

Anthem Quality Insights

helps to optimize the cost of health care through quality improvements

At Anthem Blue Cross and Blue Shield, we evaluate and financially reward health care institutions and providers when they achieve measures related to preventive care, quality of care, clinical outcomes, patient safety and patient satisfaction.

What are our 2006 Anthem Quality Insights (AQI) Incentive Programs?

The *Primary Care Quality Incentive Program* rewards our participating *primary care physicians and providers* throughout the Northeast region (Connecticut, Maine and New Hampshire) who meet or exceed identified performance metrics. These metrics are based on industry standards of quality, clinical outcomes, patient safety and administrative processes that enhance patient care.

The *Quality Hospital Incentive Program* offers financial incentives to participating *hospitals* that meet goals for improving patient safety, patient health outcomes and patient satisfaction. The actual performance objectives are based on safety and care processes developed by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), the Leapfrog Group and other respected authorities.

Both programs are part of our *Anthem Quality Insights* quality recognition and health improvement programs, which are designed to help address the most pervasive and costly health concerns in our region. *Anthem Quality Insights* redefines the relationship that health care providers traditionally have had with insurers by creating a mutually beneficial, patient-focused collaboration that is right for today's environment.

What is the goal of the incentive programs?

With the programs, we want to become the industry leader in developing and implementing reimbursement and recognition strategies that encourage sustainable quality improvements in how health care is delivered to our members. The programs were developed to foster positive, collaborative relationships with our participating physicians, providers and hospitals.

How do the programs work?

Primary Care Quality Incentive Program

The *Primary Care Quality Incentive Program* was launched in 2005 and is a continuous program with an annual measurement period. The measurement period for the 2006 program is January 1, 2006 through December 31, 2006. The 2005 performance results will be available to providers/groups on the AQI web portal by June 2006. The *Primary Care Quality Incentive Program* will reward qualifying physicians and providers through an adjustment to designated compensation beginning July 1, 2006 through June 30, 2007.

Participating physicians and providers specializing in internal medicine, family practice or pediatrics and have designated their primary specialty as a primary care physician/provider are eligible to participate in the program as long as they meet all of the eligibility requirements.



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What are the measures for the *Primary Care Quality Incentive Program*?

The measures used are a combination of chronic disease and prevention measures (process and outcomes) and measures focused on technology and pharmacy utilization. The process and outcome measures are similar to those used for The Health Plan Employer Data and Information Set (HEDIS®) reporting, the standard for data collection and performance measurement of managed care organizations.

The 2006 process measures target diabetes, asthma, coronary artery disease, childhood immunizations, adolescent immunizations, adolescent and childhood well care visits and appropriate testing for pharyngitis.

Pharmacy Measure

With the cost of prescription drugs rising, sometimes members limit taking their medications to save money. If less costly, generic drug alternatives were prescribed, patient medication compliance could be improved and serious health consequences reduced. The pharmacy measure encourages participating AQI physicians to prescribe prescriptions for generic drugs whenever appropriate.

Technology Measure

Providers and provider groups can earn points if they use any one or more of the following technology services: Electronic Medical Record (EMR) or Electronic Health Record (EHR); Electronic Prescription (e-Rx) and/or Electronic Disease/Patient Registry.

Quality Hospital Incentive Program

Hospital eligibility to participate in the program is determined as part of our contract negotiation discussions. The program rewards hospitals through an adjustment to designated compensation based on the hospitals' contract cycle.

What are the measures for the *Quality Hospital Incentive Program*?

The measures used in the *Quality Hospital Incentive Program* focus on documented compliance with the JCAHO Hospital National Patient Safety Goals¹, meeting ICU Physician Staffing (IPS) standards², safety practices recommended by the National Quality Forum³, participation in the Institute for Healthcare Improvement 100K Lives campaign⁴ and the JCAHO National Hospital Quality measures⁵. Our members' satisfaction with their hospital experience is also captured using a survey.

Web Portal

We've also created secure online tools to help primary care physicians and providers who participate in the *Anthem Quality Insights* program. Through the AQI Web portal, eligible physicians and providers can access, complete and submit secure information required as part of the program and monitor the practice's progress toward meeting specific clinical performance goals.

Who benefits from *Anthem Quality Insights*?

That's the best part - everybody stands to benefit from higher quality health care and better patient health, as well as greater affordability. Patients—both members and non-members—should benefit directly over time from health and safety improvements.

Physicians, providers and hospitals benefit from our support of initiatives that they have already identified as critically important, and from financial incentives for achieving identified quality and safety measurements.

Anthem Blue Cross and Blue Shield is committed to applying the resources of our company to:

- *Help prevent disease and disability*
- *Help our members achieve their personal health goals*
- *Help lead the way in improving the quality and affordability of health care delivery.*

1 Adopted from the 2006 JCAHO Hospital National Patient Safety Goals. http://www.jointcommission.org/PatientSafety/NationalPatientSafetyGoals/06_npsg_cah.htm

2 Adopted from the Leapfrog Group's Patient Safety Standards (http://www.leapfroggroup.org/for_hospitals/leapfrog_safety_practices/icu_physician_staffing) and revised based on the Quality Hospital Incentive Program's hospitals' inputs.

3 Adopted from National Quality Forum (NQF) Safe Practices(2003)

4 Based off of guidelines for IHI's 100K Lives Campaign (<http://www.ihl.org/IHI/Programs/Campaign/Campaign.htm>)

5 Adopted from the JCAHO National Hospital Quality Measures (<http://www.jointcommission.org/PerformanceMeasurement/PerformanceMeasurement/Current+NHQM+Manual.htm>)