



# Pharmacy Quality Alliance



## *Phase I Demonstration Project Highlights*





# Highmark Blue Cross Blue Shield

## Lead Primary Investigator & Data Partner



- Large regional Blues plan located in Western Pennsylvania
- Medical and Rx benefits for approximately 2.7M members
- Enterprise Data Warehouse with integrated medical and pharmacy claims data
- Past collaborations with the other Partners include:
  - Physician/patient Osteoporosis QI Initiative
  - Pharmacy DUR Clinical Study



# Rite Aid Pharmacy

## Collaborative Pharmacy Provider



- One of the nation's leading drugstore chains, operating over 4,800 stores in 31 states and the District of Columbia
- Significant pharmacy provider in Highmark's pharmacy network
  - More than 5 million Rxs dispensed to Highmark members annually
- Mission: to improve the quality of pharmacy services
- Current clinical services initiatives:
  - Immunization
  - Medication Therapy Management
  - Diabetes self management education





# CECity.com, Inc.

## Collaborative Technology Partner



- Founded in 1997 by Health Care Professionals
- Today CECity is the world's leading *SaaS* (Software as a Service) provider of performance improvement technologies online healthcare education, outcomes, & distribution networks
- Branded Internet Solutions for Healthcare Clients
  - National Pharmacy Associations - APhA, AMCP, & NCPA
  - Pharmacy Employers - Rite Aid, Kroger, CVS, etc.
  - Health plans, medical societies, quality organizations, etc.
  - Platform supports > 650,000 HCPs in CE and/or QI
- Extensive experience with measurement and PI with organizations such as NCQA, AAFP, ABIM, etc.



# Background on Participating Sites



## Fifty (50) Rite Aid Participating Pharmacies

- Regional retail pharmacies with central management, traditional setting
  - 5 counties and 2 Rite Aid districts
- Patients from urban, suburban, low-income and affluent areas
- Pharmacist training
  - Executive management support
  - Two hours of live training: Structured presentation with interactive discussion, and Q&A
    - Overview of Quality, PQA, Demo projects, & expectations
    - Review of measures & performance reports
    - Future of pharmacy performance measurement





# Data Sources and Related Issues



## • Data Source

- Integrated pharmacy and medical claims data from Highmark
- Data set delivered to CECity via a secure protocol
- Provided 4 unique data sets each based on 12 months of claims data in scheduled quarterly reports

## • Data Challenges

- Requires a large claim database for adequate patient samples
- Data gap for cash prescriptions & non-network pharmacies
- \$4/\$10 generic prescriptions

## • Data Reliability

- Date validation prior to claims data entry into Highmark EDW



## Rite Aid PQA Report

Rite Aid Store: 10888

1/1/2008 - 12/31/2008

### Current Performance

Measure	My Pharmacy <sup>+</sup>	My Region <sup>+</sup>	Change
<b>Absence of Controller Therapy</b>			
Beta2 Agonist Inhaler with No Controller Therapy ↓	N/A	N/A	↑ 46% (58)
<b>Diabetes Medication Dosing</b>			
Dosing for Biguanides ↓	0% (67)	1% (374)	↑ 1%
Dosing for Sulfonylureas ↓	2% (62)	1% (266)	↑ 1%
Dosing for Thiazolidinediones ↓	0% (33)	1% (182)	↑ 3%
<b>Diabetes Suboptimal Treatment Regimen</b>			
ACEI/ARB ↓	↓ 19% (48)	↑ 31% (253)	↑ 3%
<b>Gap in Therapy</b>			
ACE/ARB Medications ↓	6% (327)	6% (327)	↓ 1%
Beta Blocker Medications ↓	↑ 12% (202)	8% (901)	↓ 1%
Biguanides ↓	↑ 10% (60)	↑ 10% (309)	↓ 12%
Calcium Channel Blocker Medications ↓	↓ 1% (88)	↑ 4% (429)	↑ 3% (1561)
Statins ↓	↓ 8% (331)	↓ 9% (1567)	↑ 9% (7703)

- Measures grouped by category
- Gray arrow indicates optimal

Measure value and number of patients

- Arrow indicates direction of change from previous period.
- Color indicates if the change occurred in the recommended direction.





# Rite Aid PQA Report

Q1 2009

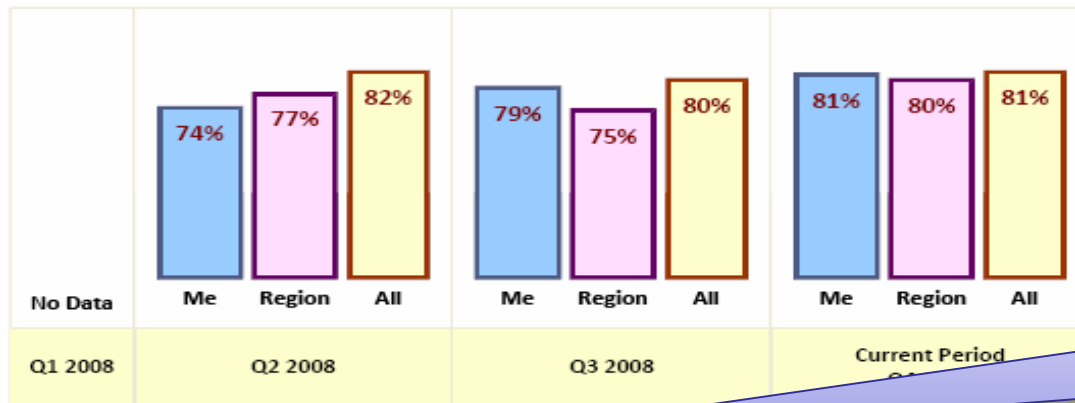
Rite Aid Store 19888  
4453 Fifth Ave. Pittsburgh, PA 15213

## Current Performance

Measure	My Pharmacy	My Region*	All Pharmacies
<b>Proportion of Days Covered Measures</b>			
ACEI or ARB	81% (56)	80% (387)	81% (6,445)

\* My Region includes stores: 10888,10889,2277,10890,10906,4783

## Performance Over Time



## What is Being Measured

The percentage of days covered for either an angiotensin-converting enzyme inhibitor (ACEI) or angiotensin-receptor antagonist (ARA) is compared to the Proportion of Days Covered threshold of 80%.

