

Introducing...



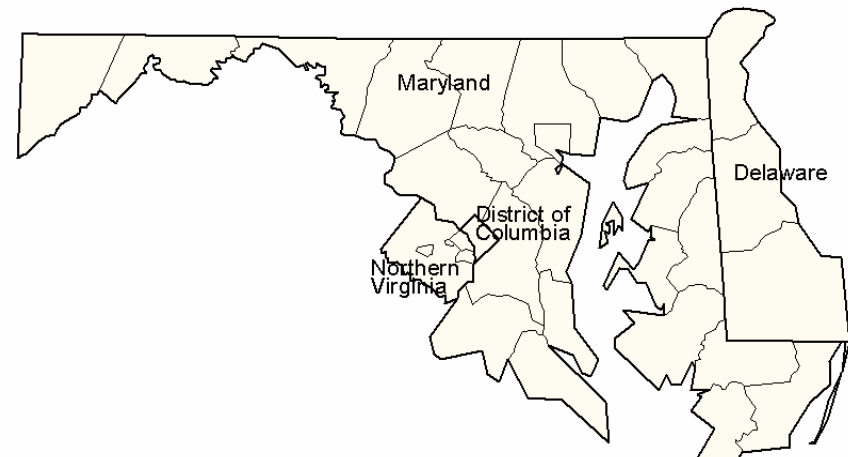
Session: Importance of Incentives

The Third Health Information Technology Summit
September 27, 2006

Presented by Jon Shematek, M.D.
VP, Quality & Medical Policy
CareFirst BlueCross BlueShield

About CareFirst BlueCross BlueShield

- **Location of Region(s)**
Maryland, District of Columbia,
Northern Virginia, and Delaware
- **Products offered**
 - Point of Service Plans (POS)
 - Preferred Provider Organizations (PPOs)
 - Managed Care Organization (HMO)
 - Consumer Directed Health Plans
- **Membership**
 - 3.3 Million members
 - Including 400,000 FEP members
- **Market Share**
 - CareFirst BlueCross BlueShield (CareFirst) has 39% of market share in this service area



Bridges to Excellence (BTE)

- Promotes leaps in quality
- Provides physician recognition and rewards for:
 - Comprehensive solutions in patient management
 - Delivery of safe, timely, effective, efficient, equitable and patient-centered care
- Current model: **employers** provide rewards
- CareFirst innovation: **first health plan** to provide rewards through the Physician Office Link Program
- CareFirst licensed by BTE in January 2005
- CareFirst launched \$4.5 M pilot project for 2005 - 2007


CareFirst's BTE Process

- Pilot practices selected
- Pilot Practice applies to National Committee for Quality Assurance (NCQA) for Physician Practice Connections (PPC) Certification
- NCQA Survey completed successfully
 - CareFirst staff **collaborates** with medical practices and assists with survey process, if requested
 - CareFirst reimburses survey fee with successful survey outcome
 - Recognition in provider directory, website
 - Financial rewards
- CareFirst continues collaboration with recognized groups

PPC Categories and Modules

<i>Clinical Information Systems/ Evidence-Based Medicine</i>	<i>Patient Education and Support</i>	<i>Care Management</i>
Basic Registries & Follow-up	Educational Resources	Care of Chronic Conditions
Electronic Registries, Prescribing & Tests	Referrals for Risk Factors and Chronic Conditions	Preventable Admissions
Partial Electronic Medical Record	Quality Measurement & Improvement	Care of High-Risk Medical Conditions

Participant Recruitment & Selection





Earn Incentives for Providing Quality Care

Earn Incentives for Providing Quality Care

To support high quality care, CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. are recognizing primary care physicians (PCPs) and providing incentives for those who take concrete steps that encourage and support optimum care and better outcomes. By joining with Bridges to Excellence (BTE), a national non-profit organization advancing solutions that help improve patient care, we hope to promote the delivery of safe, timely, effective, efficient, equitable and patient-centered care.

- We are sponsoring a 3-year BTE pilot program that provides funding to reward a representative sample of physicians caring for patients who are members.
- Recognition and incentives are based on objective, evidence-based measurement criteria independently developed by the National Committee for Quality Assurance for BTE.
- PCPs who apply to participate in this innovative program are eligible to receive financial rewards. Visit the *Providers & Physicians* section of www.carefirst.com to find the criteria and application or call 800-305-3493 to request an application. Participation is limited, so please apply by March 14, 2005.

 
www.carefirst.com

CareFirst BlueCross BlueShield is the national insurance arm of CareFirst of Blue Cross, Inc. and CareFirst BlueCross and BlueShield. CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. are independent divisions of the Blue Cross and Blue Shield Association. Program funded by a grant from the Blue Cross and Blue Shield Association. © 2005 Blue Cross and Blue Shield Association. 75/200501 01 (1.0)

All Network PCPs were invited to apply to be included in the pilot BTE program.

