Quality Care Rewards
Agenda

- Changing for the future
- What this means to providers
- Increased focus on quality, new opportunities
- Quality Care Rewards
- Additional resources
Changes underway

- Health Care Reform
- Increasing focus on quality and transparency
- More informed consumers
- Payment innovations
We are prepared

- Corporate Goal: Deliver Best Medical Value
- Patient Centered Medical Home
- Emphasis on care coordination
- Strategic partnerships
- Full commitment to improve quality
- Provide actionable information to offices
Our plans for the future

- We are striving to be a 5-STAR health plan in 2015
- Sights set on earning NCQA “Excellent” rating
- We are partnering with you to ensure our members get the best quality care possible – and we’ll reward you along the way
What this means to providers

**Quality Improvement**
- Financial rewards for improving quality

**Payment Innovation**
- Innovative payment structures tied to quality
Increased focus on quality, new opportunities

- Strengthen partnerships with PCPs
- Build on early success of Patient Centered Medical Home model
- Participate in State Innovation Models Initiative (SIMs)
- Launch “Quality Care Rewards”
What is Quality Care Rewards?

- Enterprise focus
- Touches Commercial, BlueCare Tennessee, BlueCare Plus Tennessee and Medicare Advantage member populations
How does it work?

- Providers can earn additional rewards for closing key gaps in care
- Earnings are above current reimbursement rates and vary by product line
Common elements

- We will provide customized reports identifying members with gaps in care
- We will pay you for engaging with our members to close those gaps
- Targeted gaps are all HEDIS® measures
- Each division has chosen measures specific to their population
- Learn about the various product line offerings at www.bcbst.com/providers/quality-initiatives.page
BlueCare Tennessee

- History of proven success
- Recognized with multiple awards for quality
BlueCare Tennessee – Pay for Gaps

Closing gaps related to:
• comprehensive diabetes care
• cholesterol management
• breast cancer screenings
• childhood and adolescent immunizations

Earn between $25 - $100 for each gap closed

Targeted provider groups

Program dates: March 15 – Sept. 15, 2014
BlueCare Tennessee – Health Connections

- Integrated Pay for Gaps program
- Incentives for closing HEDIS gaps
- Targeted providers include 22 community mental health centers
- Program dates: June 2014 – December 2014
BlueCare Plus (HMO SNP)$^\text{SM}$ – Pay for Gaps

**Closing gaps related to:**
- comprehensive diabetes care
- cholesterol management
- breast cancer and colorectal cancer screenings
- adult BMI
- care for older adults
- osteoporosis management in women who had a fracture
- drug therapy for rheumatoid arthritis

**Earn $25 for each gap closed**

**Targeted providers**

**Program dates:** August 2014 – December 2014
Medicare Advantage – Pay for Performance

- Closing gaps related to CMS Star Ratings program measures
- Earn up to an additional $280 per eligible member
- All providers
- Program dates: June 2014 – (no end date)
Commercial – Quality Incentive Program

 Closing gaps related to:
  • women’s health screenings
  • comprehensive diabetes care
  • colorectal cancer screenings

 Earn $25 for each gap closed

 Targeted providers include primary care physicians and gynecologists

 Program dates: July 2014 – December 2014
Partnership in action

Encouraging standardized quality measures
- childhood immunizations
- ADHD
- breast cancer screenings
- colorectal cancer screenings

Measuring member outcomes
- claims submissions
- review of medical records
- correct coding of claims and use of CPTII codes
Learn more...

- Teams will be reaching out
- Online resources www.bcbst.com/providers/quality-initiatives.page
- Monthly updates in BlueAlert
- Provider Relations Consultants