

## NACDS Pharmacy & Technology Conference

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### Pharmacy Performance Measurement: Are you making the Grade?

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## Learning Objectives

Upon completion of this activity, you should be able to:

- Describe the shift toward value driven healthcare movement and the pharmacists role
- Explain current quality initiatives and how they will impact pharmacists, patients and payers
- Describe a current example of a PQA demonstration project and lessons learned by pharmacists utilizing report card data
- Discuss the Pharmacy Consumer Experience Survey and how a widely available assessment of consumer experiences can be as useful tool in the total quality evaluation of a pharmacy provider

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## Why is it Important to Measure

- Improve Health Outcomes
  - Reduce medication errors & adverse events
  - Mitigate overuse, underuse and misuse
  - Quality of services
- Reduce costs
- Set common expectations and comparison across organizations

**Measurement Leads to Improvement!**

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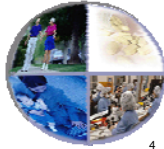
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## Uses of Performance Measures

- Quality/Performance Improvement
- Public Reporting / Consumer Empowerment
- Contract & Network Decisions
- Pay for Performance (P4P)



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## The Pharmacy Quality Alliance

- Established in April 2006, as a public-private partnership
  - Drs. Mark McClellan & Carolyn Clancy - Inaugural PQA Steering Committee members
- Consensus-based, membership alliance with over 50 members
- Now, PQA is an independent nonprofit organization
- **Mission: Improve health care quality/patient safety**
  - measuring performance at the pharmacy
  - reporting meaningful information to help stakeholders make informed choices
  - improve outcomes and stimulate the development of new payment models



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## PQA Measure Concept Development

**Measure Concepts**

- Meaningful: to purchasers, consumers, and pharmacies
- Feasible: most organizations able to implement now
- Valid
- Reliable
- Broadly applicable

**Expanding pharmacy performance measurement  
 will assist in promoting the  
*Pharmacist as a Key Player*  
 in assuring appropriate medication use by consumers.**

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**Measuring Quality in Pharmacy**

**Best Practice Concepts**

- **Content**
  - Use of nationally recognized, standardized performance metrics
  - Interventions for improvement should be linked to practice needs
- **Process**
  - Multi-disciplinary stakeholders
  - Integration into workflow
  - Meaningful reporting that is actionable
- **Technology**
  - Secure, web-based platform that supports customizable dashboards to present quality data/measures to the participating pharmacies
  - User friendly, easy to navigate platform
  - Scalable with ability to accelerate to Phase II

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**Integrating PQA  
Pharmacy Performance Measures  
into Outpatient Pharmacy Care**



**Mark Conklin, PharmD, MS**  
**Highmark Blue Cross Blue Shield**

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**Performance Measurement at the Health Plan**

**Who is currently measured?**  
Physicians, physician groups, hospitals

**Common elements of performance programs:**

- Based on a set of metrics representative of quality performance in a given discipline
- Financial incentives (or disincentives) based on measured quality
- Alignment of incentives, care coordination, patient-centered care

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## Performance Measures Now & the Future

- Medication Therapy Management
- Compliance/adherence rates
- Optimal asthma therapy
- Optimal diabetes care management
- Appropriate medications for the elderly

Refining measurements to focus on **“Quality of Pharmacy Services”** will assist in promoting the pharmacist as a key player in assuring appropriate medication use by consumers.

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## PQA Demo Project Phase I

- Determine resources requirements for collecting/aggregating prescription claims data and calculating the 15 quality measure scores
- Collection of patient experiences with pharmacy services using the PQA-sponsored survey
- Generate/test models of providing pharmacy performance reports
- Get feedback from pharmacists on the reports’ accuracy, user-friendliness and value in improving quality

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## PQA Demonstration Projects

