

QUALITY IMPROVEMENT PROGRAM (QIP)

SCOPE

Here are some ways we improve our members' access to quality health care coverage in ways that respect and respond to their needs:

- Quality improvement and health promotion activities
- Encouraging wellness and prevention
- Continuity and coordination of care
- PATH Health Management Programs
- Case management
- Appropriate use of drugs
- Behavioral health
- Customer service
- Member safety
- Utilization management
- Member and physician satisfaction
- Availability and accessibility to a quality network of doctors, hospitals and other health care providers
- Online health management tools to help members understand and manage their health and benefits
- Minimizing gaps in care Programs to promote healthy living and enhance quality of life
- Special Needs Plan (SNP) Model of Care

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EmblemHealth achieved an Excellent Accreditation for our HIP Commercial HMO/POS products and Commendable Accreditation for our HIP Medicare HMO products from the National Committee for Quality Assurance (NCQA)*. NCQA's Excellent Accreditation is reserved for the best health plans in the nation. It is only awarded to those plans that meet or exceed NCQA's rigorous requirements for consumer protection and quality improvement and deliver excellent clinical care.

NCQA is a private, not-for-profit organization dedicated to improving health care quality. NCQA Health Plan Accreditation surveys include the rigorous on and off-site evaluations of over 60 standards and selected HEDIS^{®1} measures. A team of physicians and health plan experts conducts accreditation surveys. A national oversight committee of physicians analyzes the team's findings and assigns an accreditation level based on the performance level of each plan being evaluated to NCQA's standards.

EmblemHealth has also achieved URAC Accreditation in Health Utilization Management** for our GHI and HIP Commercial PPO products.

URAC is an independent, nonprofit organization that is well-known as a leader in promoting health care quality through its accreditation and certification programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provides a symbol of excellence for organizations to validate their commitment to quality and accountability.

EmblemHealth's Quality Program works to provide continuous improvement in medical and behavioral health care for EmblemHealth members.

MEASURES

The 2012 program includes many clinical and service measures. Below you will find a short description of some of the programs offered and our most recent results. The HEDIS[®] 2011 and 2012 plan performance rates have been compared to the New York Statewide Average Benchmarks (SWA), as defined by Quality Assurance and Reporting Requirements (QARR) for Commercial HMO and PPO lines of business. NCQA benchmarks were used to compare HEDIS[®] Plan performance for the Medicare and Special Needs Plan (SNP) lines of business. Additionally, the Quality Compass[®] national mean was used for the Flu program. The Quality Compass[®] is a registered trademark of the NCQA. Please note that HEDIS[®] 2011 and the QARR SWA 2010 are both measuring performance that occurred in 2010. Likewise HEDIS 2012 and the QARR SWA 2011 measure performance that occurred in 2011.

¹HEDIS[®] is a registered trademark of the National Committee for Quality Assurance (NCQA).

*You can get more information about our NCQA accreditations on their [Web site](#).

**You can get more information about our URAC accreditations on their [Web site](#).

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Clinical Initiatives

EmblemHealth sends personalized, preventive health mailings to make members aware of any gaps in preventive or chronic maintenance care. We provide members with a list of preventive health guidelines to follow in an effort to maintain their health.

Chlamydia Screening

EmblemHealth sends letters to young women at risk for chlamydia infection to help educate them about the need for screening and other relevant topics. Doctors also receive reports of their patients at risk for chlamydia who have not been screened.

Percentage of Sexually Active Women With a Chlamydia Test in the Previous 12 Months (Ages 16—20)				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	70.59%	55.00%	74.28%	57.00%
HIP Commercial PPO	58.06%	50.00%	53.85%	52.00%
GHI Commercial PPO	53.96%	50.00%	53.40%	52.00%

Percentage of Sexually Active Women With a Chlamydia Test in the Previous 12 Months (Ages 21—24)				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	73.41%	60.00%	74.16%	62.00%
HIP Commercial PPO	56.04%	56.00%	64.09%	60.00%
GHI Commercial PPO	60.02%	56.00%	63.70%	60.00%

Percentage of Sexually Active Women With a Chlamydia Test in the Previous 12 Months (Total)				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	71.63%	57.00%	74.23%	59.00%
HIP Commercial PPO	56.96%	53.00%	59.45%	56.00%
GHI Commercial PPO	56.56%	53.00%	58.80%	56.00%

Breast Cancer Screening

EmblemHealth sends educational mailings and reminders to women who are due for their mammogram. Doctors are sent an annual mailing with a panel report of members who are due for screening, encouraging them to reach out to their patients to address the importance of mammography.

