Leveraging Star Ratings in Medicare Within Community Pharmacies

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Leveraging Star Ratings in Medicare Within Community Pharmacies
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Activity Type: Knowledge-Based

Following this educational presentation, attendees should be able to:
1. Describe the CMS Star Ratings program and how measures of appropriate medication use are incorporated into the program.
2. Within the CMS Star Ratings program, explain what healthcare entity is being held accountable for the measures used in this program.
3. Describe how community pharmacies can collaborate with health plans to drive improvements in quality within the Medicare Advantage program.
4. List types of interventions that are being utilized in the marketplace to drive improvements in appropriate medication use.
5. Describe the specific medication metrics used within the Star Ratings program.
Disclosures

Laura Cranston declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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Pharmacy Quality Alliance (PQA)

- Established in April 2006, as a public-private partnership
- Consensus-based, non-profit, alliance with 100 member organizations, including:
  - Health Plans & PBMs
  - Pharmacies & professional associations (including NCPA)
  - Federal agencies (CMS, FDA)
  - Pharmaceutical mfrs
  - Consumer advocates
  - Technology & consulting groups
  - Universities
- **Mission:** Improve the quality of medication management and use across health care settings with the goal of improving patients’ health through a collaborative process to develop and implement performance measures and recognize examples of exceptional pharmacy quality.
PQA Medication-Related Measures

• Patient Safety
  • drug-drug interactions; high risk medications in the elderly

• Medication Adherence
  • diabetes, hypertension, cholesterol, HIV & others

• Medication Therapy Management
  • Comprehensive Medication Review (CMR) Completion

• Mental Health Measures
  • antipsychotic usage in dementia population

• Population Health Measures
  • Pharmacy immunization rates *(in development)*

• Specialty Pharmaceutical Measures
Where are the Measures Being Used?

- **Medicare Part D Plan Ratings**
  - Star measures:
    - medication adherence (diabetes, BP, cholesterol)
    - medication safety (HRM, Diabetes/RASA)
  - Display measures:
    - 2 safety measures and 1 MTM measure
- **URAC accreditation programs**
  - Health plan, PBM, mail/specialty pharmacy
- **National Business Coalition on Health (NBCH)**
  - eValue8 (health plan evaluation)
- **Integrated Healthcare Association**
  - Physician P4P programs
Community Pharmacy has the ability to move the needle on Adherence thru targeted interventions:

- Simple and Consistent Process
- Easily Implemented
- Practical training & education
- Aligns and promotes professionalism
- Robust data sources
- Use of technology to scale across walls
What is EQuIPP?

- Evolved from Phase I and Phase II PQA-supported demonstrations in Pennsylvania
  - Health plans and pharmacies can engage around quality measurement
  - Retail pharmacies can develop a strategy to improve on the PQA-developed measures (e.g. adherence)
- EQuIPP concluded its beta phase in December 2012, set to expand nationally in 2013
  - Beta phase was conducted in Florida, Pennsylvania, Alabama

EQuIPP has evolved from a standalone initiative to be...

- A standardized, collaborative model for quality improvement
- A sustainable performance information management service
Why EQuiPP, Why Now?

- Medicare Star Ratings are driving attention to medication safety & adherence by MA-PDs and PDPs
  - Increased stakes: Quality Bonus Payments, Enrollment

- Retail pharmacies that will be seeking accreditation will need to have capabilities for performance measurement and quality improvement

- Retail pharmacy and health plans can partner for quality measurement and performance improvement
  - PQA-supported demonstration in PA showed that Highmark/Rite Aid efforts led to improved medication adherence
EQuIPP aligns with Star Ratings

- EQuIPP measures are from PQA:
  - 3 measures of medication safety
    - High risk medications in the elderly
    - Appropriate treatment of blood pressure in persons with diabetes
    - Drug-drug interactions
  - 3 measures of medication adherence
    - Oral diabetes medications
    - Cholesterol medication (statins)
    - Blood pressure (renin-angiotensin system antagonists)

