

## Increased Recognition and Revenue: Two Great Reasons to Participate in Bridges to Excellence



The benefits are substantial, and fall into two main categories.

- 1) Alignment with national programs. Many BTE measures and definitions align with programs such as CMS' Physician Quality Reporting System (PQRS) and the AMA's Physician Consortium on Performance Improvement. So you can often use one set of data to participate in multiple programs.
- 2) Financial incentives and preferred network status. Once you are BTE-recognized, you may be eligible to earn a fixed annual bonus payment for each patient who is a member of a participating employer or health plan. Other rewards may include preferred network tiering and fee schedule increases. Reward amounts and program designs are typically updated annually; check with your health plans to learn more.

### ***Health plans offering incentives and network distinction include:***

- ★ Aetna
- ★ Anthem-Wellpoint
- ★ Blue Cross and Blue Shield of North Carolina
- ★ Blue Cross and Blue Shield of Texas
- ★ Blue Cross and Blue Shield of New Mexico
- ★ Blue Cross and Blue Shield of Oklahoma
- ★ CDPHP
- ★ MVP Health System
- ★ Superior Health Plan
- ★ Tufts Health Plan
- ★ United Healthcare

Contact these plans for details on eligibility, participation and potential rewards.

**To help your practice stand out, your recognitions will be showcased in many locations.**

When patients are searching for quality providers, your name will be among the top selections. Your BTE recognitions will be displayed prominently on many consumer and health plan sites, including:

- ★ INQUIREhealthcare.org (our consumer web portal)
- ★ Vitals.com
- ★ Castlight Health
- ★ whynotthebest.org (Commonwealth Fund Site administered by IPRO)
- ★ Consumers Checkbook (Federal Employee Site)
- ★ BCBSA Blue Card National Directory
- ★ Compass PHS
- ★ Wellcare

We are continually updating this list; check [www.hci3.org](http://www.hci3.org) often for the most current list.

**If your health plans don't participate in BTE, talk to them about it.**

Ask them to support quality clinicians by:

- ★ Implementing financial incentives through reimbursements and/or Pay-for-Performance measures
- ★ Adding BTE Recognition Program logos to clinician search directories

**Consider these key talking points.**

- ★ Rather than developing individual P4P programs, purchasers and payers can benefit more by collaborating broadly around a BTE implementation. A large coalition of participants will have a larger impact than employers acting alone (or plans simply supporting a BTE implementation for their self-insured customers that ask). This also sends a strong signal that helps practices prioritize their improvement efforts, and make informed decisions about what programs to participate in.

- ★ Physicians who achieve Bridges to Excellence recognition have demonstrated better patient outcomes, and over time do significantly better on improving the delivery of medical care, than those who are not recognized by BTE.

- ★ Recognized clinicians provide more preventive care and chronic disease management. They also keep patients from unnecessary and costly hospitalizations and have fewer complications. (Source: HCI<sup>3</sup> Improving Incentives Issue Brief: <http://www.hci3.org/content/hci3-improving-incentives-issue-brief-cut-inpatient-days-and-er-visits>)

- ★ BTE-recognized physicians deliver care at a significantly lower cost – in some cases 10-15% lower – than non-recognized physicians. (Rosenthal et al, AJMC Sept 2008).

- ★ BTE provides physicians with continuous incentives to improve, an essential ingredient in influencing efforts to provide high quality care. Clinicians can submit electronically using their EMR and see their results and dashboard quarterly.

- ★ When care transformation is based on data gathered by the practice, it creates an important internal performance feedback loop that helps the practice identify care gaps and design quality improvement programs.

- ★ By enabling the continuous collection and reporting of performance data, health information systems play a central role. The focus on achieving quality goals, combined with information systems, creates the essential framework for a more systematic approach to transforming care in the US.

**Contact your health plans about getting started with BTE!**



For more information, contact us at  
[info@hci3.org](mailto:info@hci3.org) or visit [www.hci3.org](http://www.hci3.org)  
and click on the Bridges to Excellence link