Demo Type	Project Leader	Partners
<i>Health Plan</i>	Highmark BCBS	<ul style="list-style-type: none"> <li>CE City</li> <li>Rite Aid Corporation</li> </ul>
<i>Community Pharmacy Corporation</i>	Outcomes Pharmaceutical Health Care	<ul style="list-style-type: none"> <li>Kerr Drug</li> <li>University of NC</li> </ul>
<i>Coalition of Health Plans</i>	Pharmacy Society of Wisconsin and Wisconsin Pharmacy Quality Collaborative	<ul style="list-style-type: none"> <li>State of Wisconsin Dept of Health and Family Services</li> <li>United Healthcare of Wisconsin</li> <li>Unity Health Insurance and Group Health Cooperative of South Central Wisconsin</li> </ul>
<i>Coalition of Health Plans</i>	Purdue University School of Pharmacy	<ul style="list-style-type: none"> <li>Indiana Pharmacists Alliance</li> <li>Indiana Health Information Exchange</li> <li>Regenstrief Institute</li> </ul>
<i>Coalition of Health Plans</i>	University of Iowa	<ul style="list-style-type: none"> <li>Iowa Foundation for Medical Care,</li> <li>Wellmark Blue Cross and Blue Shield</li> <li>Iowa Medicaid Enterprise</li> </ul>

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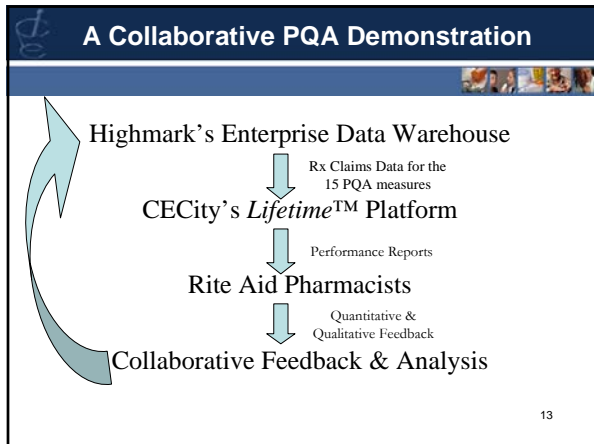
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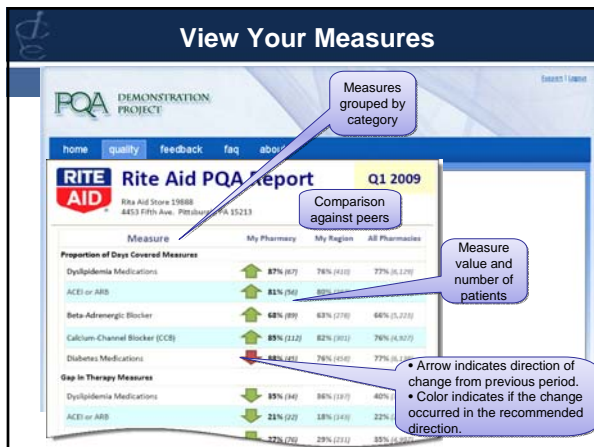
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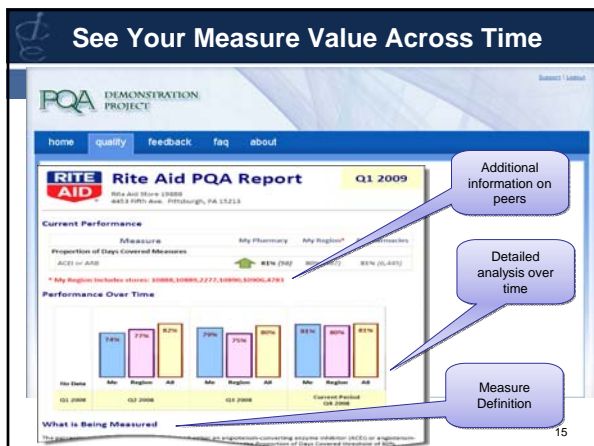
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**Pharmacy Value Proposition**

- Focus on quality of care, but with a balanced approach
- Scalable Continuous Quality Improvement
- Roadmap for any Healthcare organization to follow
- Appropriate alignment of stakeholders & incentives
  - positive rewards for meeting thresholds & for improvement
- Model for directly engaging in the delivery of patient care

