

Massachusetts Physician Incentives Guide 07



MASSACHUSETTS
ASSOCIATION of
HEALTH PLANS

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About this Guide

The Massachusetts Association of Health Plans is pleased to present the *2007 Massachusetts Physician Incentives Guide*.

A growing number of public and private payors are developing and implementing pay-for-performance programs in Massachusetts and throughout the country. Various reports have indicated that more than 100 health plans and other public agencies and employers have implemented pay-for-performance programs. As a result, about 20 percent of the nation's physicians currently are participating in one or more pay-for-performance programs and this number is expected to grow to 80 percent by 2010.

This guide is intended to provide information about the clinical areas participating health plans have designated in 2007 for bonuses or awards to physicians meeting specific quality indicators, measures of patient satisfaction, and adoption of information technology systems. It does not include every incentive program health plans offer, as it may not reflect specific contractual arrangements health plans have with individual provider practices. You should contact the individual health plans about your group practice. Contact information is available at the end of this guide.

The information contained in this guide is provided by and at the sole discretion of each individual health plan. Each health plan is solely responsible for implementing its performance incentive program, including but not limited to, evaluating a physician's performance and determining whether a performance payment shall be made to a physician. The enclosed information is proprietary and may not be used or reproduced for any purpose without a plan's express permission. The enclosed information is not intended to substitute for a physician's professional judgment in the practice of medicine.

I hope you find this guide useful and encourage you to provide us with comments and feedback on the booklet.

Sincerely,



Marylou Buyse, M.D.

President

Massachusetts Association of Health Plans

What Is Meant by Pay for Performance?

Two landmark Institute of Medicine reports, *To Err Is Human* (1999) and *Crossing the Quality Chasm* (2001), place health care quality and patient safety issues squarely on the public policy agenda. Together, the reports draw attention to significant quality and patient-safety shortcomings in the American health care system. *Crossing the Quality Chasm* offers a key recommendation — to align payment policies with quality improvement.

Quality improvement programs typically target a range of criteria to reward providers rather than focus on one or two factors. Although incentive payments take a variety of forms, two designs are most common. The first is a bonus payment on top of usual reimbursements that is paid at regular intervals — yearly or quarterly, for example. Alternatively, some plans base a specified portion of a provider's payment rate increase over a multi-year contract on the provider's performance on a quality scorecard. Regardless of how physicians are paid, incentive payments are often designed to represent extra revenue for providers, in addition to their agreed-upon base reimbursement rates.

Plans are using a variety of methods to measure quality. Commonly used indicators include patient satisfaction and the use of preventive care screening. Patient safety-related indicators also are becoming more prevalent.

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SUMMARY OF CLINICAL TOPICS COVERED BY HEALTH PLAN PROGRAMS

	BCBSMA	FCHP	HPHC	HNE	NHP	THP
Adverse Drug Reactions						X
Antidepressant Medications		X	X	X		
Asthma	X	X	X	X	X	X
ADHD Treatment	X		X			
Breast Cancer Screening		X	X	X		X
Cardiovascular Disease	X	X		X		X
Cervical Cancer Screening		X	X	X		X
Childhood Obesity	X		X			
Chlamydia Screening			X	X		

Colorectal Cancer Screening				X	X	X			
Diabetes	X		X	X	X	X			X
Hypertension	X				X				
Otitis Media / Pharyngitis					X				
Patient Experience	X		X					X	X
Cost-Effective Prescribing	X		X		X				X
Well-Child Care				X	X			X	X
Information Technology	X				X				X

ADVERSE DRUG REACTIONS

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Members incurring adverse drug reactions to be tracked as part of patient safety improvement plan	Establishment and operation of adverse drug reaction registry	Objective definition derived from medical literature	Tufts Health Plan

ANTIDEPRESSANT MEDICATION MANAGEMENT

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Members with depression begun on antidepressant medication will be seen three times in the next three months	Antidepressant medication management	HEDIS	Fallon Community Harvard Pilgrim Health New England

ASTHMA

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Use of appropriate medications	Percentage of members in age group during the measurement year who were identified as having persistent asthma and who were appropriately prescribed medication during the measurement year	HEDIS Age Groups BCBS: 5–17 FCHP: 5–17 and 18–56 HPHC: 5–17 and 18–56 HNE: 5–9 and 10–17 NHP: 0–56 Tufts: 5–17 and 18–56	Blue Cross Blue Shield Fallon Community Harvard Pilgrim Health New England Neighborhood Health Plan Tufts Health Plan

