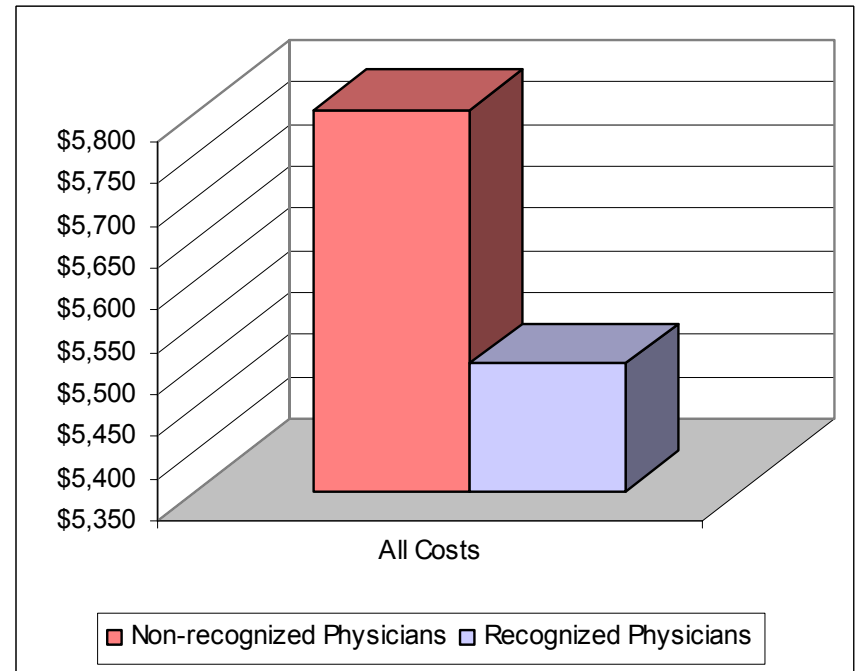
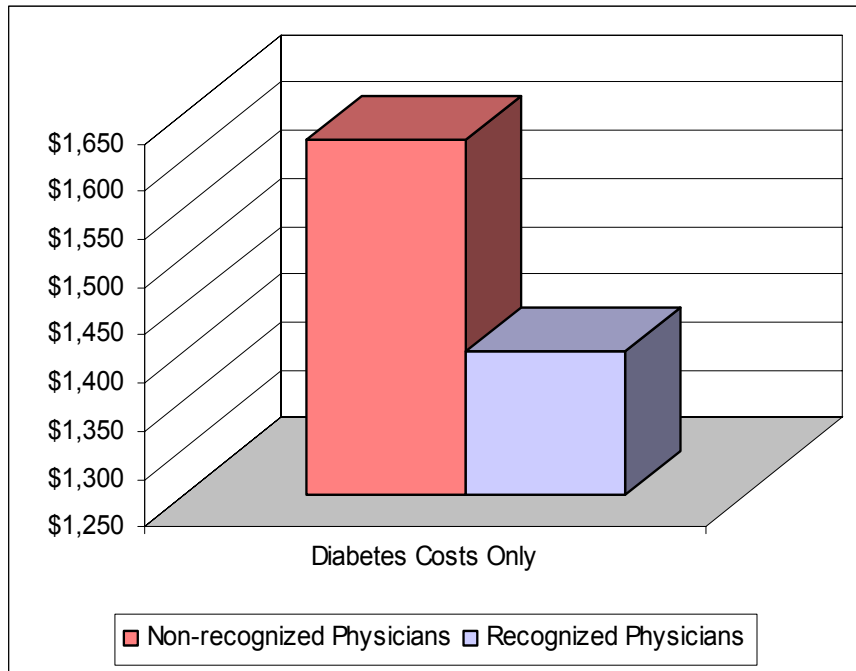
We've Made Great Progress in Our Pilot Markets

		Jan 2004	Mar 2005
Physicians Recognized for Excellence	Office Systems	30	559
	Diabetes Care	60	381
Employees going to recognized Physicians		Office Systems	8,872
		Diabetes Care	1,896
Rewards paid to-date			\$1.4M
Available Rewards			\$8MM