Percentage of Women Appropriately Screened for Breast Cancer				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	72.96%	70.00%	74.00%	70.00%
HIP Commercial PPO	63.58%	68.00%	65.71%	68.00%
GHI Commercial PPO	58.27%	68.00%	61.59%	68.00%
	HEDIS® 2011	2011 NCOA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCOA Quality Compass 50th Percentile
HIP Medicare HMO	76.37%	73.00%	76.94%	73.00%
GHI Medicare PPO	64.87%	66.63%	62.99%	67.46%

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Cervical Cancer Screening

Each year women are sent a reminder that they should have a Pap test. We also send a report to doctors to encourage member counseling for screening.

Colorectal Cancer Screening

Each year EmblemHealth sends reminders to members who have not had a colorectal cancer screening. Their doctors receive reports to encourage discussion and referral for this important screening. Adult men and women are also reminded of the need for screening throughout the year through newsletter articles.

Percentage of Members Appropriately Screened for Colorectal Cancer				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	70.48%	66.00%	66.43%	65.00%
HIP Commercial PPO	42.44%	48.00%	54.76%	57.00%
GHI Commercial PPO	44.19%	48.00%	49.88%	57.00%
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	71.23%	51.00%	73.62%	51.00%
GHI Medicare PPO	42.84%	40.15%	59.40%	55.60%
HIP SNP 029	69.59%	51.00%	64.79%	51.00%
HIP SNP 810	74.67%	51.00%	80.92%	51.00%
GHI SNP 018	NA	40.15%	62.04%	55.60%

Flu Program

Each year EmblemHealth reminds members about the importance of getting a flu shot. Members are given information about where they can go to get a flu shot. We work with our participating doctors, Physician Group Practices, ExpressScripts, and most retail pharmacies to ensure access to and availability of the flu shot.

Percentage of Members Ages 50-64 Who Reported Receiving a Flu Shot				
	HEDIS® 2011	Quality Compass® Mean 2011	HEDIS® 2012	Quality Compass® ¹ Mean 2012
HIP Commercial HMO	37.90%	61.68%	42.80%	61.58%
HIP Commercial PPO	49.10%	57.93%	47.50%	59.27%
GHI Commercial PPO	40.60%	57.93%	43.40%	59.27%

¹Quality Compass® is a registered trademark of the National Committee for Quality Assurance (NCQA)

Osteoporosis Identification Program

EmblemHealth sends post-hospital discharge mailings offering in-home screenings to female Medicare members who have been hospitalized for a fracture and have no recent evidence of osteoporosis management or bone mineral density testing (BMD). Their doctors also receive a mailing notifying them about the recent hospitalization. Additionally, educational letters are routinely sent to members who suffered a fracture reminding them to discuss osteoporosis screening with their doctors. Doctors also receive a letter reminding them to speak with these patients about osteoporosis screening.

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Disease Modifying Anti-Rheumatic Drug Therapy in Rheumatoid Arthritis

Studies show that the early use of Disease Modifying Anti-Rheumatic Drugs (DMARD) in patients diagnosed with rheumatoid arthritis (RA) is helpful. EmblemHealth sends members identified with RA educational information encouraging them to speak with their doctors about the benefits of taking a DMARD and making lifestyle changes to assist with RA. Doctors receive a report of their patients who are highly likely to have RA and who may not be taking a DMARD.

Percentage of Members Diagnosed with Rheumatoid Arthritis and Using a Disease Modifying Anti-Rheumatic Drug Therapy				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	79.17%	84.00%	78.47%	84.00%
HIP Commercial PPO	79.37%	84.00%	80.88%	82.00%
GHI Commercial PPO	70.76%	84.00%	73.93%	82.00%
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	73.10%	74.31%	77.68%	74.24%
GHI Medicare PPO	73.47%	79.11%	72.65%	78.19%

Persistence of Beta-Blocker Treatment After a Heart Attack

EmblemHealth reminds members and their doctors about the importance of using beta-blocker medication after a heart attack. Mailings are sent to doctors whose patients may have had a heart attack and may be candidates for beta-blocker therapy. If a member was hospitalized for a heart attack, they are sent a mailing about the importance of taking and staying on a beta blocker.