ASTHMA (cont'd)

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
ER Visits / 1000 members	ER utilization of asthmatics during the reporting year	HNE	Health New England

ATTENTION DEFICIT HYPERACTIVITY DISORDER TREATMENT

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Children treated for ADHD should be seen often during the initiation of medication to assess their response to the treatment and possible side effects	ADHD treatment measure	HEDIS	Blue Cross Blue Shield Harvard Pilgrim

BREAST CANCER SCREENING

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Mammograms	The percentage of women in age group who had a mammogram during the year or previous year	HEDIS Age Groups FCHP: 50–64 HPHC: 50–69 HNE: 52–69 Tufts: 50–69	Fallon Community Harvard Pilgrim Health New England Tufts Health Plan

CARDIOVASCULAR DISEASE

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Cholesterol Screening for Patients with Cardiovascular Conditions	The percentage of members 18–75 who, from January 1 through November 1 of the year prior to the measurement year, were discharged alive for acute myocardial infarction (AMI), coronary artery bypass graft (CABG) or percutaneous transluminal coronary angioplasty (PTCA) or who had a diagnosis of ischemic vascular disease, who had an LDL screening performed during the measurement year	HEDIS	Blue Cross Blue Shield Fallon Community Tufts Health Plan
CAD Management	LDL < 100	ATP 3	Health New England
Blood pressure control	HNE: < 140/90 BCBS: Submission of clinical outcomes data	AHA Guidelines	Blue Cross Blue Shield Health New England
LDL control	BCBS: Submission of clinical outcomes data	AHA Guidelines	Blue Cross Blue Shield

CERVICAL CANCER SCREENING

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Pap smear	The percentage of women ages 18–64 who had a pap smear during the year or previous year	HEDIS	Fallon Community Harvard Pilgrim Health New England Tufts Health Plan

CHILDHOOD OBESITY

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Body Mass Index screening and monitored among children ages 3–17	Monitoring and follow-up of BMI for children ages 3–17	BCBS	Blue Cross Blue Shield
Body Mass Index control	Submission of clinical outcomes data	BCBS	Blue Cross Blue Shield
Heightened awareness of childhood obesity and increased intervention with children who are obese	Program development measure	Target varies to each provider program. For example, the program could be based on the percentage of charts with BMI recorded, or number of members receiving intervention	Harvard Pilgrim

CHLAMYDIA SCREENING

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Screening for Chlamydia in sexually active women	Chlamydia screening HPHC for women ages 16–20 and 21–26 HNE for women ages 16–20 and 21–26	HEDIS	Harvard Pilgrim Health New England

COLORECTAL CANCER SCREENING

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Colorectal cancer screening	The percentage of adults 50–84 years of age who had an appropriate screening for colorectal cancer	HEDIS	Fallon Community Harvard Pilgrim Health New England

DIABETES

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
HbA1c testing	Percentage of members in age group with diabetes who were tested for hemoglobin A1c during the measurement year (The Measure for BCBS and HNE is percent tested twice during the measurement year)	HEDIS ADA Guidelines Age Groups FCHP: 18–64 Others: 18–75	Blue Cross Blue Shield Fallon Community Health New England Neighborhood Health Plan Tufts Health Plan

DIABETES (cont'd)

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Retinopathy screening	Percentage of members in age group with diabetes who had a retinal eye examination during the measurement year	HEDIS ADA Guidelines <u>Age Groups:</u> BCBS: Over 30 FCHP: 18–64 Others: 18–75	Blue Cross Blue Shield Fallon Community Health New England Neighborhood Health Plan Tufts Health Plan
Nephropathy screening	Percentage of members in age group with diabetes who had a test for microalbuminuria during the measurement year	HEDIS ADA Guidelines <u>Age Groups:</u> FCHP: 18–64 Others: 18–75	Blue Cross Blue Shield Fallon Community Harvard Pilgrim Health New England Neighborhood Health Plan Tufts Health Plan
LDL-Cholesterol screening	Percentage of members ages 18 to 64 years of age with diabetes who were tested for LDL cholesterol during the measurement year	HEDIS ADA Guidelines <u>Age Groups</u> FCHP: 18–64 Others: 18–75 BCBS: 18–75	Blue Cross Blue Shield Fallon Community Health New England Neighborhood Health Plan Tufts Health Plan

DIABETES (cont'd)