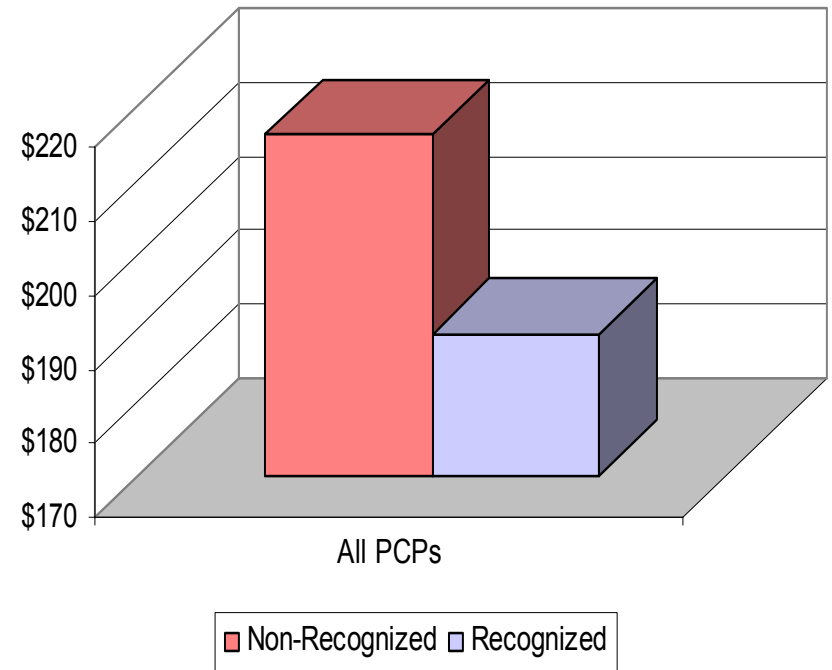
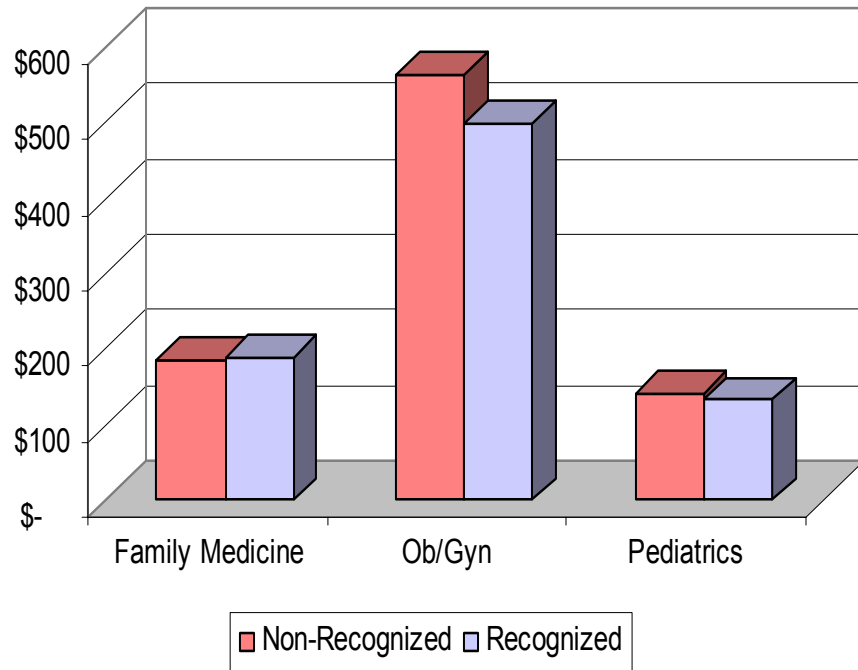
Additional Interest In Nearly 30 Markets



DPRP recognized physicians are more efficient and have lower variation in costs



POL Recognized PCPs as a group are more efficient, especially Ob-Gyns



Rewarding Active Consumers: CareRewards

DIABETES CareRewards

kelly conroy settings | log out Search

Home Diabetes Care Resources ▼

My Message Center
• You have 0 new messages.