Additional information on peers

Detailed analysis over time

Measure Definition





# Pharmacists' Feedback



<b>Statement</b>	<b><i>Agree</i> Survey #1/#2</b>	<b><i>Neutral</i> Survey #1</b>	<b><i>Disagree</i> Survey #1/#2</b>
<b>Understanding of measures and report</b>	<b>51/35</b>	<b>21</b>	<b>6/9</b>
<b>Understanding of consumer experience survey</b>	<b>31</b>	<b>N/A</b>	<b>13</b>
<b>Helpfulness of educational information provided with the report</b>	<b>46/31</b>	<b>25</b>	<b>7/12</b>
<b>Accurate measures of quality performance?</b>	<b>28/26</b>	<b>33</b>	<b>17/17</b>
<b>Self-efficacy for ability to impact measures</b>	<b>35/28</b>	<b>27</b>	<b>3/10</b>



# Pharmacists' Feedback



## Barriers to Impacting the Rx Performance Measures

- Operational & administration (e.g., lack of time, resources, integration into work flow)
- Health plan issues (e.g., product coverage, data source, measure calculation)
- Pharmacy shopping by patients
- Physician/physician office communication (e.g. acceptance of pharmacist role, proper team approach to improving the health of mutual patients)
- Alignment of incentives for the pharmacist



# Medication Use Measures:

## How did they Perform?



Pharmacy could receive maximum of 25 measures in a report

- 30 members/measure required for the value to be reported

53% of measure values were delivered in Phase I demonstration

- 2705/5100 over 4 data sets and 3 reports

### Underperforming Measures

- ACT & SAC (< 0.5% of eligible pharmacies)
- DOS, GAP, & PDC associated with oral anti-diabetics (< 5% of eligible pharmacies)

Individual performance could have been significantly impacted by NDC lists used in data extract



# Pharmacy Consumer Experience Survey



- Valuable tool for measuring pharmacy performance
  - 12,515 surveys mailed/ 3137 responses (RR = 25.07%)
- 8 possible measure values delivered to pharmacies
  - 88% of measure values delivered (> 50 responses/pharmacy)
- Health plans have significant experience with CAHPS survey administration, generally facilitated by a 3<sup>rd</sup> party vendor
  - Efficient process facilitated by Avatar
- Administration and results analysis were separate for the demonstration



# PQA Demonstration Key Learning # 1



## Best Practice Recommendation

A direct web-based interaction between the pharmacist and the reporting technology is imperative to obtain a *scalable, sustainable* performance reporting process.

Manual processes are generally inefficient and not sustainable in a marketplace that increasingly scrutinizes administrative expenditures by health plans, especially those which may be unnecessary or that do not contribute directly to improvements in member care.



# PQA Demonstration Key Learning # 2



## Best Practice Recommendation

Continued engagement at the pharmacist level is critical to the long term success of a performance reporting or performance improvement process. The engagement and activation of the field management within a community pharmacy organization can facilitate this process.

A significant drop-off in pharmacist engagement was identified during this demonstration. The following efforts may ameliorate this phenomenon:

- Field management engagement
- Provision of an incentive for performance
- RPh engagement in performance improvement activities

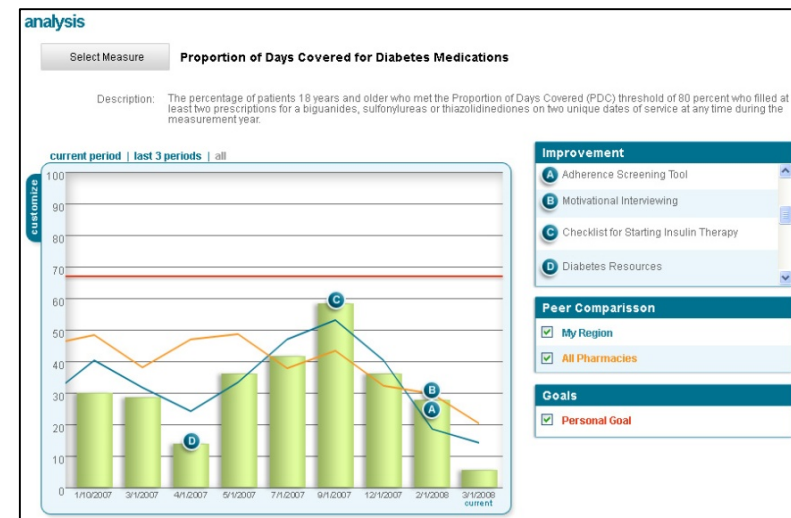


# Next Steps for the Phase I Project Team

Additional Team Members: UPSOP, RTI, & PQA



- Focus on PDC Measures
- Pharmacy Provider Expansion
  - Additional Rite Aid stores (approx. 240)
- Implement Performance Improvement Pathways
  - Interventions & tools for pharmacists
  - Resources to provide to patients
- Model Reimbursement Strategies
- Secure Multiple Funding Sources
  - AHRQ, Pharma, Foundations





# Questions & Remarks