Persistence of Beta-Blocker Treatment after a Heart Attack				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	87.35%	79.00%	87.18%	84.00%
HIP Commercial PPO	NA	75.00%	100.00%	78.00%
GHI Commercial PPO	76.05%	75.00%	78.67%	78.00%
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	90.47%	84.00%	94.25%	84.00%
GHI Medicare PPO	92.93%	83.20%	90.00%	86.33%
HIP SNP 029	90.32%	84.00%	NA*	84.00%

*NA — rates not reported due to small denominator size

High Blood Pressure Management

EmblemHealth continues to remind members of the importance of monitoring blood pressure. Members get letters and newsletter articles reminding them about the importance of monitoring and controlling their blood pressure.

High Blood Pressure Management				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	58.85%	66.00%	66.59%	66.00%
HIP Commercial PPO	51.29%	59.00%	51.29%	59.00%
GHI Commercial PPO	47.36%	59.00%	43.78%	59.00%

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	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	70.17%	61.00%	73.71%	61.00%
GHI Medicare PPO	54.32%	54.99%	50.23%	60.71%
HIP SNP 029	57.95%	61.00%	65.80%	61.00%
HIP SNP 810	60.62%	61.00%	73.58%	61.00%
GHI SNP 018	56.48%	54.99%	60.28%	60.71%

Glaucoma Screening

Glaucoma is the leading cause of irreversible blindness in older adults and can be controlled by early detection and treatment. EmblemHealth is working to increase the number of Medicare members who are age 65 and older who receive a glaucoma eye exam. Early detection of glaucoma can help prevent further problems. Members and their doctors receive educational information on the importance of vision screening and eye health.

Glaucoma Screening in Older Adults				
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	78.78%	65.00%	78.85%	65.00%
GHI Medicare PPO	76.12%	65.86%	71.91%	66.14%

Asthma Management

Regular use of anti-inflammatory drugs can lead to better control of asthma and reduce the incidence of problems associated with it. EmblemHealth is working to increase the appropriate use of controller medications in members who have been diagnosed with asthma. Members are sent an educational mailing explaining the importance of taking a controller medication and adhering to their asthma action plan. Their primary care physicians are also sent an educational mailing that encourages them to follow up with the member to discuss asthma management. Members currently taking a controller medication are sent a reminder mailing advising that they are due to refill their medication.

Use of Appropriate Medications for People With Asthma				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO				
Age 5 - 11	94.74%	96.00%	97.81%	97.00%
Age 12 - 18	NA*	NA	94.93%	93.00%
Age 19 - 50	NA	NA	92.00%	89.00%
Age 51 - 64	NA	NA	98.09%	93.00%
Total	NA	92.72%	95.42%	92.00%
HIP Commercial PPO				
Age 5-11	100.00%	96.00%	100.00%	95.00%
Age 12 - 18	NA	NA	88.89%	92.00%
Age 19 - 50	NA	NA	79.66%	90.00%
Age 51 - 64	NA	NA	93.55%	94.00%

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Total	NA	93.61%	88.16%	92.00%
GHI Commercial PPO				
Age 5-11	91.58%	96.00%	91.35%	95.00%
Age 12 - 18	NA	NA	90.60%	92.00%
Age 19 - 50	NA	NA	85.95%	90.00%
Age 51 - 64	NA	NA	93.80%	94.00%
Total	NA	93.61%	89.91%	92.00%
Total	90.19%	93.00%	90.36%	93.61%

*NA – Rates are not available due to changes to the HEDIS® specifications for this measure.

Annual Monitoring of Patients on Persistent Medications

Patients on long-term medications may be at increased risk for adverse drug events. Persistent use of some drugs calls for monitoring and follow-up by the prescribing physician. Members on drugs that require lab monitoring are sent a reminder to speak to their physician. In addition, physicians receive a report of their patients who are overdue for monitoring.

