

Community Leadership in Creating
Value-Driven Health Care:
*The Wisconsin Collaborative
for Healthcare Quality*



Bud Chumbley, MD
Vice Chair
WCHQ Board of Directors
FTC Roundtable

WISCONSIN COLLABORATIVE FOR HEALTHCARE QUALITY

WE ARE . . .

. . . A voluntary Consortium of organizations learning and working together to improve the quality and cost-effectiveness of healthcare for the people of Wisconsin.

WHAT WE DO . . .

We will develop and publicly report measures of healthcare performance to drive improvement in care; design and promote quality improvement initiatives; and, advocate for enlightened policy which supports our work.

We will be a recognized and respected national leader in public reporting; an organization of integrity and trust; transparent and inclusive in its governance and core process; and, willing to innovate, adopt, and continuously improve.

MEMBER ORGANIZATIONS

40% of all WI physicians; 50% of WI primary care physicians

- Aurora Advanced Healthcare
- Affinity Health System
- Aspirus Wausau Hospital
- Aurora Healthcare
- Aurora UW Medical Group
- Bellin Health
- Columbia St. Mary's
- Dean Health System
- Franciscan-Skemp Healthcare – Mayo Health System
- Froedtert & Community Health
- Gundersen Lutheran
- Hospital Sisters Health System
- Lakeshore Medical Clinic
- Luther Midelfort-Mayo Health System
- Marshfield Clinic
- Medical Associates Health Center
- Medical College of Wisconsin
- Mercy Health System
- Meriter Hospital
- Monroe Clinic
- Prevea Health Services
- ProHealth Care Medical Associates
- St. Joseph's Hospital
- St. Mary's Hospital Madison
- West Bend Clinic
- ThedaCare
- UW Hospital & Clinics
- UW Medical Foundation
- Wheaton Franciscan Services



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Business And Purchaser Partners

The Alliance

Appleton Papers

Badger Meter

Chrysler

GE Healthcare

Schneider National

Business Healthcare Group of
Southeast WI

Serigraph, Inc.

WebCrafters

Wisconsin Manufacturers
& Commerce (WMC)

Greater Milwaukee Business
Foundation on Health

Wisconsin Department of Employee
Trust Funds

Wisconsin Department of Health and
Family Services



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A BRIEF HISTORY OF WCHQ

- 10/2002:** CEOs gather to discuss working together for quality
- 02/2003:** First meeting of WCHQ
- 10/2003:** WCHQ releases *Performance & Progress Report* [paper]
- 04/2004:** Launch of WCHQ Ambulatory Measure Workgroup
- 08/2004:** Diabetes ambulatory measure created
- 11/2004:** Diabetes ambulatory data collected
- 11/2004:** First WCHQ “Fall Forum”
- 04/2005:** Launch of WCHQ.org; diabetes data published
- 06/2005:** Hospital Quadrant Analysis Published
- 11/2005:** Second WCHQ “Fall Forum”; HTN data published
- 12/2005:** Postpartum data published
- 01/2006:** WCHQ selected as initial pilot by AQA
- 07/2006:** Colorectal, Pap, Mammo measures published
- 11/2006:** Third WCHQ “Fall Forum”
- 02/2007:** WCHQ selected as “AF4Q” Community
- 05/2008:** CAD, Pneumococcal Measure Published

Updated 5/2008

The WCHQ Model of Direct Data Submission

- **Key Characteristics**
 - **Voluntary data collection by provider organizations**
 - **Administrative data (denominator) combined with Clinical information (numerator)**
 - **Performance Measurement at the group level, all patients regardless of payer**



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What's The Value?

- **System view of performance with ability to drill down to provider level**
- **All patients within a system are included in the population**
- **All payers are represented**
- **Delivers roadmap for improvement**
- **Foundation for pay-for-performance**



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View Our Reports

[Home](#) > [Reports](#)

Welcome to our Performance & Progress Report

View Reports by **Provider Type and Region(s)**

TYPE OF PROVIDER

- Physician Group
- Hospital
- Health Plan

All Regions

- Central
- Fox Valley
- North Eastern
- North Western
- South Eastern
- Southern
- Western

View Map
of Regions



NEXT

View Reports by **Topic or Category**

AMBULATORY CARE MEASURES

WCHQ Exclusive

[Chronic Care](#) **Updated**

[Episodic Care](#) **NEW**

[Preventive Care](#) **NEW**

POPULATION FOCUS

NEW!

[WCHQ population
results](#) **NEW**

CLINICAL TOPIC

- [Access](#)
- [Critical Care](#)
- [Diabetes](#)
- [Health Information
Technology](#)
- [Heart Care](#)
- [Patient Satisfaction](#)
- [Pneumonia](#)
- [Surgery](#)
- [Women's Health](#)

INSTITUTE OF MEDICINE CATEGORY*

- [Safety](#)
- [Timeliness](#)
- [Effectiveness](#)
- [Efficiency](#) **NEW**
- [Patient-Centeredness](#)

*Aims for Improvement

Ambulatory Care Measures

Process and Outcome

Chronic Care

- **Diabetes Care**
 - **A1c screening**
 - **A1c control**
 - **LDL-C screening**
 - **LDL-C control**
 - **Nephropathy monitoring**
 - **Blood pressure control**
- **Control of Uncomplicated Essential Hypertension**
 - **Blood Pressure Control**
- **Cholesterol Management of Patients With Cardiovascular Conditions**
 - **LDL-C Screening**
 - **LDL-C Control**



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Ambulatory Care Measures

Process and Outcome

- **Preventive Care**
 - **Breast Cancer Screening**
 - **Cervical Cancer Screening**
 - **Colorectal Cancer Screening**
 - **Pneumococcal Vaccinations**
- **Episodic Care**
 - **Postpartum Follow-up**

New Measures Coming

- **Adult Screening for Tobacco Use – Fall 2008**
- **Screening for Osteoporosis – Spring 2009**



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WCHQ Consumer Engagement Strategy

Key Tenets, 2004-Present

- **Primarily designed to support provider benchmarking and improvement**
- **Report unadulterated information and allow the reader to draw his/her own conclusions**
- **Design web site for maximum flexibility in organizing and displaying information (trends, ranking)**
- **Encourage business partners to incorporate WCHQ measures in open enrollment and decision support materials**

WCHQ Consumer Engagement Strategy

Experience and Emerging Themes

- Website utilization statistics reveal primary users are providers, researchers, public agencies (federal and state)
- “Aligning Forces” / RWJ – sponsored research
 - Low level of awareness of WCHQ and other Wisconsin transparency sites
 - Patient activation (“Ask Me 3”, teach back) models as a complementary strategy

Near-Term Evolution of the WCHQ Measures Portfolio

- **Resource Use / Cost-of-Care Measures**
- **Ambulatory Quadrants**
- **Specialty Measures**
- **Practice-Site Granularity**



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Thoughts on Physician-Level Reporting

- Numerous unresolved policy and methodological issues
 - Care process and systems emphasize teamwork not individuals
 - Significant issues with reliability of performance measures across specialties
 - Basic questions of “fairness” to those being measured
 - Usefulness of data that offers questionable reliability to consumers
- “Patient Charter” represents significant mechanism to align stakeholder interests



LESSONS LEARNED

- **Multiple stakeholder involvement**
- **Shared Vision**
- **Importance of “sweat equity”**
- **Physician leadership helps foster physician engagement**
- **Credible, reliable data**



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