

## **Partnership for Peak Healthcare Performance**

*A community-wide collaborative initiative to improve the quality and outcomes of ambulatory care for chronic illness*

Lead Organization: Dallas-Fort Worth Business Group on Health

### **EXECUTIVE SUMMARY**

The Dallas-Fort Worth Business Group on Health (DFWBGH) is a coalition of 145 large DFW area employers and health care stakeholders committed to fostering and supporting regional health care reform through advocacy, community outreach and education, collaboration, consensus-building and consumer engagement.

In July 2007, DFWBGH launched a community-wide health care quality improvement initiative, called the **Partnership for Peak Healthcare Performance (PPHP)**. The multi-stakeholder project involves a collaboration of physicians, health plans, employers and consumers having a common interest in improving the quality and outcomes of ambulatory care for chronic illnesses, starting with diabetes, that create a major health burden for the community.

The project translates the strategies of the Institute of Medicine's report, *Crossing the Quality Chasm*, into an action agenda for this market, including: improving information resources, organizational support and advocacy for care redesign based on best practices; knowledge and skills development; team building; coordination of care across conditions, services and settings; and incorporation of robust, publicly reported performance and outcome measurements.

#### **PPHP Project Mission and Goals**

Achieve measurable improvements in the quality of outpatient care for prevalent chronic illnesses in the Dallas-Fort Worth metropolitan area by engaging key stakeholders, including physicians, health plans, employers, pharmaceutical companies, patients and consumers, in a collaborative community-wide effort to:

- Measure, improve and publicly report physician performance regarding implementation of evidence-based treatment guidelines for chronic illnesses,
- Educate and empower patients to proactively participate in effective chronic care management processes, and
- Motivate consumers to demand better quality care for chronic illnesses and act on publicly reported care information.

## **LEADERSHIP TEAM**

A multi-stakeholder Leadership Team has been formed representing the broad interests of the health care stakeholders in this market who influence and impact, or are influenced and impacted by the provision of ambulatory care for chronic diseases. Leadership Team members are drawn from the ranks of employers, health plans, physicians, pharmaceutical companies, consumers, consumer advocacy organizations, and institutional providers of ambulatory health services throughout the DFW Metroplex.

## **PROJECT COMPONENTS**

- Performance measurement
- Diabetes care improvement
- Health plan care management support
- Public reporting of diabetes care quality
- Consumer engagement and empowerment
- Employer education on value-based benefits design

### ***1. Physician Performance Measurement and Reporting***

The PPHP is committed to rigorous, standards-based performance measurement and public reporting of all results.

The Leadership Team has selected a set of performance metrics based on nationally recognized and endorsed ambulatory standards of care for diabetes.

These performance metrics are:

- HbA1c screening test
- LDL Cholesterol screening test
- Nephropathy testing or treatment
- Retinal eye exam

Additionally, the project will collect and report to physicians their average lab values for HbA1c and LDL for their diabetic patient population when available.

The achievement of these standards on a physician-by-physician basis will be evaluated using claims-based data provided by the five participating health plans: Aetna, BCBS-TX, CIGNA, Humana, and UnitedHealthcare. Measurement will include all practicing physicians in the 12-county DFW metropolitan statistical area (MSA) who treat 20 or more diabetes patients per year and who are in the following practice care specialties: Endocrinology, Family Practice, General Practice and Internal Medicine.

### ***2. Diabetes Care Improvement***

The project will deliver educational programs, practice support tools and resources, technical assistance, peer-to-peer mentoring and shared learning opportunities to physicians.

### ***3. Health Plan Care Management Support***

The PPHP will work with participating health plans to promote awareness of covered diabetes services to plan members and facilitate access to diabetes disease management programs and other diabetes-related resources.

### ***4. Public Reporting***

Physician performance results will be made widely available in a regional multi-plan quality report card to consumers at all levels and to the physicians themselves throughout the Metroplex via online and print media. Initial reporting will be to physicians only, with public reporting occurring in later phases of the project.

## **5. Consumer Engagement and Empowerment**

Programs will be implemented to educate, engage and empower consumers to actively participate in their own health management and to demand quality care when needed.

**Consumer awareness surveys** will be conducted with employees of DFWBGH member companies at worksites at specified intervals during the project to assess consumers' awareness of diabetes risk factors and understanding of quality care for diabetes, their willingness to use quality information in selecting physicians for diabetes care, and intent to demand that high quality care be provided in the ambulatory care setting.

**Worksite interventions** for employees will be designed to engage and empower consumers, and will include targeted education sessions on diabetes risks and risk reduction, appropriate diabetes care practices, health care quality, office visit preparation, and health care quality reporting. Consumer focus groups and surveys will provide feedback on program effectiveness.

**Patient adherence** is a major issue in achieving the desired outcomes in diabetes care. The PPHP will seek and make available programs and tools aimed at identifying and enhancing patient readiness for change, and capitalizing on this readiness to motivate patients to work with their physicians to manage their own health.

## **6. Employer Value-Based Benefit Design**

The PPHP will work with DFWBGH members to educate and equip employers to develop and implement benefits programs designed to motivate employees and dependents to adopt healthy lifestyles and make informed choices in accessing health care.

## **COMMITMENT TO COLLABORATION**

The Partnership for Peak Healthcare Performance is a program of the Dallas-Fort Worth Business Group on Health. DFWBGH has been and remains committed to working with a broad range of community partners to promote and maintain a regional health care system that provides quality, accountability and affordability to all health care consumers and will use DFWBGH resources to permanently maintain quality-promoting processes, procedures and resources once they are established and effectively aligned.

## **DFWBGH MISSION**

The DFWBGH is a coalition of Dallas and Fort Worth area employers committed to working with our partners in the community to promote and maintain a health care delivery system that provides quality, accountability and affordability for our employees. We accomplish this by:

- Educating health care stakeholders about best provider practices to facilitate competition and informed health care purchasing decisions
- Advocating the development of standardized measurement systems to evaluate health care quality and cost effectiveness
- Providing channels for the business community to express its views to health care policy makers and to the community-at-large.

**For more information about the Partnership for Peak Healthcare Performance or about DFWBGH, please visit [www.dfwbgh.org](http://www.dfwbgh.org).**