

Highmark QualityBLUE Pay for Performance Program

Building A Culture of Quality



Carey Vinson, MD, MPM
Vice President, Quality & Medical Performance
Management
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Why Profile Providers and Pay for Performance?

- Address consumer demands for increased information about provider quality & safety.
- Align reimbursement with performance.
- Build performance excellence into everyday healthcare operations



Current Drivers of Quality Improvement

- Employers' focus on "Value Based Purchasing"
- Continued evidence of "Unwarranted Variation in Practice"
- Consumerism
- Expansion of HEDIS indicators and NCQA expectations for health plans
- Federal Four Cornerstones Initiative (HHS)
- State initiatives (e.g., Rx for PA)

Highmark's Pay for Performance Quality Mission

Long Term Goals



Foundation

Highmark Provider Quality Programs

QualityBLUESM A Physician
Pay-for-Performance
Program

QualityBLUE Physician Program

Performance Indicators & Metrics

- Clinical Quality (16 indicators)
- Generic/Brand Prescribing
- Member Access
- Electronic Health Record
- Electronic Prescribing
- Best Practice

QualityBLUE Physician Quality Scoring

Quality Measure	Description	Possible Quality Score
Clinical Quality	Expected Quality Guidelines	65
Generic/Brand Rx	Prescribing Patterns	30
Member Access	Weekly office traditional and non-traditional hours	5
Best Practice	Clinical Practice Improvement Activity	5
Electronic Health Record	Uses evidence of implementation progress	5
Electronic Prescribing	Uses evidence of purchase and functionality	5
Total		115

Clinical Quality Indicators

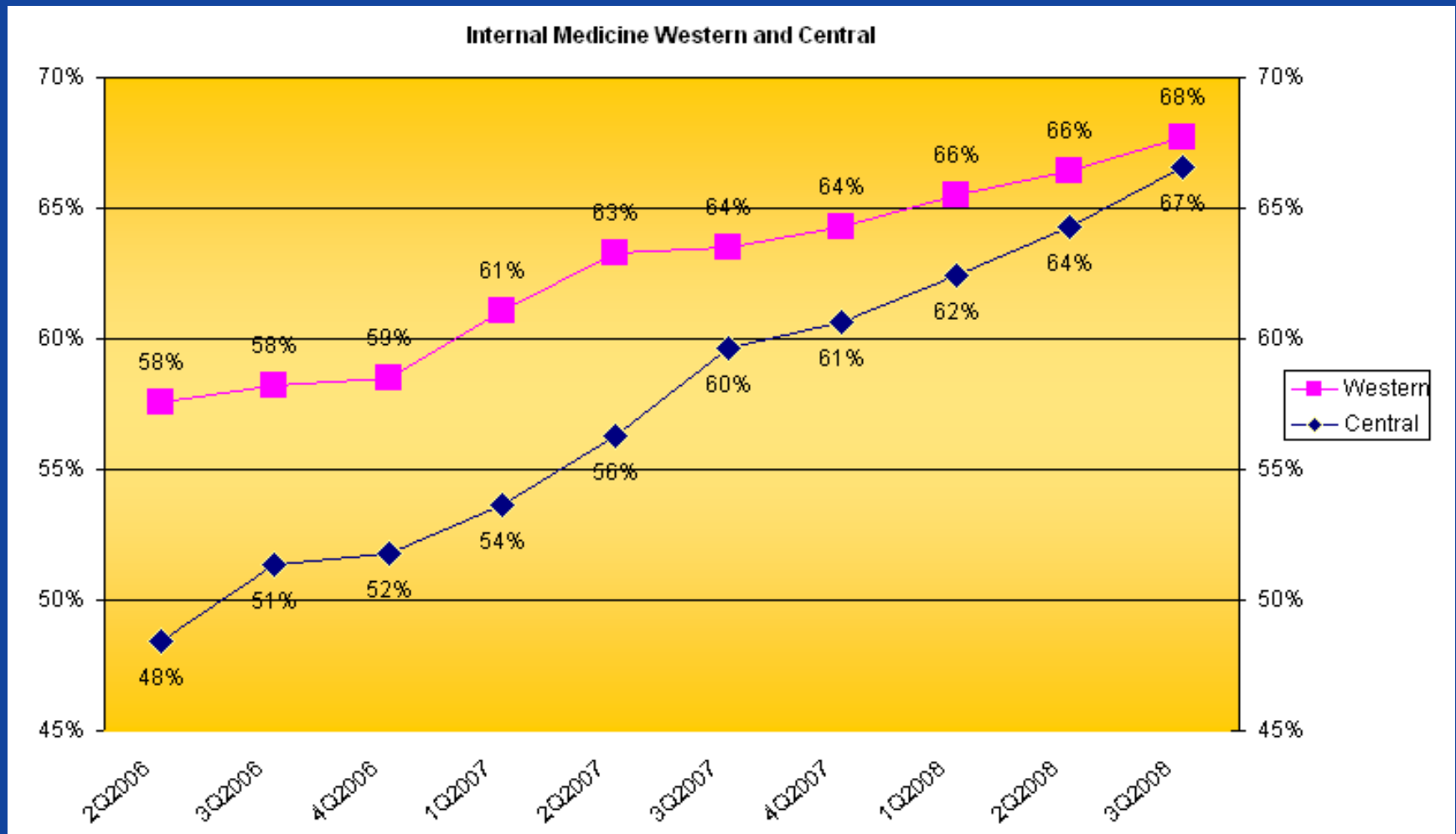
Family Practice, Internal Medicine, Pediatrics

