



Community Leadership in Creating
Value-Driven Health Care:
*The Wisconsin Collaborative
for Healthcare Quality*

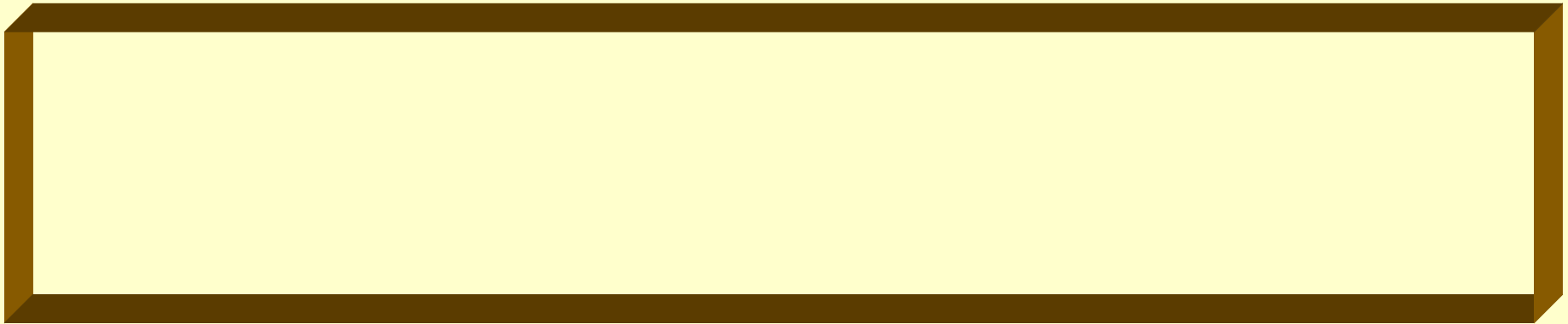
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Vice Chair

