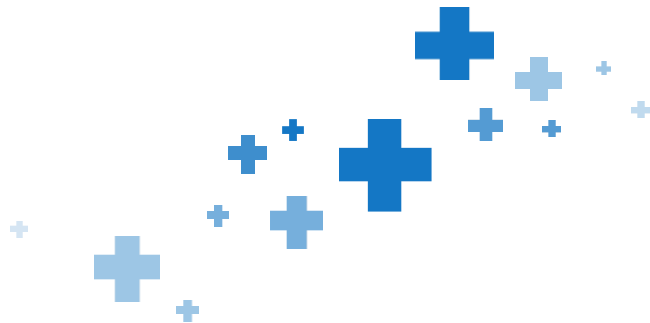
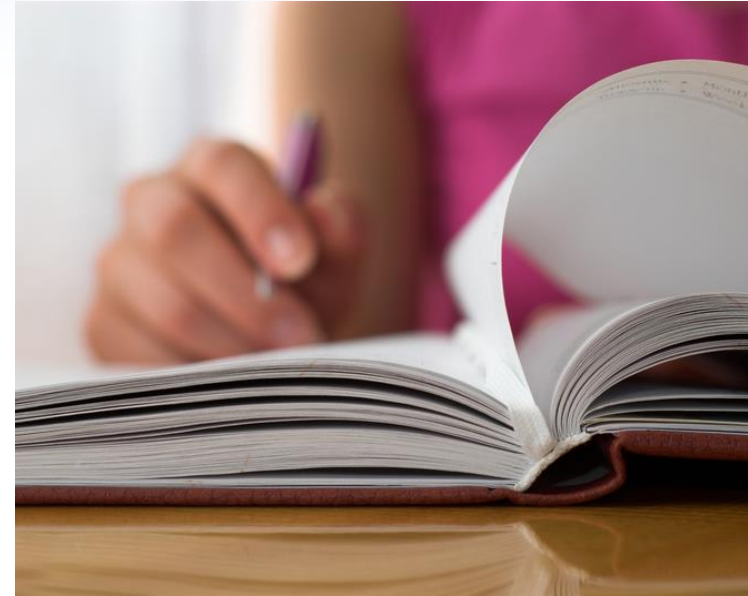


# Quality Care Rewards



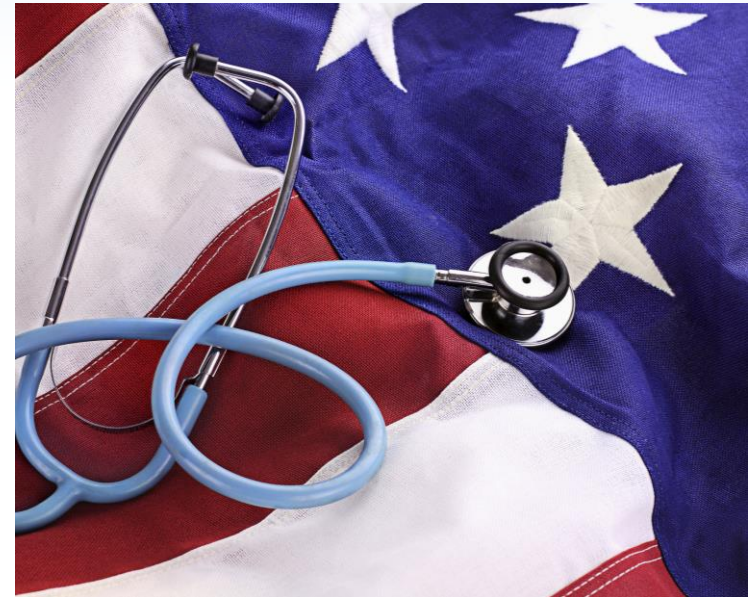
## Agenda

- + 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

 QUALITYCARE  
**REWARDS**



## 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](http://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 and BlueCare are Independent Licensees of the BlueCross BlueShield Association.

## 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 Tennessee and BlueCare are Independent Licensees of the BlueCross BlueShield Association.