- Acute Pharyngitis Testing
- Appropriate Asthma Medications
- Beta Blocker Treatment after AMI
- Breast Cancer Screening Mammography
- Cervical Cancer Screening PAP Test
- Cholesterol Management after CV Event
- Comprehensive Diabetes Care
 - LDL-C
 - HbA1c
 - Eye Dilation Exam
 - Screening for Nephropathy
- Adolescent Well-Care Visits
- Varicella Vaccination Status
- Well Child Visits for the First 15 Months
- Mumps-Measles-Rubella Vaccination Status
- Congestive Heart Failure Annual Care
- Well Child Visits - 3 to 6 Years

Fourth Quarter 2007 QualityBLUE Physician Performance

Total Quality Score Range	Incentive (Bonus \$ for each filed claim)	Number of Practices	Percentage of Practices
Below 64	\$0	522	42
65-89	\$3	578	46
90-100	\$6	124	10
Over 100	\$9	22	2
Total practices		1246	100

Improvement in Generic Prescribing Rates

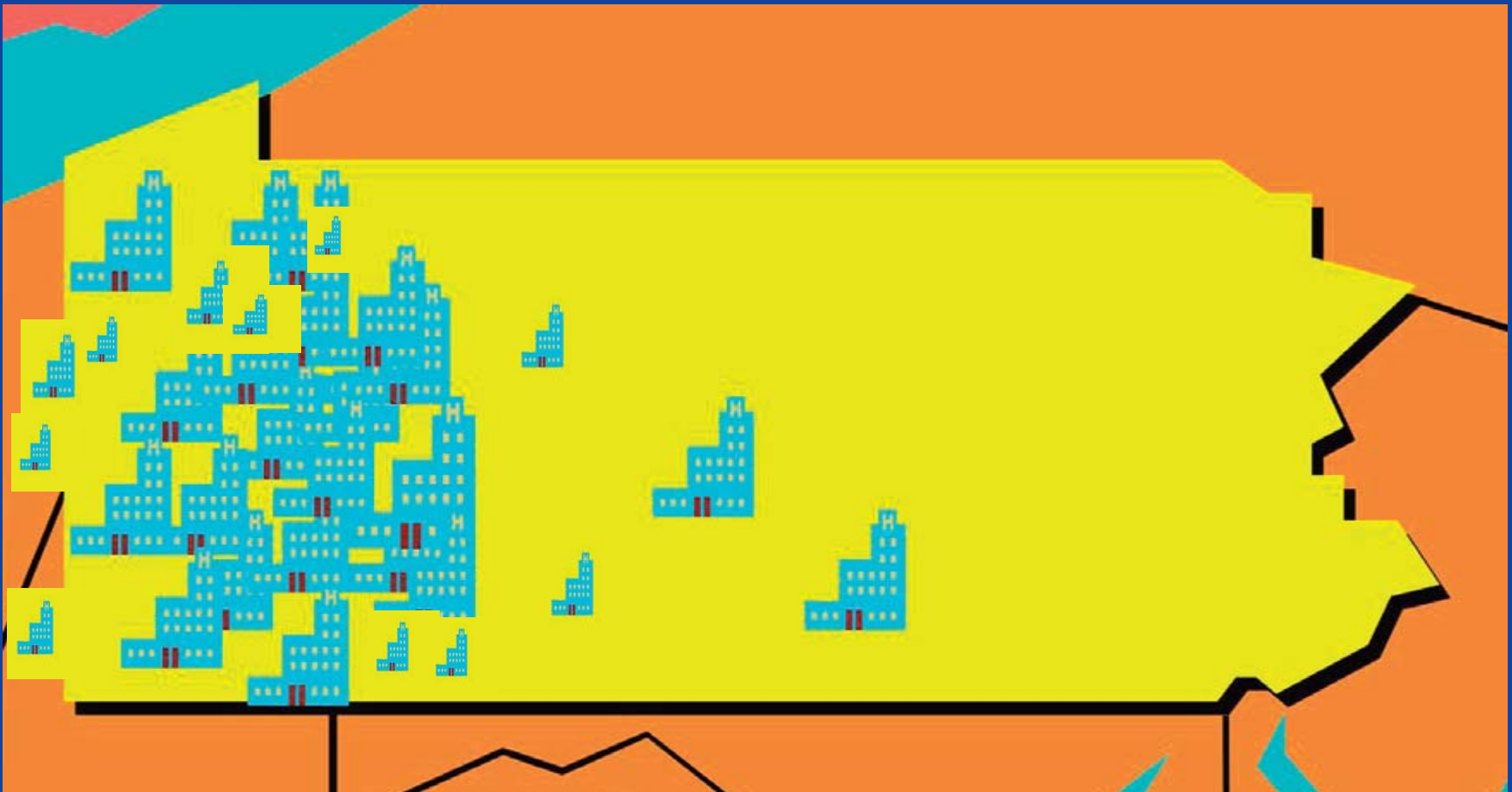


Highmark Provider Quality Programs

QualityBLUESM A Hospital
Pay-for-Performance
Program

Highmark's QualityBLUE Hospital Pay for Performance Program