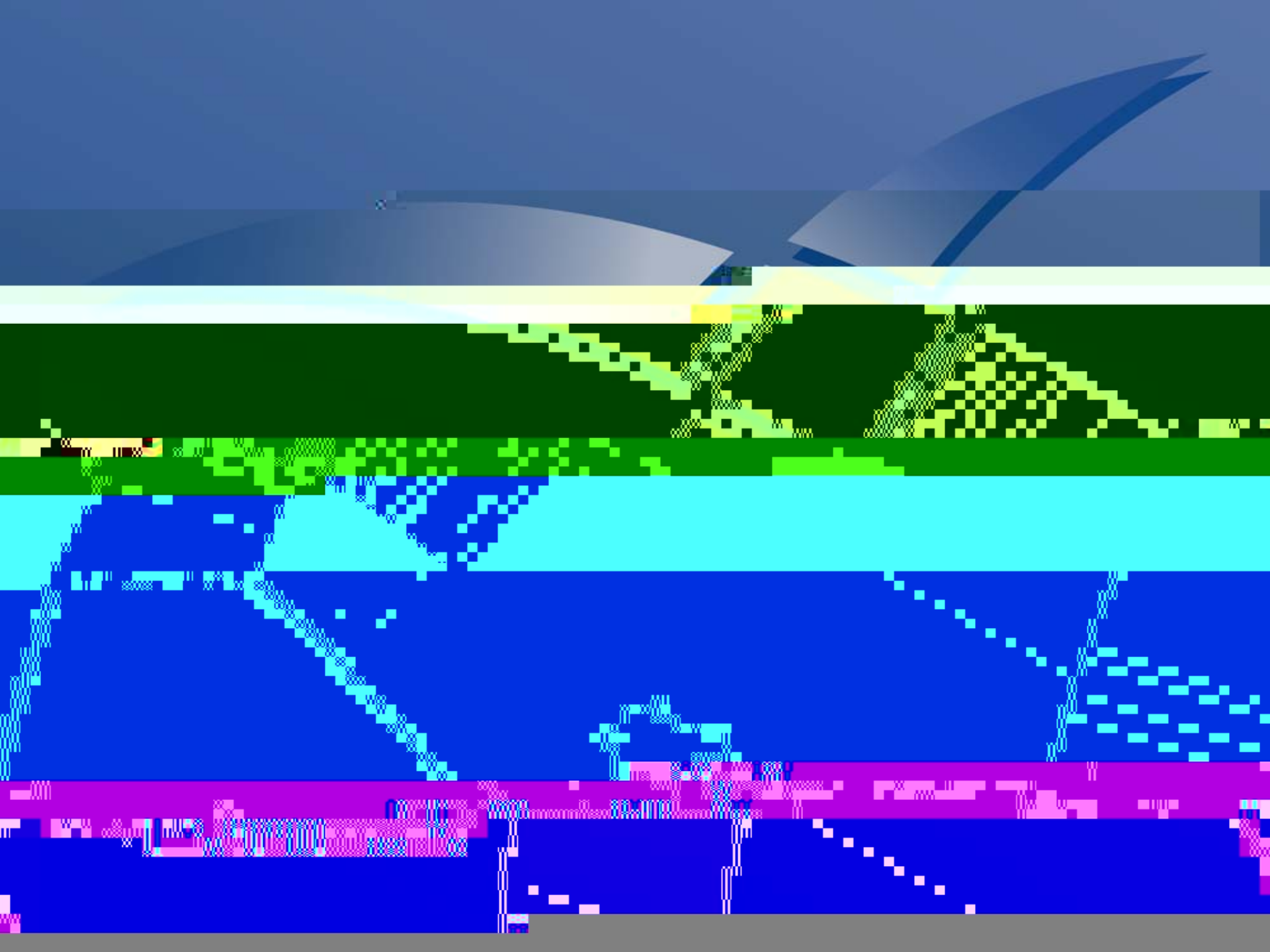
WCHQ Board of Directors
FTC Roundtable

WISCONSIN COLLABORATIVE FOR HEALTHCARE QUALITY

WE ARE . . .

. . . A voluntary Consortium of organizations learning and working together to improve the quality and cost-effectiveness of healthcare for the people of Wisconsin.





Business And Purchaser Partners

The Alliance

Appleton Papers

Badger Meter

Chrysler

GE Healthcare

Schneider National

Business Healthcare Group of
Southeast WI

Serigraph, Inc.

WebCrafters

Wisconsin Manufacturing
& Commerce (WMC)

Greater Milwaukee Business
Foundation on Health

Wisconsin Department of Employee
Trust Funds

Wisconsin Department of Health and
Family Services

A BRIEF HISTORY OF WCHQ

- 10/2002:** CEOs gather to discuss working together for quality
- 02/2003:** First meeting of WCHQ
- 10/2003:** WCHQ releases *Performance & Progress Report* [paper]
- 04/2004:** Launch of WCHQ Ambulatory Measure Workgroup
- 08/2004:** Diabetes ambulatory measure created
- 11/2004:** Diabetes ambulatory data collected
- 11/2004:** First WCHQ “Fall Forum”
- 04/2005:** Launch of WCHQ.org; diabetes data published
- 06/2005:** Hospital Quadrant Analysis Published
- 11/2005:** Second WCHQ “Fall Forum”; HTN data published
- 12/2005:** Postpartum data published
- 01/2006:** WCHQ selected as initial pilot by AQA
- 07/2006:** Colorectal, Pap, Mammo measures published
- 11/2006:** Third WCHQ “Fall Forum”
- 02/2007:** WCHQ selected as “AF4Q” Community
- 05/2008:** CAD, Pneumococcal Measure Published

Updated 5/2008

The WCHQ Model of Direct Data Submission

- Key Characteristics
 - Voluntary data collection by provider organizations
 - Administrative data (denominator) combined with Clinical information (numerator)
 - Performance Measurement at the group level, all

What's The Value?

- System view of performance with ability to drill down to provider level
- All patients within a system are included in the population
- All payers are represented
- Delivers roadmap for improvement
- Foundation for pay-for-performance

Ambulatory Care Measures

Process and Outcome

Chronic Care

– Diabetes Care

- A1c screening
- A1c control
- LDL-C screening
- LDL-C control
- Nephropathy monitoring
- Blood pressure control

– Control of Uncomplicated Essential Hypertension

- Blood Pressure Control

– Cholesterol Management of Patients With Cardiovascular Conditions

- LDL-C Screening
- LDL-C Control

Ambulatory Care Measures

Process and Outcome

- **Preventive Care**
 - **Breast Cancer Screening**
 - **Cervical Cancer Screening**
 - **Colorectal Cancer Screening**
 - **Pneumococcal Vaccinations**
- **Episodic Care**
 - **Postpartum Follow-up**

New Measures Coming

- **Adult Screening for Tobacco Use – Fall 2008**
- **Screening for Osteoporosis – Spring 2009**

WCHQ Consumer Engagement Strategy

Key Tenets, 2004-Present

- **Primarily designed to support provider benchmarking and improvement**
- **Report unadulterated information and allow the reader to draw his/her own conclusions**
- **Design web site for maximum flexibility in organizing and displaying information (trends, ranking)**
- **Encourage business partners to incorporate WCHQ measures in open enrollment and decision support materials**

WCHQ Consumer Engagement Strategy

Experience and Emerging Themes

- Website utilization statistics reveal primary users are providers, researchers, public agencies (federal and state)
- “Aligning Forces” / RWJ – sponsored research
 - Low level of awareness of WCHQ and other Wisconsin transparency sites
 - Patient activation (“Ask Me 3”, teach back) models as a complementary strategy

Thoughts on Physician-Level Reporting

- Numerous unresolved policy and methodological issues
 - Care process and systems emphasize teamwork not individuals
 - Significant issues with reliability of performance measures across specialties
 - Basic questions of “fairness” to those being measured
 - Usefulness of data that offers questionable reliability to consumers
- “Patient Charter” represents significant mechanism to align stakeholder interests

LESSONS LEARNED

- **Multiple stakeholder involvement**
- **Shared Vision**
- **Importance of “sweat equity”**
- **Physician leadership helps foster physician engagement**
- **Credible, reliable data**