I. Executive Summary

The Blue Cross Blue Shield of Georgia Inc. and Blue Cross Blue Shield Healthcare Plan of Georgia Inc (herein referred to as BCBSGa) Quality Improvement (QI) Program promotes ongoing and comprehensive activities that systematically monitor and evaluate the quality and appropriateness of clinical care and services offered by the health care network to identify and act on improvement opportunities. The QI Program Annual Evaluation and Work Plan serve as a reporting mechanism for progress and outcomes related to initiatives, established goals and planned activities. QI Program and Work Plan components have been assessed for successful completion and implementation, and the results are described in this document. Following a brief synopsis of program highlights, accomplishments and improvement opportunities for 2007, a formal evaluation is provided demonstrating the effectiveness of the Quality Improvement Program and Quality Improvement Work Plan. This report consists of a review of the efficacy of the program structure and an assessment of the program activities, including disease prevalence-related demographics, clinical and service initiatives, and an evaluation of our delegation oversight responsibilities. The QI Evaluation concludes with a summary and recommendations for next year’s activities.

A. Mission Statement

BCBSGa is committed to excellence in the quality of care and services provided to members and to the competence of its practitioners and other health care professionals and ancillary networks. BCBSGa is dedicated to increasing customer satisfaction, improving the health status and quality of care for our members, providing value added services, improving member safety, ensuring member access to medical services, and supporting BCBSGa’s image as a highly respected and trusted organization.

B. Program Highlights/Accomplishments

The following is a summary of this year’s QI Program highlights, accomplishments and opportunities identified for further improvement during 2007. Additional information can be found within this document.

Accreditation

Blue Cross Blue Shield Healthcare Plan of Georgia maintained the Excellent NCQA status with an overall score of 93.52 out of 100 (which includes both standards and HEDIS scores) for Commercial HMO/POS products. Regarding our PPO product, FULL URAC accreditation was also maintained for the Health Network with Credentialing, Utilization Management and Case Management Programs.

Leapfrog

BCBSGa support Leapfrog’s patient safety efforts. The Leapfrog group is an organization with a focus on reducing preventable medical mistakes and provides transparency for hospital’s commitment to safe and quality health care. In September 2007, as in years past, BCBSGa sent an annual notice to encourage network hospitals to participate in the Leapfrog survey and have their progress in implementing each leap publicly reported on the Leapfrog Group website. In addition, the hospitals that completed the Leapfrog survey that showed good early stage effort to improve patient safety and quality of care were recognized in the provider directory with a “roll over” lilypad logo which is updated quarterly. In 2007, there was a 4% decrease in total number of Hospitals targeted from prior 3 years. Out of this total number of hospitals, only 53% participated in the
survey, a 14% decrease from 2006. However, there was a significant increase in number of hospitals who scored Good early stage effort in implementing recommendations for CPOE (Computer physician order entry), ICU Physician staffing and National Quality Forum Safe Practices. New to 2007 Leapfrog survey are the Transparency Indicator, which is meant to recognize a hospital’s efforts in making their quality safety record public, and Adherence to Nevers Events (Serious Reportable Events as defined by the National Quality Forum). Out of the 43 hospitals who participated in the survey, 70% fully implemented the Nevers Events policy as well as met the full criteria set forth by Leapfrog for the Transparency indicator.

Q-HIP

BCBSGa actively participated in the Quality-In-Sights® Hospital Incentive Program (Q-HIP) in 2007. Q-HIP is a program that rewards excellence in clinical outcomes, patient safety, and satisfaction through performance-based reimbursement to participating hospitals. There are currently 21 hospitals participating in this program.

C. Quality Improvement Annual Work Plan Summary

During 2007, all elements of the work plan were tracked for effectiveness of the activity and initiatives were implemented as planned. The BCBSGa Quality Management Committee (QMC) periodically reviewed project activity status throughout the year. Committee input was requested to validate findings and review plans for future activities.

For HEDIS measures, two measures were in the 90th percentile, Childhood Immunization (Combo 2), and Check up after delivery. Ten scored measures and eight unscored measures showed improvement from 2006 to 2007. While three scored and four unscored measures showed a decline.

For CAHPS, overall member satisfaction with care and service received by practitioners and the plan showed a slight increase in 2007. There were 14 new or modified measures appearing in the survey. Twelve measures showed improvement while eight measures showed a decline. Additional HEDIS and CAHPS data can be found within this document.

D. 2007 Quality Improvement Work Plan Recommendations

In 2008, the plan will continue to focus on existing behavioral health, clinical quality and patient safety measures. See Program Activity Evaluation for specific 2007 recommendations:

Behavioral Health
- Initiate PBM core Antidepressant Medication Management program
- Initiate PBM Attention Deficit Hyperactivity Disorder Medication Management program
- Continue the Maternity depression program
- Continue the Co-existing Depression & Anxiety program
- Continue Ambulatory Follow-up after Hospitalization (7 and 30 days) outreach

Clinical Quality
- Adolescent Immunization
- Adult Immunization -pneumococcal
- Breast Cancer Screening
Blue Cross Blue Shield of Georgia
Blue Cross Blue Shield Healthcare Plan of Georgia
2007 Quality Improvement Program Report Summary

• Appropriate treatment for URI
• Cervical Cancer screening
• Childhood Immunization
• Colorectal Cancer screening
• Flu shots for ages 50-64
• Asthma Care
• Cholesterol Screening and Management
• Diabetes Care
• Hypertension
• CHF
• COPD
• Cancer Survivorship
• ER mailing

Patient Safety
• Polypharmacy
• Pain management
• Safety/Inappropriate Medications in the elderly

Conclusion
The main areas of focus for 2008 will be on those activities in 2007 that did not meet goal or are lower than national averages.

If you have any questions or would like to request a copy of the program please send your request to:
Quality Improvement Consultant 3350 Peachtree Road Mail Drop GAG006-0008 Atlanta, GA 30326.