



**BlueCross BlueShield  
Association**

**An Association of Independent  
Blue Cross and Blue Shield Plans**

**A Blue Cross and Blue Shield Association Presentation**

# Recognizing Physician Excellence: The Health Plans' Perspective

**National Pay for Performance Summit**

February 7, 2006

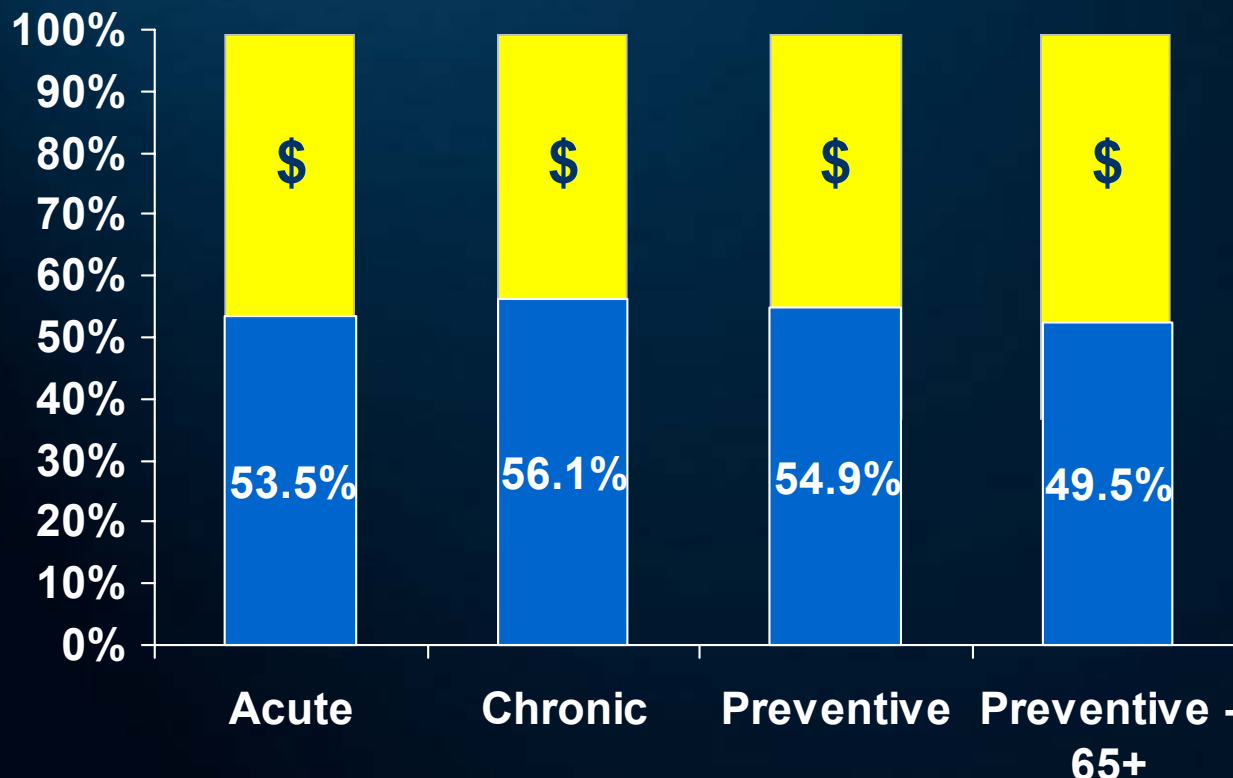
Los Angeles, California

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# Gaps in Care

Closing the gaps in care is the primary objective for recognizing physician excellence

