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Business Unit: Randall Street Medical, PC

Problem / Opportunity Statement:

The management of the Clinic was continually trying to capture as much of the Physician Incentive Program (PIP) money as possible. These programs were developed over twenty-five years ago. As the years passed the measures' success target began to increase, as did the amount of reimbursement from the Payor (insurance carrier). The current reimbursement from the incentive programs now represents approximately twenty percent of the Clinics income potential. The Clinic is only receiving twenty percent of the incentive program funds available.

The incentive programs are based on Healthcare Effectiveness Data and Information Set (HEDIS) measures. The manuals of the Payors are exhaustive, over thirty pages long. An example of a PIP program follows:

The National Committee for Quality Assurance (NCQA) developed and maintains the HEDIS. It's one of the most widely used performance measure sets in managed care. NCQA and the Centers of Medicare and Medicaid Services (CMS) require health plans to conduct HEDIS reporting. They use this reporting for health plan accreditation, Star Ratings, and regulatory compliance. We collect HEDIS data through a combination of claims data, medical record audits and member surveys. This data provides information on customer satisfaction, specific health care measures and structural components that ensure quality of care. It's important to understand HEDIS requirements to improve measure performance and quality of care. As physicians, pharmacists, office staff, medical staff and health plan employees, you have a direct impact on each measure. You can create positive HEDIS outcomes when you emphasize and focus your efforts on patient care.¹

Measures	HMO/POS	Self-funded ASO/PPO	Medicare	Medicaid
Childhood Immunizations: Combo 3	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Adolescent Immunizations	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Well Child Visits: First 15 Mo	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Well Child Visits: 3-11 Years	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Chlamydia Screenings				<input type="checkbox"/>
Cervical Cancer Screenings	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Breast Cancer Screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Colorectal Cancer Screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Diabetes Care: HbA1c <8.0%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes Care: HbA1c <9.0%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes Care: Annual Eye Exam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kidney Health Evaluation			<input type="checkbox"/>	
Hypertension: Controlled BP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ²

This comprehensive guide draws directly from the official HEDIS Manual. In it, for each measure, you will find:

- Billing codes.
- Optional exclusions.
- Services to close the care opportunity.
- Medical record documentation.
- Tips & best practices.³

Goal: Within the next 180 days, establish a system to capture sixty five percent of the Physician Incentive Program (PIP) money available.

Significant Changes: (limited info is provided to protect customer)

- Meet with staff to:
 - Analyze the current PIP programs:
 - Payors
 - Opportunity
 - Training.
 - Tracking
 - Reimbursement
 - Employee involvement

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- Design the Electronic Health Record (EHR) system to:
 - Compile HEDIS reports for quality measures.
 - Track patient care opportunities for the quality measures listed above.
 - Generate care opportunities face sheets for quality measures listed above for patient visits.
 - Design quality measure templates for Physicians medical record documentation to meet care gap requirements.
- Training videos:
 - Understanding the EHR systems tracking of quality measures.
 - Understanding the PIP opportunities and reimbursement system.
 - Patient Centered Medical Home (PCMH)
- Develop a team to track the PIP system:
 - Meet with payors monthly.
 - Compiling HEDIS reports, daily monitoring.
 - Generating patient face sheets, daily.
 - Strategic monthly staff meetings, including Physicians, to review program results and opportunities.
- Design and implement a record-keeping system that documents employee training for all staff members.
- Meet with physicians and staff to:
 - Go over the new PIP systems relevance, reliability, and measurability.
 - Get acceptance and buy-in of new PIP system.
- Implementation of new PIP system.

Realized ROI:

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Customer Experience: The Clinics Patient experience has been overwhelming positive as preventative care measures are being addressed.

Staff Experience: Increased job satisfaction and staff morale as it related to comprehensive clinical care, with emphasis on preventative care.

Financial Benefit: Increased PIP revenues by approximately seventy percent, which increased Clinic revenue by ten percent.

Time Savings: Developing an efficient and effective PIP program increased employee resources to greater patient care time.

Reference

- (1) Priority Health 2022 HEDIS Provider Reference Guide, page 6.
- (2) Priority Health 2023 PCP Incentive Program (PIP) manual, an integrated program focused on patient-centered care, page 14.
- (3) Priority Health 2023 PCP Incentive Program (PIP) manual, an integrated program focused on patient-centered care, page 6.

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