## BlueCare Plus (HMO SNP)<sup>SM</sup> – 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

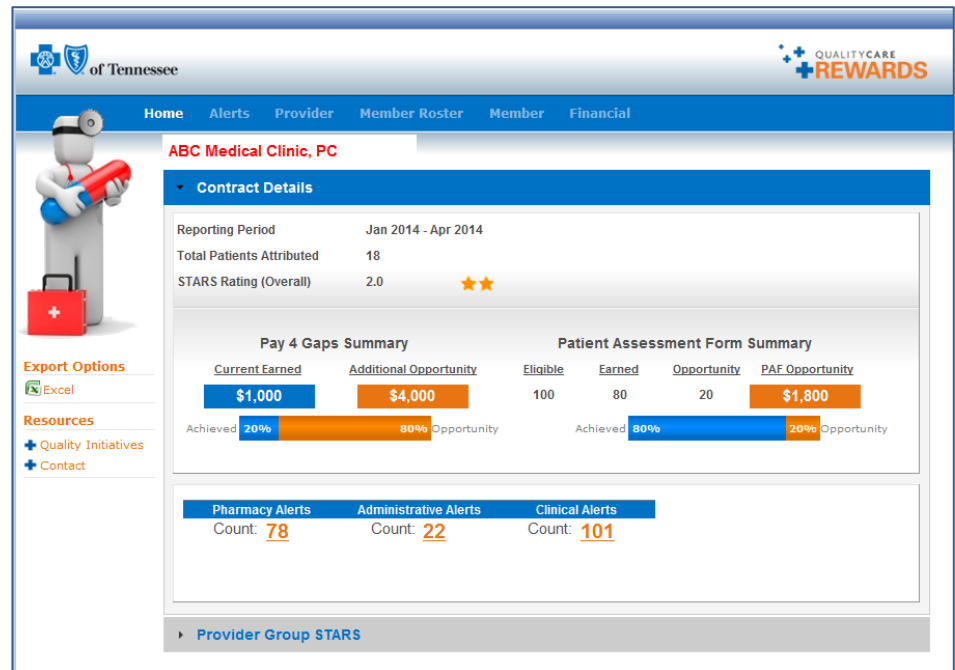
### + Targeted providers

### + Program dates: August 2014 – December 2014



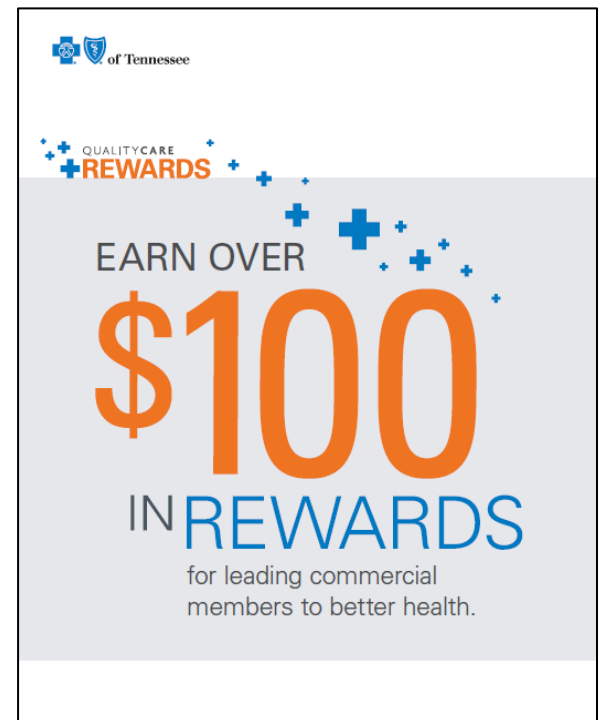
# Medicare Advantage – Pay for Performance

- + 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](http://www.bcbst.com/providers/quality-initiatives.page)

+ Monthly updates in BlueAlert

+ Provider Relations Consultants

The screenshot shows the BlueCross of Tennessee website. At the top left is the logo. To the right are navigation links: EMPLOYERS | PROVIDERS | BROKERS | CONTACT US | EN ESPAÑOL. Below that are links: Get Insurance | Manage My Plan | Health & Wellness | Why Choose Blue? | Log In/Register to BlueAccess. A search bar is also present. The main navigation bar includes 'Shop for Plans' with a dropdown menu set to 'Individual & Family Plans', a 'GO' button, and links to 'Things To Know About Health Care' and 'Find a Doctor'. The breadcrumb trail reads 'Home > Providers > Quality Care Rewards'. The main heading is 'Quality Care Rewards'. The text below explains the mission and the rewards program. A 'BlueAccess Login for Providers' section includes a 'LOGIN NOW' button. The 'Blue Core System' section features a 'CERTIFIED CORE' logo and a 'Learn More' link. An image of three healthcare professionals is shown with a 'BlueAccess' button overlay.