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
HbA1c Control	Percentage of members who were tested during the measurement year with values less than 9% BCBS: Submission of clinical outcomes data	HEDIS ADA Guidelines	Blue Cross Blue Shield Harvard Pilgrim Health New England
LDL Control	Percentage of members with diabetes who were tested during the measurement year and year prior with values less than 100 mg/dl BCBS: Submission of clinical outcomes data	HEDIS ADA Guidelines	Blue Cross Blue Shield Fallon Community Harvard Pilgrim Health New England
Blood pressure control	<140/90 BCBS: Submission of clinical outcomes data	ADA Guideline	Blue Cross Blue Shield

HYPERTENSION

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
BP < 140/90	Chart review BCBS: Submission of clinical outcomes data	AHA/HEDIS	Blue Cross Blue Shield Health New England

OTITIS MEDIA / PHARYNGITIS

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Appropriate treatment for children with URI	Percent of children with URI who are prescribed an antibiotic	HEDIS	Harvard Pilgrim
Appropriate antibiotic use	Generic prescribing for Otitis. Throat culture/rapid strep test for pharyngitis	Network expert workgroup	Health New England

PATIENT EXPERIENCE OF CARE

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Positive member experience with their physicians, as measured by an independent organization	FCHP: Participation in on-site survey NHP: 25% response rate to survey and improvement in score from 2006	CAHPS	Fallon Community Neighborhood Health Plan
Positive member experience with routine and urgent care appointments	Surpass health plan benchmarks on member experience of care survey	Physician Assessment Form	Tufts Health Plan
Cultural competency	Completion of "Quality Interactions: A Patient Based Approach to Cross Cultural care".	Course on cultural competency	Blue Cross Blue Shield

COST-EFFECTIVE PRESCRIBING

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Generic prescribing	Percent generic prescriptions by PCPs	Network rate	Blue Cross Blue Shield Fallon Community Tufts Health Plan
The use of cost-effective pharmaceuticals	Percent of prescriptions written for tier one products	Network performance	Harvard Pilgrim Tufts Health Plan
Generic/formulary prescribing	Percent generic prescriptions compared to Plan average	HNE network performance	Health New England

WELL-CHILD CARE

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Well child visits in infancy	The percentage of members who turned 15 months old during the measurement year and who had six well-child visits with a primary care practitioner during their first 15 months of life	HEDIS	Fallon Community
Well child visits in early childhood	The percentage of members between the ages of 3 and 6 who were seen for one of more well child visits during the measurement year	HEDIS	Harvard Pilgrim Tufts Health Plan

WELL-CHILD CARE (cont'd)

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Well child visits in adolescence	The percentage of members who were 12 through 21 years of age who had at least one comprehensive well-care visit with a primary care practitioner or an obstetrics and gynecology practitioner during the measurement year.	HEDIS	Harvard Pilgrim Neighborhood Health Plan

INFORMATION TECHNOLOGY INVESTMENT AND USE

CLINICAL STANDARD	MEASURE	BENCHMARK SOURCE	HEALTH PLANS
Clinical Information Technology	Clinical IT implementation over a spectrum of systems	HPHC	Harvard Pilgrim
Medication error reduction through computerized prescribing systems	Installation and usage of computerized physician order entry system	The Leapfrog Group BCBS Tufts	Blue Cross Blue Shield Tufts Health Plan
Improve the quality and efficiency of care through electronic medical records	Installation and usage of electronic medical record	Objective definition derived from medical literature	Blue Cross Blue Shield Tufts Health Plan
Decision Support	Implement and use a decision support system for approved chronic conditions	BCBS	Blue Cross Blue Shield

Health Plan Contact Information

For questions about a particular health plan's pay-for-performance program, please contact the plan's provider relations department.

Blue Cross Blue Shield of Massachusetts

Landmark Center, 401 Park Drive
Boston, MA 02215
800.316.BLUE (800.316.2583)
www.bcbsma.com

Fallon Community Health Plan

10 Chestnut Street
Worcester, MA 01608
866.ASK.FCHP (866.275.3247)
www.fchp.org

Harvard Pilgrim Health Care

93 Worcester Street
Wellesley, MA 02481
617.509.9420
www.harvardpilgrim.org

Health New England

1 Monarch Place
Springfield, MA 01144
413.233.3025
www.healthnewengland.com

Neighborhood Health Plan

253 Summer Street
Boston, MA 02210
800.433.5556
www.nhp.org

Tufts Health Plan

333 Wyman Street
Waltham, MA 02254
888.884.2404
www.tuftshealthplan.com



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