Currently 41 Hospitals in Western and Central Pennsylvania



QualityBLUE Hospital Pay for Performance Program Fiscal Year 2008

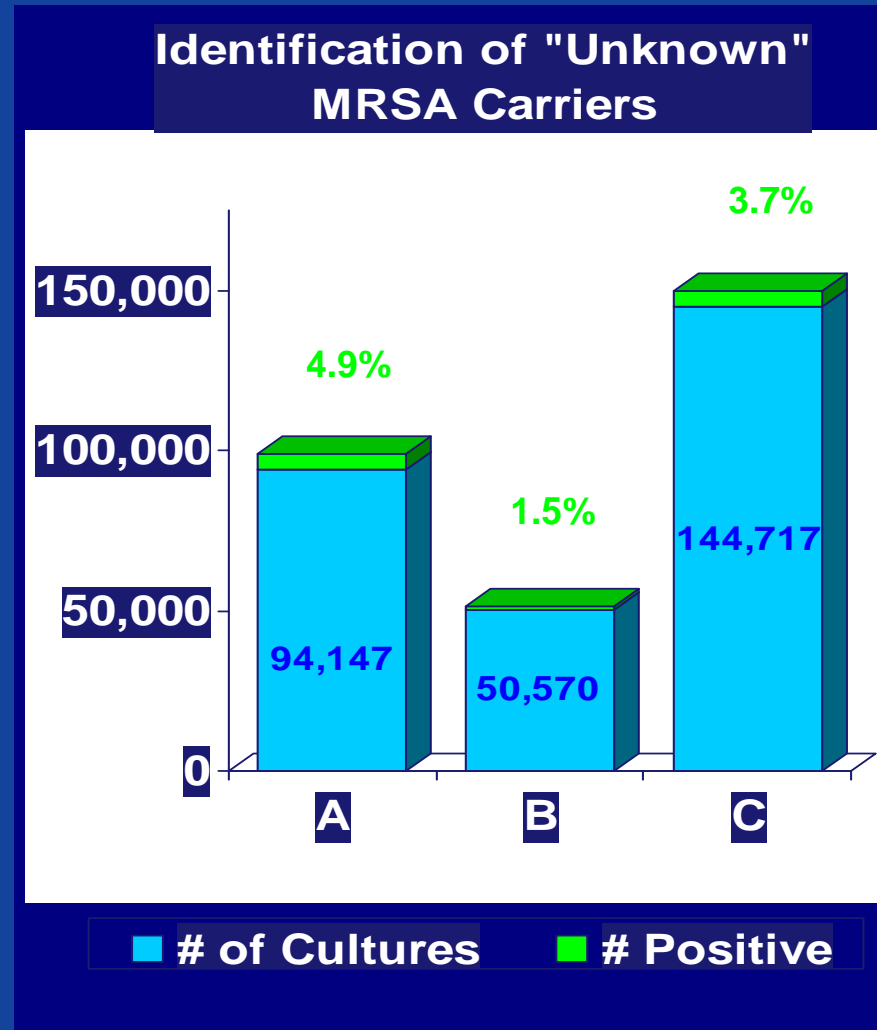
Performance Indicators & Metrics

- CMS Core Quality Measure Performance (10%)
- Clinical Indicator Performance (90%)
 - Reduction of Methicillin Resistant Staph (MRSA)
 - Reduction of Central Line Associated Bloodstream Infections
 - Surgical Care Improvement Project
 - Infection & Blood Clot Prevention
 - Get With The Guidelines Heart Disease & Stroke
 - Clostridium infections
 - Catheter Associated Urinary Tract Infection
 - Obstetrics Elective Induction Bundle

QualityBLUE FY08

MRSA Impacts & Outcomes

- MRSA
 - A: Community Acquired Admission Cultures
 - B: Hospital Acquired Discharge Cultures
 - C: A & B Combined
- 5,349 (3.7%) patients were identified as positive for MRSA
- 4,597 (4.9%) patients identified upon admission
 - implemented appropriate precautions
 - Reduced transmission