- Additional quality measures can be added in the future to align with CMS, NCQA, URAC, CPPA, or other initiatives
The Purpose of EQuIPP

- **EQuIPP provides consistent measurement of quality in community pharmacy**
  - Leverages quality measures created by consensus based entities (e.g. PQA) – an extension of the PQA mission
  - Goes beyond quality dispensing and focus on quality patient care
  - Aligns the interests of health plans and pharmacies
  - Enlightens and empowers outpatient pharmacy
    - Proactively informs community pharmacies

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Measure → Report → Analyze → Support

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**EQuIPP**
Electronic Quality Improvement Platform for Plans & Pharmacies
EQuIPP Services

- Health plans:
  - Access to performance dashboards that display their performance and relevant benchmarks on CMS Star Ratings metrics across lines of business
  - Visibility into the performance of their pharmacy network
  - Analytics & insights into performance measure data

- Pharmacy organizations have access to performance dashboards that report their scores and relevant benchmarks across the same key quality measures
  - EQuIPP supports multi-tier views of a pharmacy organization’s performance – from the individual pharmacy, through districts and regions, to the corporate overview.
Performance Information Flow

- Plan 1
- Plan 2
- Plan 3

Data

Pharmacy 1 → EQuIPPP → Pharmacy 2 → Pharmacy 3

Reports
Welcome to the
Quality Improvement Platform
for Plans and Pharmacies

I am a...

- Pharmacy Professional
- Pharmacy Organization
- Health & Drug Plan

News

Cras eget velit sapien. Lorem ipsum dolor sit amet, consectetur.
February 12, 2012

Etiam id metus diam, a ultricies turpis. Cras ut lacus ante
February 10, 2012

Metus diam, a ultricies turpis.
January 24, 2012

About EQuIPP

EQuIPP is a collaborative model that engages health plans and pharmacies in strategic relationships to address improvements in the quality of medication use. The EQuIPP platform provides benchmarked performance data to both plans and pharmacies in user-friendly dashboards, and offers an environment to coordinate quality improvement efforts.

The EQuIPP initiative is currently in its Beta Phase. The Beta Phase includes health plans and pharmacies throughout Pennsylvania, Florida, and Alabama.

How Do I Participate?

- Interested parties located within Pennsylvania, Florida, and Alabama
- Interested parties located in other states

Login

Enter your username and password to access your performance reports and improve.

Username:  
Password:  
Forgot password?

Login
## Health Plan Organization Report

### September 2012

**Change Time Period**

Data last updated on **07/01/2012**

### Measure Summary

<table>
<thead>
<tr>
<th>Name</th>
<th>Trend</th>
<th># of Patients</th>
<th>Performance Score</th>
<th>Goal (%)</th>
<th>Gap (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACEI/ARB in Diabetes</td>
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<td>3026</td>
<td>78.8%</td>
<td>84%</td>
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<tr>
<td>ACEI/ARB PDC</td>
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<td>8311</td>
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<td>Cholesterol PDC</td>
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<td>76%</td>
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<td>Diabetes PDC</td>
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<tr>
<td>Drug-Drug Interactions</td>
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<td>4734</td>
<td>3.7%</td>
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<tr>
<td>High-risk Medications</td>
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<td>13141</td>
<td>14.6%</td>
<td>18%</td>
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</table>
ACEI/ARB PDC — Medicare Advantage

Health System Versus Goal

<table>
<thead>
<tr>
<th># of Patients</th>
<th>Performance Score</th>
<th>Goal</th>
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</thead>
<tbody>
<tr>
<td>160</td>
<td>89.3%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Health Plan Versus Others

- All Equipp Average: 90.1%

Run Chart

Pharmacy Organizations

<table>
<thead>
<tr>
<th>Pharmacy</th>
<th># of Patients</th>
<th>Score</th>
<th>Goal</th>
<th>Gap</th>
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</thead>
<tbody>
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<td>Pharmacy Chain 1</td>
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<td>79%</td>
<td>0.9%</td>
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<tr>
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<td>79%</td>
<td>✓</td>
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<td>Independent Pharm of America</td>
<td>8</td>
<td>87.5%</td>
<td>79%</td>
<td>✓</td>
</tr>
</tbody>
</table>
The "Basics" Series

The “Basics” Series provides high-level information in an easy to read format to help educate community pharmacists, student pharmacists and other stakeholders about the essentials of quality measurement related to pharmacy.