16

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**The Pharmacy Consumer Experience Survey**



David Medvedeff, PharmD, MBA  
Avatar International, LLC

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**A Shift in the Mindset**

- There are actually 16 quality measures
  - 15 medication-based and 1 patient-centered
  - Patient feedback is a quality measure
- Assessing the patient experience is an emerging data point in all other aspects of healthcare
- The patient's perception of quality service may be disconnected from the payor's data-derived findings
  - Consumer vis-à-vis Customer

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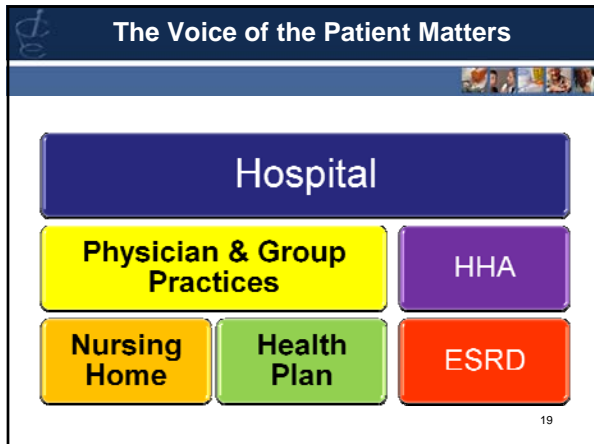
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**CONSUMER ASSESSMENT OF HEALTHCARE PROVIDERS AND SYSTEMS (CAHPS)**

A standardized instrument and fielding process are critical to data fidelity

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- About the CAHPS Process**
- CAHPS surveys probe those aspects of care for which patients are the best and/or only source of information
  - Each survey instrument undergoes rigorous development and testing:
    - literature review
    - cognitive interviews
    - consumer focus groups
    - stakeholder input
    - consumer testing
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 **Implementation is Key**



- CAHPS surveys probe those aspects of care for which patients are the best and/or only source of information
- The overarching goal of a CAHPS instrument is to provide an “apples-to-apples” comparison of quality
- To eliminate the introduction of confounding variables which could bias the survey results, CAHPS implementations are prescriptive
  - This was a goal for Phase 1 of the Demonstration Projects

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 **Survey Inclusion Criteria**



- Inclusion criteria:
  - Adult, human (non-veterinarian)
  - Ambulatory consumers of retail and non-retail (e.g. mail order, in-home) pharmacy services
  - Rx from that service in the past 12 months
- Establishing the sample frame
  - At least three dates of service (# of Rx’s does not matter)
  - Complete mailing address is required
  - Simple random sample taken from this frame

23

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 **The Pharmacy Consumer Experience**



- Measure satisfaction with various domains of pharmacy and pharmacist services, including:
  - New Prescription
  - Pharmacy Staff Communication
  - Information about Medicine (non-written)
  - Written Information
  - Getting Medicines
  - Pharmacist Care
- Patients are asked to assess their experience over the past year with the referenced pharmacy only

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## Excerpts from the Survey

services

**INFORMATION ABOUT MEDICINE**

9. This survey asks only about the pharmacy listed in the:

**WRITTEN INFORMATION**

11. This survey asks only about the pharmacy listed in the cover letter.

In the last 12 months, how often were the instructions on your medicine labels easy to read?

Never  
 Sometimes  
 Usually  
 Always  
 I did not pharmacist the last

10. In the last staff at this having any

Never  
 Sometimes  
 Usually  
 Always

12. In the last 12 months, how often were the instructions on your medicine labels easy to understand?

Never  
 Sometimes  
 Usually  
 Always

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## Scoring the Surveys

Composite	Clarity of Written Information about Medicines
Item	VQ11 In the last 12 months, how often were the instructions on your medicine labels easy to read?
Item	VQ12 In the last 12 months, how often were the instructions on your medicine labels easy to understand?
Item	
Item	
Composite	
Item	
Item	
Item	VQ4 In the last 12 months, how often did the staff at this pharmacy show you what technology and equipment?
Item	VQ5 In the last 12 months, how often did the staff at this pharmacy spend enough time talking with you?
Item	VQ6 In the last 12 months, how often did the staff at this pharmacy show concern for you?
Item	VQ8 In the last 12 months, if you wanted to talk to the staff at this pharmacy about your health or medicine, how often were you able to talk to staff as soon as you wanted to?

