

Grant Outcomes Report

Developing a Diabetes Care Physician Incentive Program Among Payers in New York State

The Problem:

Nearly 1.8 million New Yorkers—almost 10% of the State's population—have diabetes, a chronic condition that exacts an enormous human and financial toll, affecting individuals' health but also health care institutions, health plans, and the State's budget. The prevalence of diabetes has doubled in the last 16 years and affects racial and ethnic minorities disproportionately. Costs related to diabetes in New York are estimated at \$12.9 billion annually, including excess medical costs of \$8.7 billion.

In 2008, NYSHHealth established a five-year, \$35 million Diabetes Campaign to reverse the diabetes epidemic. The Campaign focuses on improving clinical care and patient outcomes; mobilizing communities to prevent diabetes and support diabetes self-management; and promoting policies that sustain comprehensive and effective care for people with diabetes.

A range of demonstrations and studies show that patients have consistently better health outcomes when physicians improve their practices. Well-designed and standardized incentive payments have also been documented as motivating physicians to improving their practices. Yet in New York State, there is a lack of a common framework among payers for developing, measuring, or paying incentives. This fragmentation creates a disincentive among physicians to improve their practices or participate in various programs. No single payer represents enough of any physician's practice to encourage participation in each payer's program and doing so is often onerous and does not yield sufficient returns on investment.

KEY INFORMATION:

GRANTEE

Bridges to Excellence, Inc.

GRANT TITLE

Developing a Statewide Diabetes Care Physician Incentive Program Among Payers

DATES

August 1, 2008–January 20, 2011

GRANT AMOUNT

\$257,717

FUNDING

Diabetes Campaign-Administration

The Bridges to Excellence (BTE) grant supported the Foundation's efforts to promote payment incentives for primary care physicians that would ultimately improve the quality of care delivered to patients at-risk for or diagnosed with diabetes.

Grant Activities & Outcomes:

BTE provided technical expertise for the purpose of getting all or the majority of payers in New York State to pay incentives that encourage primary care physicians to increase the quality of care they deliver to patients with diabetes. Leveraging existing State and regional collaborative efforts, BTE worked with the Foundation to get payers to institutionalize incentive payments for a core set of physician performance measures for diabetes care.

BTE's approach to supporting the Foundation's goals included:

- Leveraging existing pay for performance (P4P) activities in the State by private and public sector payers;
- Gaining consensus from health plans and other stakeholders on evidence-based measures for diabetes care;
- Encouraging health plans to reward physicians that do well in diabetes care; and
- Allowing for multiple pathways for physicians to demonstrate to health plans that they are delivering high-quality care, considering those pathways include the core set of diabetes care quality measures.



Towards these ends, BTE developed a survey of health plan-based P4P efforts to evaluate if the plan's rewards and recognitions for physicians delivering good quality care to patients with diabetes met criteria as defined by the project team. Specifically, BTE would encourage payers to offer incentives to providers that had successfully met the criteria for the National Committee for Quality Assurance (NCQA) or BTE diabetes recognition. Successful completion of that survey led to a plan's P4P program being

endorsed by NYSHealth. BTE's staff worked through the Endorsement Survey with 13 private and public sector health plans and yielded a number of Endorsements and/or commitments from plans to deliver financial incentives to physicians recognized for delivering quality care. Plans achieving full Endorsement included: Anthem-Empire, CDPHP, Monroe Health Plan, and Hudson Valley Health Plan. These four plans represent upwards of 30% of total covered lives in New York State. A few other plans did not achieve full Endorsement but are committed to providing incentives to physicians for delivering several aspects of the best practices for diabetes care. These plans include: MVP, HealthNow, and HealthFirst.

Finally, working with the Healthcare Association of New York State (HANYS), BTE facilitated the submission of medical record data from Montefiore practicing physicians, which resulted in 150 of these physicians being recognized by the BTE Diabetes Recognition Program.

The Future:

BTE continues to work with private and public sector health plans to encourage financial incentives to physicians. Currently, BTE is working with MetroPlus and HealthPlus to help them operationalize an incentive program that would reward physicians that achieve good outcomes in diabetes care.

BACKGROUND INFORMATION:

ABOUT THE GRANTEE

Bridges To Excellence® (BTE) is a family of programs developed to reward recognized physicians, nurse practitioners, and physician assistants who meet certain performance measures. BTE programs are managed and implemented by the Health Care Incentives Improvement Institute (HCI3), a non profit that measures health outcomes, reduces care defects, promotes a team approach to patient care, realigns payment incentives to match the quality of care delivered by a provider, and rewards excellence in care. Through the BTE family of programs, purchasers and their employees have the information they need to make better health care decisions while obtaining cost effective care.

GRANTEE CONTACT

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