Annual Monitoring of Patients on Persistent Medications - Total				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO	88.38%	83.00%	89.58%	84.00%
HIP Commercial PPO	87.64%	82.00%	87.86%	82.00%
GHI Commercial PPO	85.65%	82.00%	85.77%	82.00%
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO	94.65%	91.00%	94.30%	91.00%
GHI Medicare PPO	92.57%	90.66%	92.61%	91.33%
HIP SNP 029	94.56%	91.00%	94.57%	91.00%
HIP SNP 810	96.82%	91.00%	96.94%	91.00%
GHI SNP 018	95.68%	90.66%	91.74%	91.33%

Antidepressant Medication Management

Members who are prescribed an antidepressant for the first time are sent educational information about the importance of staying on their medication. Members are also encouraged to consult their doctors before discontinuing use of their medications. Prescribing doctors are informed if their patients have prematurely discontinued their medications.

Antidepressant Medication Management				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HIP Commercial HMO				
Effective Acute Phase Treatment	70.96%	65.00%	65.03%	65.00%
Effective Continuation Phase Treatment	57.17%	49.00%	48.48%	50.00%

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HIP Commercial PPO				
Effective Acute Phase Treatment	78.67%	65.00%	63.75%	66.00%
Effective Continuation Phase Treatment	66.67%	49.00%	45.00%	50.00%
GHI Commercial PPO				
Effective Acute Phase Treatment	71.13%	65.00%	69.02%	66.00%
Effective Continuation Phase Treatment	58.93%	49.00%	52.70%	50.00%
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HIP Medicare HMO				
Effective Acute Phase Treatment	69.69%	66.00%	63.27%	66.00%
Effective Continuation Phase Treatment	56.09%	53.00%	49.73%	53.00%
GHI Medicare PPO				
Effective Acute Phase Treatment	89.47%	68.80%	83.23%	71.89%
Effective Continuation Phase Treatment	80.70%	56.10%	79.35%	58.81%
HIP SNP 029				
Effective Acute Phase Treatment	65.91%	66.00%	63.29%	66.00%
Effective Continuation Phase Treatment	50.00%	53.00%	48.10%	53.00%
HIP SNP 810				
Effective Acute Phase Treatment	NA	66.00%	NA	66.00%
Effective Continuation Phase Treatment	NA	53.00%	NA	53.00%
GHI SNP 018				
Effective Acute Phase Treatment	NA	68.80%	NA	71.89%
Effective Continuation Phase Treatment	NA	56.10%	NA	58.81%

Postpartum (After Childbirth) Depression Screening

Approximately 10 to 25% of new mothers suffer from perinatal mood disorders including postpartum depression. All new mothers receive a series of mailings that discuss postpartum depression. The first mailing includes a flyer describing baby blues and postpartum depression and a postpartum depression survey. The survey is resent a week later as part of the Welcome Home Kit. The mom is encouraged to complete the survey and to contact her OB/GYN or to call the mental health number on her member ID card if she has a positive score. She is also asked to return the survey to EmblemHealth as part of our postpartum gift card program. Members with a positive score are also outreached by the Healthy Beginnings PATH case managers.

PATH Health Management Programs

Managing a condition can be overwhelming. EmblemHealth offers eligible members access to education and support through our PATH health management programs. These programs complement the care our members receive from their doctors and assist the member by helping them better understand and manage their condition. We offer the following PATH health management programs:

- Better Breathing PATH for asthma
- Better Breathing PATH for chronic obstructive pulmonary disease (COPD)

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- Condition Care PATH for rare, chronic conditions
- Diabetes Care PATH
- Healthy Beginnings PATH for pregnancy management
- Heart Care PATH for coronary artery disease
- Heart Care PATH for heart failure
- Kidney Care PATH for chronic kidney disease and end-stage renal disease
- Steps-4-Safety PATH for fall prevention
- Tobacco-Free PATH for smoking cessation
- Transplant Care PATH for people receiving organ transplants

Diabetic Care Outcomes — HIP Commercial HMO				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HbA1c Screening	90.87%	89.00%	90.35%	90.00%
LDL Screening	89.01%	88.00%	89.74%	88.00%
LDL Control	44.43%	47.00%	47.93%	47.00%
Monitoring for Nephropathy	82.68%	82.00%	80.55%	83.00%
Retinal Eye Exam	62.56%	59.00%	63.86%	60.00%