QualityBLUE FY08: Line Infections

Impacts & Outcomes

Line Infections

- National rate:
 - 2.7 infections/ 1000 line days =
 - 907 infections expected

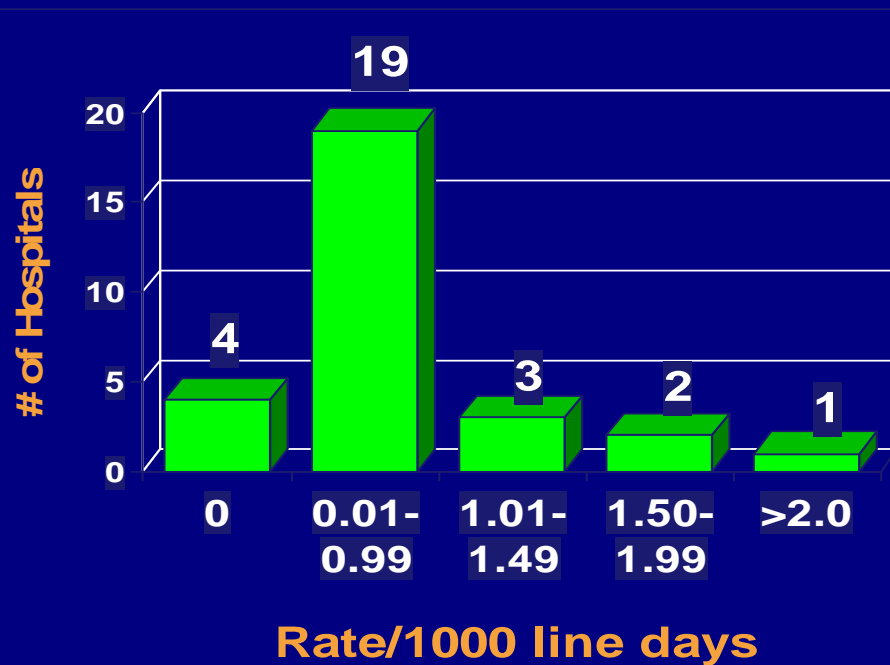
QB actual for '08 = 341