CareRewards
You have earned 1000 points.

Doctor Search
[Find a Diabetes Doctor.](#)

Choosing a Hospital
[Hospital safety data](#)

WebMD Newsletters
• [Receive a Free WebMD Email Newsletter](#)

News
□ [Alerts and Recalls](#)
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Welcome, kelly!

My Diabetes Guide

Recommendations based on your health profile:

✕ Getting Started

- [View my Last Quarter's Diabetes CareRewards Results.](#) You'll next be able to record a new quarter on 7/1/2004. [\(info\)](#)
- [Type 1 Diabetes: Recently Diagnosed - Overview](#)
- [Type 2 Diabetes Basics](#)
- [Questions about Diabetes](#)
- [Using a food guide when you have gestational diabetes](#)
- [Dietary Supplements](#)

✕ News For You

[Dealing with your feelings about the diet for diabetes](#)

Our emotions influence what we eat, when we eat, and how much we eat. Here are tips to handle diet changes caused by diabetes.

Diabetes Health Care Benefits at GE

Review your [diabetes-related benefits](#) to gain the level of care that's right for you.

You need Acrobat Reader to open this document. If you would like to install Adobe Acrobat Reader, click on the link below.

How often can I earn CareReward points?

Points for successfully completing self-care activities - as recorded in the quarterly Diabetes CareRewards assessment -- are earned on an activity-specific [frequency schedule](#).

Employer specific content

Links to:

- MD search to find recognized MD's
- Leapfrog Website for hospital safety data
- Newsletters, news, clinical trials and additional health info

Four-step process

- > Create a profile to establish baseline
- > Use CareGuide with doctor to set long term goals
- > Use CareJournal to track progress
- > Earn CareRewards by answering the self-care questions



CareRewards

- > **Participant accumulates points through improving self care processes and outcomes (HbA1c)**
- > **Participant redeems points for coupons towards purchases at Diabetic Express for lifestyle products: sugar free foods, monitoring software, books on living with diabetes**




Patient 1	Completes all of the self-care processes for six months	4,000
Patient 2	Completes all of the self-care processes for six months and reduces HbA1c 1%	9,000
Patient 3	Completes all of the self-care processes for 1 year and reduces HbA1c 2%	17,000

Physician *Quality Ratings*: Rating and Rank


- > High-level roll-up of physician's overall performance
- > Distinguishes relative performance of physicians within each level
- > Patients can express satisfaction or dissatisfaction about their primary physician

Quality Legend



Systems of Care

-  Recognized with Utmost Distinction
-  Recognized with Distinction
-  Recognized

Diabetes

-  Recognized

Heart/Stroke



-  Recognized - Super Star
-  Recognized

State: Massachusetts >> Specialty: Gen/Fam Practice >> City: Burlington

These physicians, with your requested specialty, are in the area you selected.

