

## Quality Improvement Strategy: Summary

**Issuer Name:** Kaiser Permanente Washington

**QHPs to which this Quality Improvement Strategy (QIS) applies:** 80473

**QIS Title:** Kaiser Permanente Washington' Value-Based Provider Incentive Programs

**QIS Topic Area:** Improving Health Outcomes

**QIS Description:** Paying physicians for value, rather than volume, has always been an important principle behind Kaiser Permanente Washington's care model. Approximately 75% of our Marketplace members are seen within our 25 Kaiser Permanente Washington Medical Centers with care provided by the Washington Permanente Medical Group (WPMG). WPMG Physicians are salaried with variable compensation incentives to promote high quality care and excellent customer experience. The GHP Memorandum of Understanding (MOU) quality incentive is tied to achieving NCQA's national 90th percentile benchmark performance on 9 HEDIS measures included in the Marketplace Quality Rating System (QRS). For our contracted network providers who see 25% of our Marketplace members, we offer the Quality Incentive Program (QIP), a bonus program rewarding providers for improving their HEDIS rates in the same 9 HEDIS Marketplace Quality Rating System (QRS) measures in the WPMG MOU.

**Rationale for QIS:** Kaiser Permanente Washington's Quality Improvement Strategy (QIS) incentivizes providers to focus on providing recommended cancer screening, immunizations, and chronic disease management for the Marketplace population. Performance will be measured on 8 HEDIS measures applicable to the Marketplace population and benchmarked against NCQA's national 90th percentile national benchmark. In addition to financial support being offered to providers to improve the quality of care for Kaiser Permanente Washington Marketplace members, Kaiser Permanente Washington will be offering providers monthly quality reports electronically and on their EMR to enable them to do performance monitoring and conduct patient outreach. Additional interventions include a patient-centered approach with tools to enable providers to provide opportunistic care, annual and quarterly care gap outreach letters to patients, use of IVR phone calling for targeted care gap reminders, and clinical team patient-centered outreach using monthly population lists.

**Activities that Will Be Conducted to Implement the QIS:** In order to achieve the goals identified above, Kaiser Permanente Washington will be offering WPMG physicians and contracted network providers monthly quality reports electronically and on their EMR to enable them to do performance monitoring and conduct patient outreach. Additional interventions include a patient-centered approach with tools to enable providers to provide opportunistic care, annual and quarterly care gap outreach letters to patients, use of IVR phone calling for targeted care gap reminders, and clinical team patient-centered outreach using monthly population lists.

**QIS Goal 1:** Kaiser Permanente Washington's goal is to achieve NCQA's national 90th percentile benchmark on all 9 HEDIS measures included in the MOU or QIP.

**Measure(s) used to track progress of Goal 1:** Kaiser Permanente Washington will be monitoring their rates on the following 9 HEDIS measures applicable to the Marketplace population:

- Breast Cancer Screening
- Cervical Cancer Screening
- Childhood Immunization Status (Combo 10)
- Colorectal Cancer Screening
- Comprehensive Diabetes Care: Eye Exam (Retinal) Performed
- Comprehensive Diabetes Care: Hemoglobin A1c (HbA1c) Testing
- Comprehensive Diabetes Care: Medical Attention for Nephropathy
- Immunization for Adolescents (Combo 1)
- Medication Management for People with Asthma (75% Compliance)

**How measure reflects progress toward Goal 1:** Monitoring the change in HEDIS measure rates helps us identify how close we are (or not) to achieving the target rate of NCQA's 90th percentile benchmark performance for that rate and provides us with an indication if our provider engagement interventions are making an effect on improving the 9 HEDIS measures on the MOU or QIP.