- 566 infections averted
- Cost of a infection (\$38,703) X 566 = \$21.9 Million

Lives saved = 68-142

Four Hospitals at Zero!

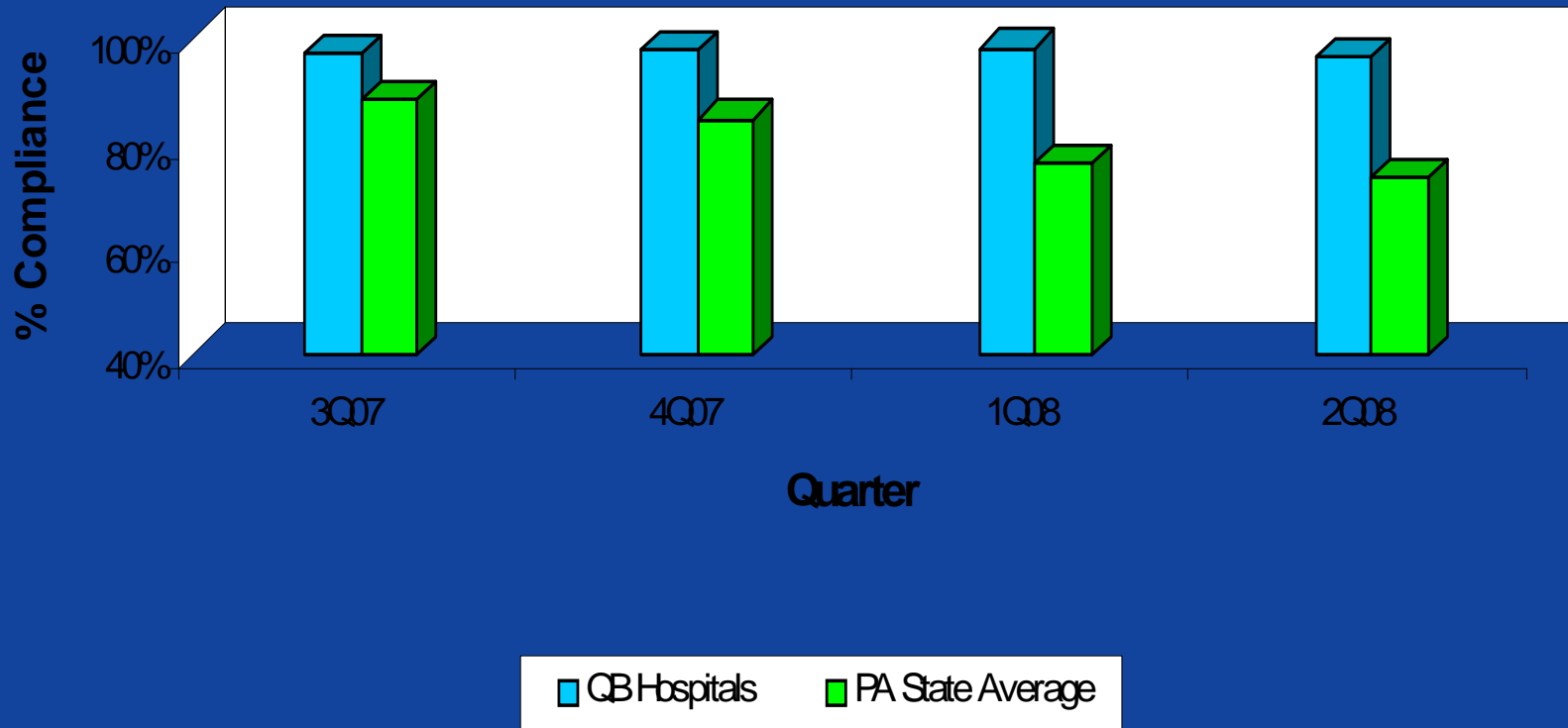
QualityBlue Hospital CLAB Performance N=29