- Email to 1,100 PCPs
- Postcard invitation to apply to 6,340 PCPs
- Letter sent to practices recommended by internal and external sources
- Dedicated phone lines and email account for questions

➤ Online application posted on www.carefirst.com website

➤ Selection based on specialty, volumes, geographic and willingness to transform

Meeting Challenges

- Awareness of BTE program
 - General mailings, targeted mailings, press coverage
- Practice Champion
 - Physician or administrator
- Technology selection and use
 - Resources (QIO, national specialty society)
- Navigating certification process
 - Webex training, NCQA staff, CareFirst staff

First Year Results

- 30 PCP practices selected for participation in BTE pilot
 - 22 Practices purchased the tool and actively worked on certification standards
 - Over 50,000 CareFirst members are being cared for at these offices
 - 8 practices withdrew from participation this year
- 20 Practices were certified by NCQA in 2005
 - 82 physicians taking care of over 50,000 CareFirst patients
 - \$1,360,000 in rewards earned in 2005

Bridges to Excellence 2005

NCQA-Recognized Practices

Braddock Medical Group	Cumberland	MD
Harford Primary Care	Bel Air	MD
Pediatric & Adolescent Care	Gaithersburg	MD
Andrew S. Dobin	Bowie	MD
Pediatric & Adolescent Care	Silver Spring	MD
Associates in Family Practice	Silver Spring	MD
Dover Family Physicians	Dover	DE
Drs. Mullhauser & Duke	Bethesda	MD
Wyman Park Internal Medicine	Baltimore	MD
Bel Air Health Center	Bel Air	MD
Cameron Medical Group	Silver Spring	MD
Chapel View Family Care	Baltimore	MD
Carrolltowne Medical Center	Eldersburg	MD
Columbia Medical Practice	Columbia	MD
David J. Hartig, MD	Cockeysville	MD
Kenneth Klebenow MD	Columbia	MD
J. Richard Lilly MD	Hyattsville	MD
Alice Tanner MD	Glen Burnie	MD
Don Yablonowitz MD	Lanham-Seabrook	MD
Washington Primary Care	Washington	DC

Accreditation Scorecard for 2005

20 groups passed a total of 70 modules

17 groups passed at Basic level (3-5 modules)

3 groups passed at Intermediate level (6-8 modules)

No groups passed at Advanced level (all 9 modules)

Clinical Information Systems/Evidence-Based Medicine	# Passed
Basic Registries & Follow Up	20
Electronic Registries, e-Prescribing	2
Partial EMR	1
Patient Education & Support	
Educational Resources (cultural issues)	12
Referrals for Risk Factors & Chronic Conditions	2
Quality Improvement	11
Care Management	
Chronic Conditions (DM)	15
Preventable Admissions	6
High-Risk Medical Conditions (CM)	1

Medical Records: Paper vs. Electronic 2005

Paper medical records in 14 practices

Partial EMR in 6 practices

No practice had fully integrated EMR

Practice Innovations in BTE Groups

Implemented in 2005 as a direct result of BTE participation

- Chronic disease registry, tracking and follow up (12)*
- Tracking systems for Xray/lab/referrals (10)
- Implemented e-Rx (2)
- Enhanced health risk assessment
- Process for follow-up of ER and inpatient admissions (3)
- QI activities to improve colonoscopy rates
- QI activities to improve diabetic eye exam rates (2)
- Developed patient education website
- Process to refer to Health Plan DM programs
- Implemented EMR
- Enhanced patient education material (2)
- Flu clinics for children with asthma (2)

**numbers in parentheses indicate numbers of practices which implemented the new processes*

Second Year Outlook

- 20 Practices were certified by NCQA in 2005
 - 82 physicians taking care of over 50,000 CareFirst patients
- 17 of those practices are actively working to achieve at least two modules in each of the three categories for 2006.
 - Eligible for full rewards
 - Must implement some aspect of electronic health information technology
 - Application to NCQA for Add-On survey due Oct. 1, 2006

BTE Physician Recognition



PHYSICIAN SEARCH HOME

Physician Search Results

[New Search](#)

Search results: (1 - 19) of 19

Physician	Address	Recognition Program(s)
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[Acevedo, Jorge](#)

Potomac Physicians, P.A. -
 Belair Health Center
 104 Plumtree Road
 Belair, MD 21014



[Chappell, Thomas](#)

Braddock Medical Group
 912 Seton Drive
 Cumberland, MD 21502

