

## BETTER MEASURES, EASIER REPORTING:

*How one provider recognition program evolved over time to the benefit of all stakeholders.*



After simplifying our data submission process, more physicians are earning incentives—and more patients are receiving high quality care.

### The task

A coalition with multiple stakeholders (employers, plans, physicians, municipalities) wanted to significantly improve care quality for diabetic patients, and reduce the burdens of avoidable complications. To do so, it needed to measure how physicians manage these patients, and create meaningful incentives to be paid by the community's health plans.

### PAST ISSUE #1

Previous attempts at quality measurement in this community were based on billing or claims data, perceived to have methodological flaws. Those failures poisoned the environment for quality measurement and led to calls for the development of a more equitable and accurate approach.

#### Our response

We implemented the Bridges to Excellence® (BTE) Diabetes Care Link program in 2004, using clinical data that are most meaningful to providers, and a measurement methodology that is explicit and transparent. These steps created a positive environment in which to assess physician performance, earning the trust of providers throughout the community.

#### How physicians benefit

In addition to incentives for providing high value care, physicians receive rapid feedback, so they can compare their performance on key quality measures and take continuous action to improve it.

#### How payers benefit

BTE studies and the coalition's analysis of its own data demonstrates that the cost of care provided by BTE-recognized physicians is significantly less than non-recognized physicians.

#### How patients benefit

This program allows consumers to access data to analyze the relative performance of local physician practices, and make informed decisions about their caregivers and treatment.



## PAST ISSUE #2

When the Diabetes Care Link program began, physicians only had one way to earn BTE recognition: submitting their data via NCQA. At the time, this was often a cumbersome paper-based process, limiting the number of physicians willing or able to participate.

### The solution

This community's robust Health Information Exchange is a national leader in the secure transfer of clinical information. Via the exchange and a local data submission portal, the community was able to leverage BTE scoring and reports built from the national automated performance assessment system, while offering flexible data submission options to accommodate practices with varying levels of electronic reporting capabilities. The community provided a glide-path for practices performing manual data extraction to more automated data extraction. While practices submit their data for a local community-wide reporting initiative, they can also apply for BTE recognition.

### How physicians benefit

Providers only need to submit data once a year. This "one-and-done" concept greatly reduces the reporting burden for providers. Additionally, the data submission options are offered at no cost. As a result, participation in the diabetes program has increased dramatically.

### What we learned

Continuous improvement isn't just for doctors. By taking advantage of local resources and constantly refining our own technologies, we have made our program much more accessible—and brought the benefits of participation to more providers, patients and payers.

### The future

Building upon these lessons, the coalition plans to implement additional BTE programs. The goal is to align all incentive programs around a common measurement strategy, and continue to push for their adoption in provider compensation schemes.

If your past or present P4P initiatives leave a lot to be desired, we can put you on the right path. We'll use our experience to solve your key problems quickly—then refine your program to improve results year after year. **Contact us at [info@HCI3.org](mailto:info@HCI3.org) or visit [www.HCI3.org](http://www.HCI3.org), [www.BridgesToExcellence.org](http://www.BridgesToExcellence.org), or [www.PrometheusPayment.org](http://www.PrometheusPayment.org).**