QualityBLUE FY08

Heart Disease - Aspirin at Discharge

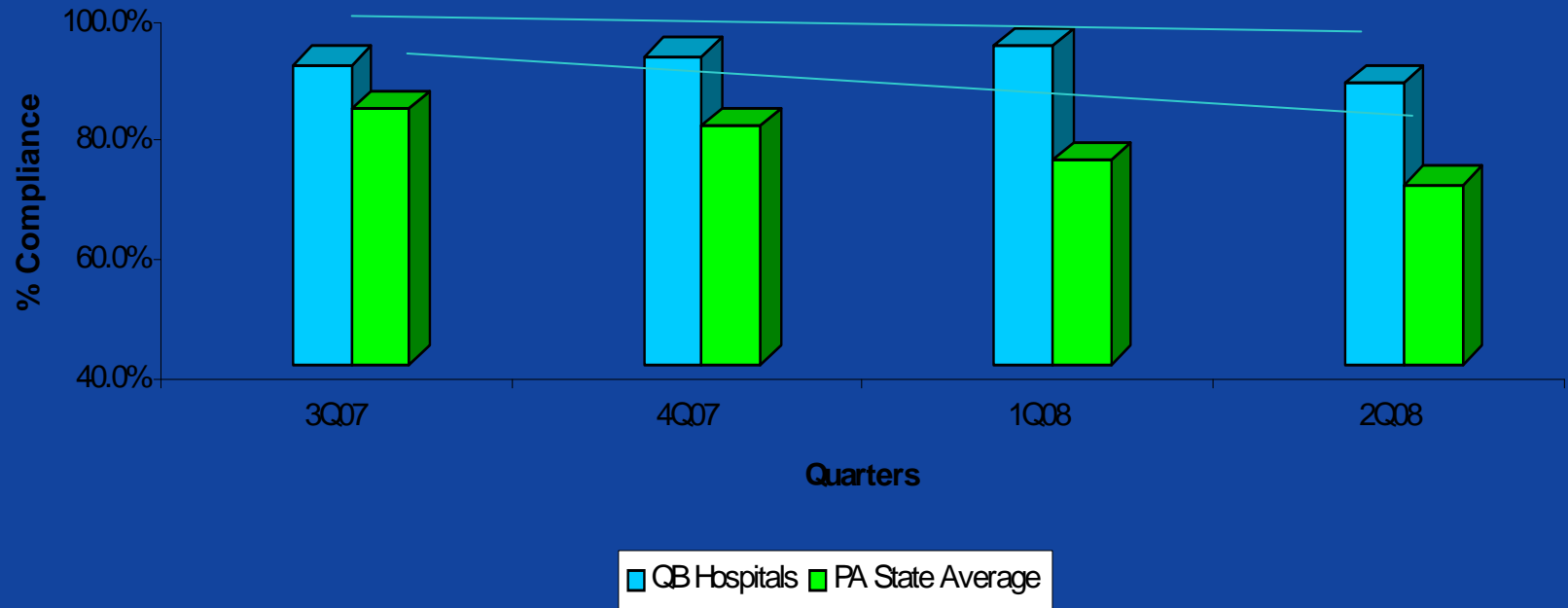
QB Hospitals vs. PA State Average



QualityBLUE FY08

Heart Disease - Defect Free Care

QB Hospitals vs. PA State Average

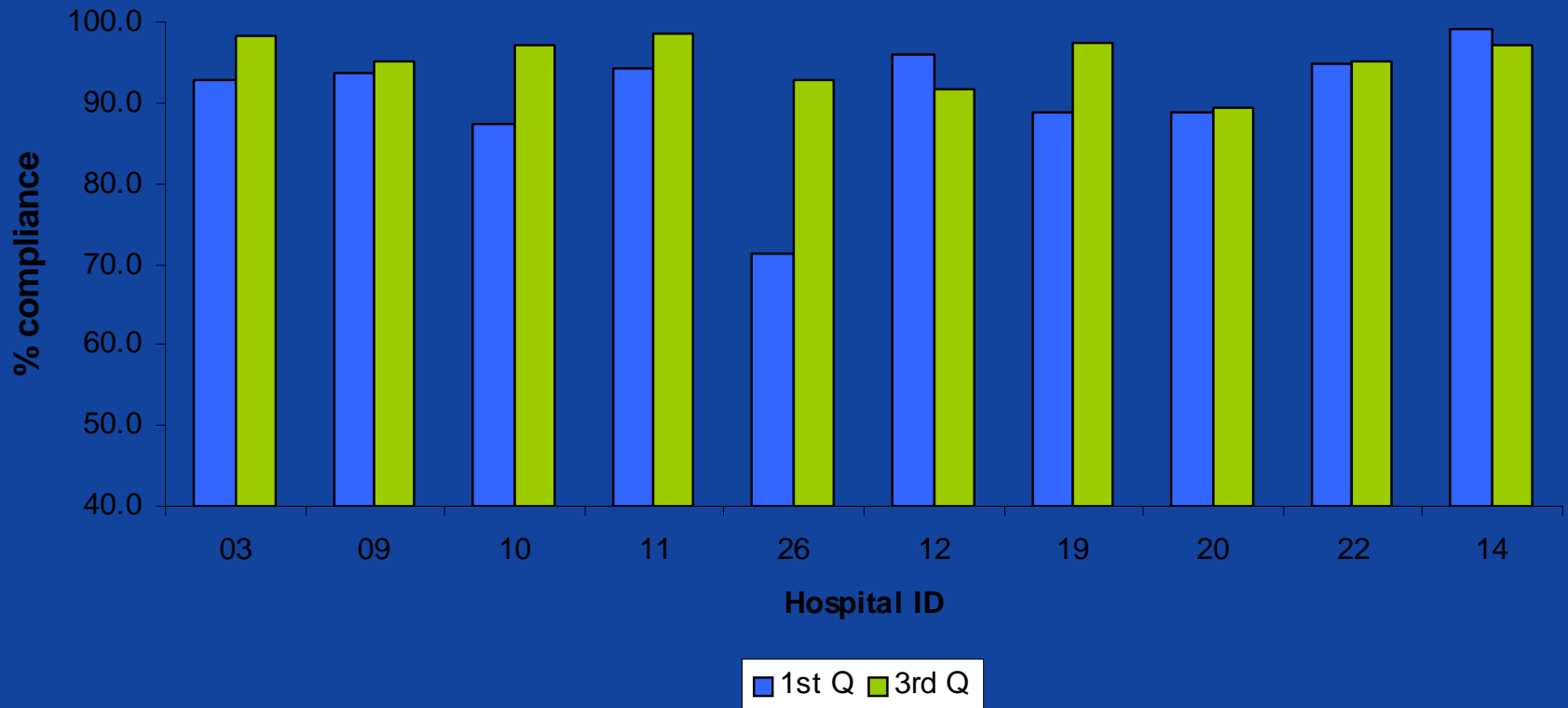


QualityBLUE FY08

Presurgery Glucose Control

10 Hospitals Participating

6 Improved



QualityBLUE Supporting the Spread

- Hospitals provided with comparison to other QualityBLUE hospitals
- Best Practices Forum
- Quarterly Partners in Quality Newsletters
- QualityBLUE participant focus groups
- Networking Lunch and Learns
- Twice yearly meetings with hospital teams and executive leadership for program results review

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Carey Vinson, MD, MPM
carey.vinsonmd@highmark.com