



Physicians Championing Change

**Physicians and Medical Specialty
Organizations are Essential
Contributors to Improvement in the
Health of Communities**

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Learning Objectives

- To look at the current environmental factors driving quality and measurement
- To explore how communities can come together to support healthcare quality improvement
- To introduce some of the AAFP programs designed to facilitate office system change





Quality Must Be Measured in Some Way!

**The Change From
“Pedigree To Performance” as
A Measure Of Quality In Medicine**

Measurement Is Fundamental

- Clinical performance measures are derived from evidence based practice guidelines
- They can be used for quality improvement, public reporting, accountability or pay for performance
- Reporting allows for group, regional and national comparison data
- In most cases optimal performance is not known because we have not been measuring much.



Data Collection Efficiency

Retrospective

- Labor intensive and time consuming
- Poor quality of the data
 - Documentation
 - Definitions
- No immediate quality improvement
- Spot check, not really tied to ongoing process

Prospective

- Data collection becomes a byproduct of the care; not a separate task
- Check list with common data definitions
- Instant quality improvement
- Patients are engaged



Misunderstandings About Clinical Measures

- “My patients are sicker”
- Physicians focus on their most difficult patients when evaluating a measure
- The “right answer” for a measure should be 100%
- There should be plenty of exclusion criteria so that everyone can do well
- I want to be able to eliminate the “non-compliant patients”



Current Predictions

- Approximately 20% of physicians have some of their pay related to quality measures (2005)
- Initially 1 to 1.5% of total compensation related to performance
- In five years, as much as 30% of total physician compensation related to performance measures



Community Efforts Pay Off

- Mid-America Coalition on Healthcare-Kansas City
 - Employers, health plans, physician groups, city and state agencies.
 - Standardized insurance cards
 - Depression initiative
 - Cardiovascular disease identification and treatment
 - Community-wide information exchange



AQA Pilot Sites For Data Aggregation

- Funded by CMS
- Tasked with aggregating quality data across multiple payers within the community
- Starter set of standard measures from the AQA
- Goal is more accurate assessment of quality at the individual physician and practice level



Engaging the Medical Community

- State and local chapters of the AMA and medical specialty societies
- QIOs
- AHEC
- AAFP Chapters in CA, IL, FL, WA, MI, OH



AAFP Programs

- TransforMED
- METRIC
- Practice Enhancement Forum
- Performance Measures Training Course
- Family Practice Management journal
- Medical Home projects





Questions