

# **The Wisconsin Medical Society's Role in Advancing the Quality Agenda**

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# Outline

- Define local environmental challenges
- Efforts to improve quality on behalf of the profession
- Advocacy through legislative initiatives
- Regional and state wide quality initiatives



# Define Wisconsin Environmental Challenges

- Doctors don't understand the market pressure
- If Medicine doesn't take the lead, others will
- Time and money are wasted due to urgency to do something
- Failed first generation attempts



# Solutions to high costs and “sub optimal” quality

- Performance measurement and feedback
- Rewards to incent optimal performance (P4P)
- Transparency and public accountability



# Data Issues in Physician Performance Measurement

- Data availability
  - Administrative data
  - Medical record
  - Electronic health record
- Data reliability and validity

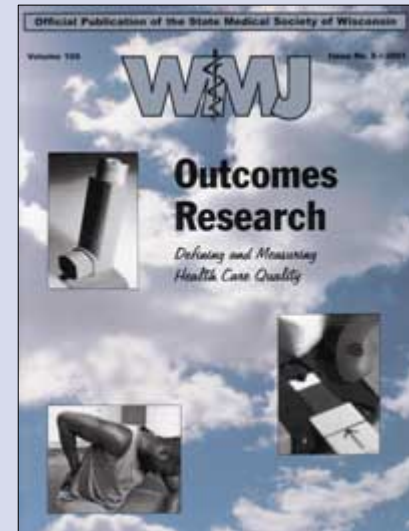
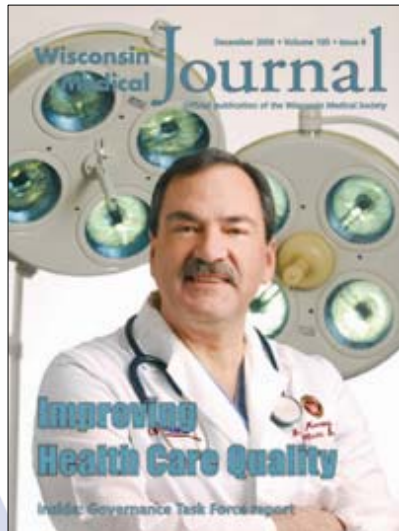


# History Leading Efforts to Improve Quality on Behalf of the Profession

- 1994 Society leaders see need for physicians to understand what practice efforts lead to the best results
- 1995 Major financial commitment made to the Medical Outcomes Research Project (MORP) measuring compliance with clinical practice guidelines for:
- Asthma · MI · Back pain · Diabetes
- 2002 After raising \$2 million, Society realizes that outcomes research needs to be driven by clinic leaders and practice guidelines must be standardized



# The Wisconsin Medical Journal



Wisconsin Medical Society  
Your Doctor. Your Health.

# Society History with Claims Data

1997 - State-driven effort began as result of Legislative Study Committee to understand and control outpatient costs

- Society concerns:
  - Patient privacy
  - Data quality
  - Physician level measurement
  - Cost to practices

1998 - POV law passed with more privacy protections in place but Society “earns” label as against quality, efficiency and for “protecting” physicians



# State Initiatives

- Wisconsin Collaborative for Health Care Quality (WCHQ) – 2002
- Wisconsin Hospital Association CheckPoint – 2002
- Wisconsin Health Information Organization (WHIO) –2005
- Wisconsin Medical Society Quality Forum – 2004



# What Physicians Have Told Us

- Work to help standardize and coalesce **state** and **national** quality efforts
- Help physicians embrace, engage and **lead** quality and cost efficiency efforts
- Promote **practice-level** quality improvement and share with all – **raise all boats**
- Create an **entry point for smaller and individual** physicians to get involved
- Use knowledge gained to **fundamentally change** the health care system to **increase insurance coverage and quality of care** for all



# Quality Forum - 2004

- The Medical Society convened the Forum at the request of Medical Directors from around the state with the goal of providing a neutral venue where physician leaders could debate and collaborate to form a deeper understanding of the issues related to health care quality measurement, reporting and improvement.



# AMA Physician Consortium for Performance Improvement

- Voting member
- Society members have served on numerous measure development workgroups
- Provide public comment on performance measurement sets



# CMS Physician Quality Reporting Initiative

- Lunch and Learn Teleconferences
- Medigram Quality Corner information about national provider calls



# Greater Milwaukee Business Foundation on Health Small Practice Pilot Project

- Determine feasibility of small practices collecting clinical performance data using the WCHQ methodology



# Improving Performance in Practice (IPIP)

Physician driven quality improvement initiative funded by the American Board of Medical Specialties



# Aligning Forces for Quality

Seeks to drive quality improvement by aligning key forces, including health care professionals, health care purchasers and health care consumers

- Performance measurement and public reporting of ambulatory chronic care measures
- Quality Improvement
- Consumer Engagement



# HHS Chartered Value Exchange

A multi-stakeholder organization that has taken clear action in its community to convene industry stakeholders and advance the four cornerstones of Value-Driven Health Care



# Medicare EHR Demonstration

Wisconsin named as one of 12 communities that will participate in a five-year Medicare demonstration project that allows providers who use qualified electronic health records to receive incentive payments for doing so.



# Recommendations

- Get a seat at the table
- Learn with investigative dialogue with purchasers
- Get involved with the AMA PCPI and CMS PQRI