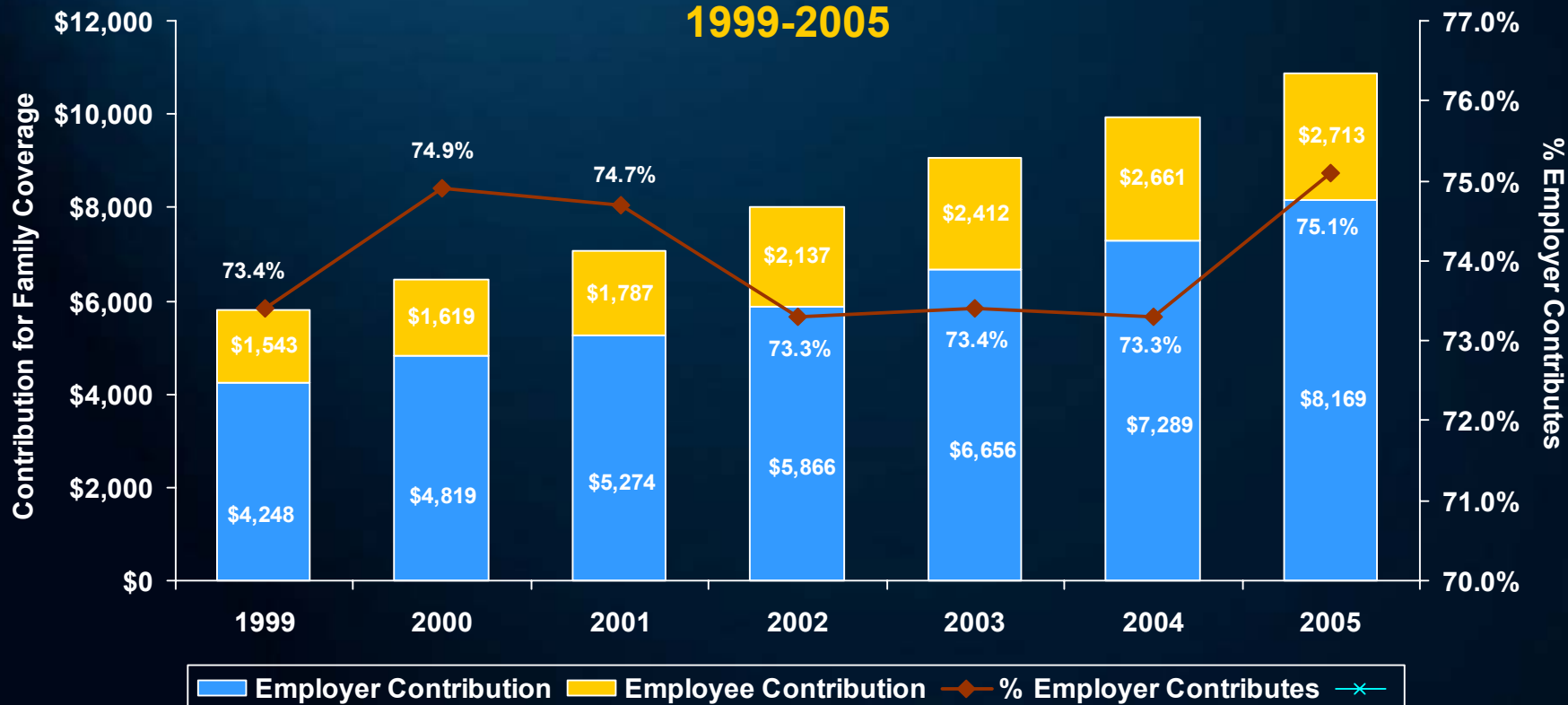
## Patients Receiving Evidence-based Care



# Unsustainable Rise in Premiums

Savings from better outcomes and reduced waste will make insurance more affordable

## Average Annual Premium Contribution for Family Coverage 1999-2005



Note: Coverage is for a family of four.

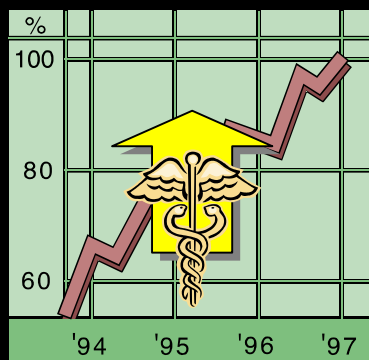
Source: Calculated based on "Employer Health Benefits 2005 Annual Survey," (#7315), The Henry J. Kaiser Family Foundation and Health Research and Educational Trust, September 2005

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# Market Dynamics

Plans responses promote greater accountability for physicians and members

## Rising Premiums



## Market Expectations

- Affordable, Quality Healthcare
- Members Paying Greater Share
- Greater Transparency
- Value-based Purchasing
- HIT Adoption & Use

## Plans Responses

- Differentiated Networks
- Consumer-directed Health Plans
- Incentives for Better Practice & Outcomes

# Recognizing Physician Excellence

Incentive programs complement Blue Plans' efforts to engage key stakeholders



## Consumers

- Blue Health Coach
- Smoking Cessation Quitline
- Men's Health Program



## Employers

- Arkansas Fitness Challenge
- Concierge Service Delivery Plus



## Providers

- Collaborative Appropriate Antibiotic Prescribing Initiative
- Out of the ER: The Tulare Project
- Bridges to Excellence

# Recognizing Physician Excellence

Blue Plans have implemented incentive programs across every region of the U.S.

- Large focus on PCPs
- Specialties include:
  - OB / GYN
  - Cardiology
  - Orthopedics
  - Endocrinology
- Programs for additional specialties are under development

# Recognizing Physician Excellence

## Core values guide...

### Measurement

- Measures approved by nationally recognized groups
- Relative ease of data collection
- Breadth of measures to ensure a valid, comprehensive picture of physician performance
- Credible and actionable to clinicians & transparent to patients

### Recognition

- Report by tertiles/quartiles rather than rank order
- Reward commitment to improvement
- Promote environment for practice transformation

# Recognizing Physician Excellence

**Challenge:** Limited claims data can preclude broader participation by network physicians, e.g.,

- Urban Area: 4 million population  
2 million covered lives
- 6,000 Primary Care Physicians
- 10 X 10 grid of primary care quality measures – 20% completed
- 30% profiled





# Recognizing Physician Excellence

**Approach:** Condition-specific, self-assessment programs complement Plans' claims-based reporting capabilities

## NCQA Physician Recognition Programs

- Licensees of Bridges to Excellence: CareFirst BCBS & BCBS of Georgia
- Adoption into recognition programs: BCBS of South Carolina

## Maintenance of Certification & Practice Improvement Modules

- 7 more Plans exploring implementation
- Adoption into recognition programs
- Self-directed improvement modules

# Conclusion

Closing the gaps in evidence-based care is not enough

- Savings from better outcomes and reduced waste will make insurance more affordable
- Bridges to Excellence complements existing and developing Blue Plans' strategies to improve quality and affordability

# Contact

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