June 2012

Quality Care for QUEST Members

Dear Practitioner:

Continuing to recognize and support the delivery of quality care by primary care providers to as many of our members as possible, HMSA is announcing the 2012 HMSA QUEST Primary Care Pay-for-Quality Program for a select group of QUEST providers, effective July 1. HMSA started the pay-for-quality program for PPO and HMO providers in 2011, added Akamai Advantage in April 2012, and will now include QUEST. Most significantly, HMSA has introduced a Web-based platform called Cozeva that supports all of our quality programs.

**QUEST Pay-for-Quality Program**
Only Federally Qualified Health Centers (FQHC) and primary care practitioners with 100 or more QUEST patients in their panels will be eligible for the 2012 HMSA QUEST Pay-for-Quality Program. This criterion recognizes providers who see larger numbers of QUEST patients and acknowledges the significant time and commitment involved in their care. Provider enrollment is also affected by the limited financial resources available for QUEST.

Other primary care providers will qualify for the QUEST quality program when their panels meet the 100-patient threshold. Practitioners can use Cozeva to monitor their QUEST patient counts and may want to consider opening their panels to new QUEST patients. If you do not yet participate with HMSA QUEST, please consider contracting with us to expand access to primary care for QUEST members.

For consistency, we have adopted the commercial 2012 Primary Care Pay-for-Quality Program’s clinical measures for the QUEST program. Performance will be measured against Medicaid National Quality Compass criteria. The maximum quality payment will be calculated at $3 per member per month (PMPM). Actual payment depends on practitioner performance. The payment methodology and measures are summarized in the attachment and described in detail in the 2012 HMSA QUEST Pay-for-Quality Program Guide that will be posted on hmsa.com by early July.

QUEST patient-centered medical home (PCMH): FQHCs as well as primary care providers who have 100 or more QUEST patients and who are affiliated with a PCMH are eligible to receive a QUEST population health management fee of $1, $1.50, or $2 per member per month, depending on their PCMH level.

**Cozeva, a Tool for All Lines of Business**
Cozeva, our new Web-based tool, will help you manage data for all of our pay-for-quality programs. A colorful dashboard provides at-a-glance progress reports on your patients and shows how you’re doing on quality measures. Claims data is updated weekly on Cozeva, and care registries tell you which patients need screenings or tests. We invite physicians to make the transition from HBIONline™ to Cozeva. (Computer requirements are listed on the enclosed sheet.)
Attend our training sessions in person or via webinar in July to learn how your practice can use the tool to more effectively manage patient care. Earn a $1,000 patient management fee by registering for Cozeva, completing the physician/office profile, and reporting supplemental data only on Cozeva. See the enclosure for details of the Cozeva incentive.

The training sessions will cover Akamai Advantage and QUEST quality programs, and Cozeva. For course registration, please see the enclosed flier. We look forward to seeing you at the sessions.

Sincerely,

John T. Berthiaume, M.D.
Vice President and Medical Director
Quality Management

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**Computer Requirements**

Cozeva works with all standard and up-to-date browsers.

**Windows**

2.33GHz or faster x86-compatible processor.
Microsoft® Windows® XP (32-bit), Windows Vista® (32-bit), Windows 7 (32-bit and 64-bit).
One of the following browsers must be installed, and have access to the Internet:
  * Firefox 7.0 and above with Flash Player 10 and above.
  * Google Chrome 15 and above.
512MB of RAM (1GB recommended); 128MB of graphics memory.

**Mac OS**

Intel Core™ Duo 1.33GHz or faster processor.
Mac OS X v10.6 and above.
One of the following browsers must be installed and have access to the Internet:
  * Safari 5.0 and above with Flash Player 10 and above.
  * Firefox 7.0 and above with Flash Player 10 and above.
  * Google Chrome 15 and above.
512MB of RAM (1GB recommended); 128MB of graphics memory.
Incentive Payment for Cozeva Use

HMSA is offering a one-time patient management fee of $1,000 per primary care provider who signs up to use Cozeva, sets up their profile, and discontinues the use of HBIOnline™. The $1,000 fee is an award in addition to pay-for-quality payments. If you meet the requirement by the 15th of the month, payment will be made by the end of the following month. The deadline to meet requirements is Dec. 31, 2012. (The one-time incentive payment is per unique practitioner and not per line of business.)

Sign Up to Use Cozeva
A communication will be sent in a few weeks to QUEST providers eligible for the pay-for-quality program. It will give step-by-step instructions on registering to use Cozeva. Please watch for the letter containing your Cozeva authorization code and instructions for getting started with Cozeva.

Editing Your Profile
To qualify for the $1,000 incentive, you will need to build your profile in Cozeva.

A completed profile to meet the incentive requirement will require providers to click on Edit Your Profile in Cozeva and enter information into all 10 data fields.

1. About Me
2. Profile Picture*
3. About Team
4. Education
5. Specialties
6. Languages
7. Health Plans
8. Office Hours
9. Professional Affiliates
10. Location

*Pictures can be png, gif, jpg, or jpeg file types and must be less than 32 MB. For a limited time, we will help enhance your profile by scheduling a photography session for your practice. This is at no cost to you, but please ensure your staff’s attendance on the scheduled date. Please contact Cozeva Support at 1 (888) 448-5879 toll-free to schedule your photography session.

Discontinuing Use of HBIOnline
After signing up to use Cozeva, you will need to discontinue the use of HBIOnline. You may refer to HBIOnline to view baseline and performance reports that may not be available on Cozeva yet, but submission of supplemental data and management of your patient panel should be done on Cozeva.

HMSA is planning to phase out HBIOnline access before the end of the year. HMSA will give providers 90 days’ notice before any accessibility changes are made.

Timing of One-time Incentive Payment
If you meet the requirement by the 15th of the month, payment will be made by the end of the following month. (For example, if you meet the requirements by June 15, then payment will be made by the end of July.)

Deadline to Meet Requirements
**QUEST Pay-for-Quality Summary**

For the 2012 QUEST Pay-for-Quality Program, HMSA has selected the 14 adult and eight pediatric clinical quality measures used in the 2012 Primary Care Pay-for-Quality Program for commercial members.

To be eligible, PCPs must have a minimum of 100 attributed QUEST patients in their panels. Other PCPs will be added to the program when their QUEST panels exceed 100.

As with the commercial program, a QUEST practitioner’s maximum quality award potential is determined by the number of eligible QUEST patients in the PCP’s panel multiplied by $3 per member per month. The maximum payment potential for each measure is calculated based on weighting factors that consider the number of patients in the denominator and a measure’s importance factor. The actual amount earned depends on the provider’s year-earlier baseline performance compared to current performance. Percentile threshold levels, using Medicaid National Quality Compass criteria, have been established for each measure.

Quality payments will be made quarterly based on performance for a 12-month period that moves every three months. The first measurement period will be October 2011 through September 2012.

FQHCs and PCPs with 100 or more QUEST members and who are affiliated with a patient-centered medical home are eligible to receive $1, $1.50, or $2 per member per month as a PCMH population health management fees.