

**IHC** Iowa Healthcare Collaborative  
*A Partnership for Quality, Patient Safety & Value*

**Healthcare Call to Action 2007**

Tom Evans, MD  
NDHCRI's Annual Quality Forum • October 9, 2007

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**A New Era...**

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**A New Era of Transparency and Accountability...**

- Unprecedented interest to improve value
  - Research—clinical conclusions from claims data
  - Payers—'Value Driven Health System'
  - Legislative reporting mandates
- Unprecedented activity in clinical performance measurement
  - IOM calls for a national quality reporting system
  - AHA Hospital Quality Alliance: CMS Reporting
  - National Quality Forum Safe Practices
  - Ambulatory Care Measures

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## A New Era of Transparency and Accountability...

- Unprecedented national activity to standardize metrics
  - Evidence-based medicine
  - Hospital: JCAHO, CMS, NQF and AHRQ
  - Outpatient: AMA, NQF and AQA
- Many believe that...  
*'The critical factors are in place for wholesale clinical change...a new model moving toward reimbursement for clinical performance.'*

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## Iowa Healthcare Collaborative

- **Iowa's Response**
  - 2003 Task Force of providers, payers, purchasers, and consumers
  - "How will this era of transparency and accountability effect Iowa Healthcare with it's unique challenges?"
- **From joint IHA/IMS Task Force ...  
...to provider-led statewide quality improvement initiative**

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## Iowa Healthcare Collaborative

### ■ Vision

– *An Iowa healthcare culture of continuous improvement in quality, safety, and value that eliminates avoidable suffering, injury, illness and death*



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## Iowa Healthcare Collaborative

- Align & Equip Iowa Hospitals & Physicians on Quality
- Responsible Public Reporting
- Engage the Community for Clinical Improvement
- Raise the Standard of Care in Iowa



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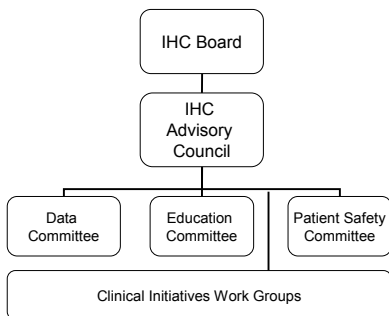
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## IHC Organizational Structure



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## IHC Advisory Council

Karen Bossard, RN  
Pat Doyle, RN  
Deb Groath, RN  
Bob Kroese  
Eric Lothe  
Curt Reynolds, MD  
La Rae Schelling, RN  
Ted Townsend  
Jeff Crandall, MD  
Jim Hubbard, MD  
Tim Kresowik, MD  
James Levett, MD  
Lisa Owens, MD  
Stephen Richards, DO  
Steve Wanzek, MD  
Ray Webster, MD  
Patty Quinlisk, MD  
Peg Mason  
Susie Kell, RN

Rob Cooper  
Bruce Koeppel  
Dave Holcomb  
Jim Lehman, MD  
Greg Paris  
Teresa Colgan  
Kay Takes, RN  
Elaine Berry, MD  
Charles Helms, MD  
Don Klitgaard, MD  
William Langley, MD  
Don Nelson, MD  
Mark Purtle, MD  
David Swieskowski, MD  
Myrt Levin  
Barbara Muller, MD  
Kendall Reed, DO  
Kate Puetz, RPh.

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## Why this Approach?

- Healthcare culture lends itself more to collaborative efforts than arbitrary mandates
- With providers leading, acceptance and deployment of new practice is accelerated
- Hospitals and physicians are sincere about tackling these issues
- It is the method most likely to succeed

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## IHC 2007 Work Plan

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## Iowa Healthcare Collaborative 2007 Work Plan

- Education
- Public Reporting
- Patient Safety
- Clinical Initiatives

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## IHC 2007 Work Plan Education

- Conferences
  - Patient Safety Summit
  - LEAN Management in Health Care
  - Annual IHC Forum
- Website: [www.ihconline.org](http://www.ihconline.org)
- Toolkits
  - Anticoagulation, Medication Reconciliation, Health Literacy, Healthcare-Associated Infections, Lean in Health Care
  - Safe Culture, Physician Practice Toolkits

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## IHC 2007 Work Plan Public Reporting

- *The Iowa Report*
  - 2005 Report
    - Performance data: CMS, Aggregate AHRQ set
    - Survey on NQF Safe Practices
  - 2006 Iowa Report
    - Hospital-specific performance data (CMS, AHRQ)
    - Introduced 3 Healthcare Associated Infection (HAI) measures
  - 2007 Iowa Report
    - Expanded CMS and AHRQ measures
    - Expanded aggregate HAI Reporting
- Ambulatory Care Measures

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## IHC 2007 Work Plan Patient Safety

- NQF 30 Safe Practices
- Medication Safety
  - Anticoagulation
  - Medication Reconciliation
  - High Alert Medications
- Safe Culture
- Health Literacy
- Never Events
- PSO designation

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## IHC 2007 Work Plan Clinical Initiatives

- IHI 5 Million Lives Campaign
- Health Information Technology
- Healthcare-Associated Infections
- Lean in Health Care
- Physician Engagement

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## Our Response

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## Physicians Need to Lead

- Brightest, most powerful component of the health care equation...
- Excuses:
  - “I don’t have time”
  - “This isn’t my problem.”
  - “When the hospital gives me a cut of the action...”
- Training and Mind-set:
  - See one, do one, teach one.
  - We’re trained to not innovate
- Medical Staff 101

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## Leadership

- To lead, we need to develop...
  - A spirit of innovation
  - A sense of ownership
  - A commitment to collaboration
  - A focus on ‘nimbleness’

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## Value-Driven Health System

- **Connecting the System**
  - Standards to connect all health information systems
- **Measure and Publish Quality**
  - Every case, every procedure
- **Measure and Publish Price**
  - Standardize identical services and episodes of care
- **Create Positive Incentives**
  - Reward those who offer and those who purchase high quality, competitively priced healthcare

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## It's already Happening...

- Specialty Boards are restructuring certification
- Application of value improvement models like Lean, Six Sigma, ISO9000 and Baldrige to healthcare
- Establishment of Ambulatory Care Measures
- Payer Performance bonuses
- Public Reporting of Physician data

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## Redefining Professionalism

- **The New Era of Transparency and Accountability introduces a Value-Driven Healthcare System...**
  - Evidence-based process measures & metrics
  - Reliable information on quality and cost
  - Data used to improve clinical performance
  - Public Reporting of information
  - Rapid spread of best practice
  - Opportunities to engage our patients as partners

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## Cornerstones for the Future...

- Align & Equip Hospitals & Physicians on Quality
- Responsible Public Reporting
- Engage the Community for Clinical Improvement
- Raise the Standard of Care

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