Diabetic Care Outcomes — HIP Commercial PPO				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HbA1c Screening	87.79%	88.00%	88.38%	86.00%
LDL Screening	87.96%	86.00%	85.52%	84.00%
LDL Control	41.97%	40.00%	38.38%	40.00%
Monitoring for Nephropathy	77.42%	75.00%	80.81%	72.00%
Retinal Eye Exam	50.50%	52.00%	53.03%	55.00%

Diabetic Care Outcomes — GHI Commercial PPO				
	HEDIS® 2011	SWA 2010	HEDIS® 2012	SWA 2011
HbA1c Screening	82.86%	88.00%	87.22%	86.00%
LDL Screening	86.39%	86.00%	85.96%	84.00%
LDL Control	37.31%	40.00%	38.17%	40.00%
Monitoring for Nephropathy	69.92%	75.00%	76.66%	72.00%
Retinal Eye Exam	50.76%	52.00%	48.42%	55.00%

Diabetic Care Outcomes — HIP Medicare HMO				
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HbA1c Screening	93.24%	90.00%	94.56%	90.00%
LDL Screening	93.71%	87.00%	95.27%	87.00%

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LDL Control	61.07%	53.53%	62.17%	53.48%
Monitoring for Nephropathy	91.61%	88.00%	92.91%	88.00%
Retinal Eye Exam	79.02%	63.00%	83.69%	63.00%

Diabetic Care Outcomes — GHI Medicare PPO				
	HEDIS® 2011	2011 NCQA Quality Compass 50th Percentile	HEDIS® 2012	2012 NCQA Quality Compass 50th Percentile
HbA1c Screening	90.40%	91.24%	87.38%	91.00%
LDL Screening	91.57%	86.81%	90.19%	87.32%
LDL Control	50.12%	47.69%	47.90%	50.61%
Monitoring for Nephropathy	85.25%	87.29%	85.51%	88.56%
Retinal Eye Exam	65.11%	63.02%	65.65%	64.37%

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Service Initiatives

At every point of contact we strive to improve our customer experience. This includes:

- Answering phone inquiries promptly, courteously and effectively.
- Fast and accurate claims processing.

Customer Service

We know that a good experience with customer service is very important to our members. As part of our process to continually improve this experience, we accomplished the following:

- First Call Resolution - We continue to improve our Customer Relationship Management system that provides customer service representatives (CSRs) with additional tools to help them quickly resolve issues during the first call.
- Interactive Voice Response (IVR) – Enhanced functionality of the IVR to improve the customer experience.
- Provider Searches – Improved provider search capabilities and accuracy of current provider data on the Web.

Claims Processing

To improve your experience with claims processing, we monitor and measure the following to gauge our progress in meeting goals:

- Mean Process Time – All Claims
- Financial Accuracy
- Percent Processed within 30 Days

Claims Processing — Medical				
Metric	HIP		GHI PPO	
	2011	2012	2011	2012
Mean Processing Time — All Claims (days)	4.3	5.2	2.9	3.1
Financial Accuracy*	98.7%	98.7%	98.8%	98.29%
% Processed Within 30 Days	99.92%	99.45%	99.99%	99.97%

Claims Processing — Hospital				
Metric	HIP		GHI PPO	
	2011	2012	2011	2012
Mean Processing Time — All Claims (days)	4.3	5.3	5.4	5.1
Financial Accuracy*	99.5%	99.67%	98.9%	99.31%
% Processed within 30 Days	98.90%	99.37%	99.85%	99.76%

*Financial Accuracy from Performance Metric Audit results (2011 = Last Twelve Months (LTM) thru 4Q11 audit; 2012 = LTM thru 3Q12 audit)

The source for data contained in this publication is Quality Compass® 2011 & 2012 and is used with the permission of the National Committee for Quality Assurance (NCQA). Quality Compass 2011 & 2012 include certain CAHPS® data. Any data display, analysis, interpretation or conclusion based on this data is solely that of the authors, and NCQA specifically disclaims responsibility for any such display, analysis, interpretation or conclusion. Quality Compass is a registered trademark of the NCQA. CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).