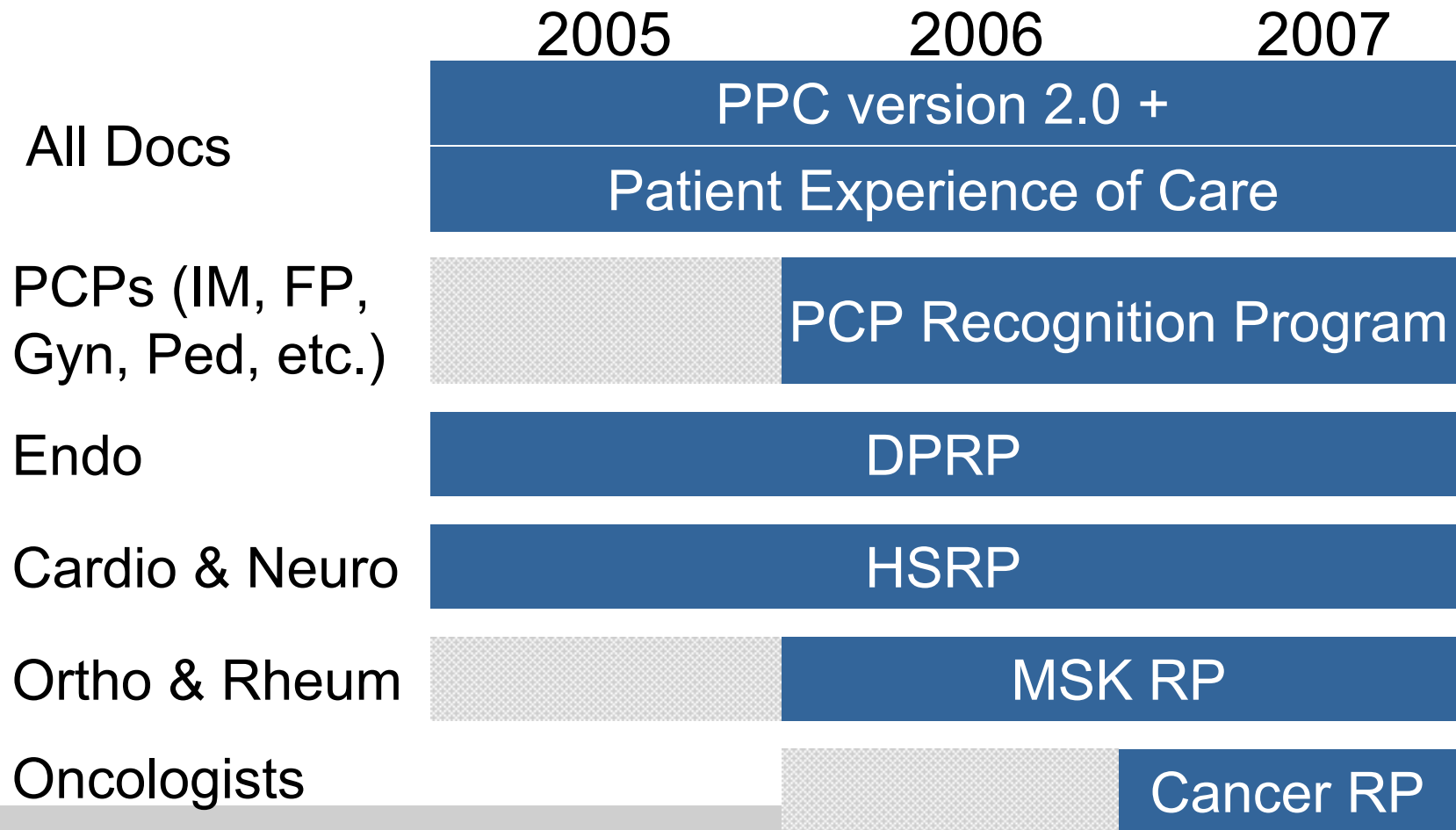


[Printer Friendly](#)

Gen/Fam Practice					
Physician's Name	Excellence In:				Share Your Experience of Care
	<u>Systems of Care</u>	<u>Diabetes</u>	<u>Heart/Stroke</u>	<u>Patients' Experiences</u>	
John T. Cuttino		--	N/A	Data Not Yet Available	Take Survey Now
Stephen Price		--	N/A	Data Not Yet Available	Take Survey Now



Continue building programs to cover most specialties



Efforts have been incorporated in other national initiatives

HRPA – the coalition has agreed to use the BTE & Leapfrog-defined measure sets in its initiative, and will only contract with plans that agree to use them

CMS – we're working with CMS on three of its demos: CMP, DOQ, DOQ-IT to make sure that our performance measures are synched up

Health Plans – UHC has licensed BTE for their customers, along with CIGNA, CareFirst BCBS and NBCH

For More information...

Web site: www.bridgestoexcellence.org

Newsletter: 1-800-224-7161

Contact:

> Jessica DiLorenzo, General Electric –
jessica.dilorenzo@corporate.ge.com