1. The Basics of Pharmacy Performance Measurement
2. The Basics of the Pharmacy Quality Alliance
3. Driving Quality and Performance Measurement in the US Health Care System
4. The Basics of Quality Improvement

Medicare Part D Programs

The Centers for Medicare and Medicaid Services (CMS) have been a primary driver of a renewed focus on quality improvement efforts among pharmacies. Learn more about CMS's programs that are driving change.

Professional Development - COMING SOON

Improving the quality of care delivered at your pharmacy requires a variety of tactics and resources. The training and development programs hosted here will help you sharpen your patient engagement skills, refine your communication abilities, and keep you well-tuned to thrive in a quality-oriented environment.

Strategy Development & Implementation - COMING SOON

Complex interventions can be difficult to manage. This section will provide some insight on the science of strategy development and implementation, relieving the despair that comes with the question, "Yeah, but where do I start?"

Patient Engagement and Lifestyle Resources

MerckEngage A free, online resource which includes healthy recipes, ideas for getting fit, and practical planning tools for better health.

Continuing Educational Activities

- And The Survey Says... Patients and pharmacists share candid thoughts about what services patients want from their pharmacies
- Building Sustainability and Effectiveness with Pharmacy-Based Patient-Care Services
- Connecting to Improve Practice: Online Drug Information and Professional Resources for Patient Care
- Helping Your Medicare Patients: What Pharmacists Need to Know Increasing Front-End Employee Productivity
- Medicare Part D Update: Navigating the Potholes and Discovering New Opportunities
- Medicare Part D: A Primer for Pharmacists Learn More...
- Open the Door: Taking Advantage of Your Community's Golden Opportunities
Improvement Strategies and Resources

While we tend to think of quality improvement activities as targeted interventions, there are a wide variety of skills, tactics, and resources that are broadly applicable when seeking to engage patients and encourage therapeutic or behavioral changes.

Quality Improvement Concepts & Resources

The topics in this section will help you better understand the drivers of pharmacy-based quality improvement efforts, develop your patient engagement skills, and gain insight into the development of quality improvement strategies.

Medication Adherence

Medication adherence is an essential health behavior. It taps into patients’ most closely held values and beliefs about their health and wellbeing. Pharmacists’ knowledge and accessibility position them well for working with patients through such complex issues.

Further hone your patient engagement skills, access targeted patient education resources and more in this section.

Patient Safety

Getting the right drug to the right person at the right time has long been the mantra of practicing pharmacists everywhere. Both safe dispensing and safe use are critical to the best outcomes for your patients.

This section links you to specific resources that support you in addressing the patient safety measures housed within the EQuIPP platform.
Beta Phase Participants

- **Pharmacies**
  - CVS
  - Rite Aid
  - Walmart
  - Walgreens
  - Target
  - Winn-Dixie
  - Giant Eagle
  - Independents

- **Health Plans**
  - Humana
  - Highmark BCBS
  - Coventry
  - Wellcare
  - UPMC Health Plan
  - Capital Health Plan
  - Gateway Health Plan
  - BCBS-Alabama
  - HealthSpring/Bravo
Collaborative Research Opportunities

- **Immediate opportunities for EQuIPP-related research include mining best practices**
  - The EQuIPP platform, together with PQA staff will be tuned to understand different practices across unique pharmacy sites
  - These practices will be juxtaposed to EQuIPP results and best practices will be identified

- **EQuIPP provides a framework to load best practice strategies**
  - Push content and training to multiple health plans and/or pharmacies
  - Sharing and refining of operational strategies that create positive outcomes
QUESTIONS?

FOR MORE INFORMATION:
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