A perfection model of  
"Top Box" scoring

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## Expectations for Reporting

**Overall Assessment**

Overall Rating

Overall Rating - Percent of Top Ratings

■ Jul 2007 - Jun 2008  
■ Apr 2007 - Mar 2008

Category	Jul 2007 - Jun 2008 (%)	Apr 2007 - Mar 2008 (%)
Facility	75	75
Referral	65	65
Medicine	75	75

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### The PQA Pharmacist Experience and the Future of Pharmacy Practice

**Rick Mohall, PharmD**  
Rite Aid Pharmacy Corporation

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### Pharmacist Involvement In Phase I

- 50 pharmacies involved in the Phase I project
- With our partners we trained over 90 pharmacists
  - Future & importance of performance measurement
  - On the 15 PQA measurements
  - Reporting methods
- Stakeholder opportunity to provide feedback

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## Pharmacist Excitement



- Vast majority of the pharmacists were enthusiastic about their ability to participate
- Viewed this as an opportunity and a responsibility to impact the future of their profession
- Pharmacists believe they make an impact on the overall health and well being of their patients
- Interested in the possibility of being able to “measure” the quality of services provides

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## Pharmacist Concerns



- Impact on the measures of cash prescriptions not captured in the reporting system
- Time involved to adequately move these measurements in a positive manner
- Physician acceptance of this increased role
- Proper team approach to improving the health of mutual patients



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## Impact of Performance Measurement



Pharmacists clearly are:

- able to impact compliance and adherence
- the medication therapy experts
- enthusiastic that they can implement standards around MTM quality parameters
- Desire an expanded role as providers of health care services

**The ability to define and measure the services a pharmacist can provide will clearly move us in this direction.**

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## Impact of Performance Measurement

- Other Health Care professionals are already being measured by quality standards
- PQA provides a unique opportunity for pharmacy to determine, test, and deliver true quality measurements for our profession
- Ultimately affect payment to pharmacists for clinical services, payment reimbursement levels for the dispensing of prescriptions and customer perception of the pharmacy or pharmacist

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## Consumer Perception

- Consumers are being asked and are demanding to have a more active role in their health care
- Consumers already can assess hospitals, physicians, etc on quality standards
- Consumers will continue to choose a pharmacy based on service, convenience and price
  - A more informed consumer will also base selection of a pharmacy on its delivery of health and wellness services
- Part of their judgment and decision making process will be based on published quality measurements

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## Changing Patient Perspective of Quality



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**Future of Performance Measurement**

- Government and private providers will ultimately demand a measurement of services provided versus compensation
- Both government providers and commercial insurance carriers will provide their patients with quality measures to enable them to choose a pharmacy or pharmacist



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**Future of Performance Measurement**

- Payment may be tied to quality measures
- May included tiered dispensing fees based on meeting or not meeting quality measures
- Includes increased opportunities for reimbursement around clinical services and improved patient outcomes



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**Future of Pharmacy Practice**

- Pharmacists will establish a dual role as clinicians as well as our traditional dispensing role
- With Health Care Reform, performance measurement will be adopted as a standard of practice
- We have a desire to not only be at the forefront of that change but also a desire to help shape the future of the professional practice of Pharmacy



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## Future of Performance Measurement



- Being measured on quality parameters represents a challenge for pharmacists
- However being measured on quality parameters also means a **unique opportunity to further prove the impact that pharmacists** can have to the overall health and therefore health care dollars spent for our patients
- The time to be involved is NOW!!!



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