Stronger Together

Enhancing Quality Strategy and Impact through Specialty Society & Board Collaboration
Developing Measures for Primary Care

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What we hope you take away from our story...

• An understanding of how to get started or build on existing relationships
• Ideas for building a collaborative quality strategy can improve physician burnout and enhance physician-patient interactions
• Motivation to expand your sphere of influence
**Stronger Together**

Developing a specialty-wide measure development and adoption strategy to...

<table>
<thead>
<tr>
<th>Quality</th>
<th>Well-Being</th>
<th>Recognition</th>
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<tbody>
<tr>
<td>Improve quality across the discipline</td>
<td>Support physician well-being</td>
<td>Ensure the core work of the specialty is recognized</td>
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Partnering in Support of Family Physicians

Members

Diplomates
Vision and Principles of a Quality Measurement Strategy for Primary Care

**Quality measurement**
- Internally focused
- Safe space for honest assessments
- Not tied to financial incentives

**Performance measurement**
- Externally focused
- Allows for comparisons by others
- Often tied to financial incentives

AAFP - American Academy of Family Physicians
The Aspiration of Quality Measurement

Family Medicine Practice

Quality Improvement Focus
The Reality of Performance Measurement

Family Medicine Practice

Medicaid

Commercial #1
Commercial #2
Commercial #3
Commercial #4
Commercial #5
Commercial #6
Commercial #7
Commercial #8
Commercial #8
Commercial #8

Medicare
Measures That Matter to Primary Care Initiative

1. Person-Centered Primary Care PRO-PM
2. Physician Trust PRO-PM
3. Continuity of Care
4. Comprehensiveness of Care
5. Value Care

**Measures That Matter aims:**

- Better align assessment and payment policies with what patients and clinicians know to be valuable, and
- To reduce burden and burnout
Shared Principles Bridge our Differences

Shared Principles of Primary Care

- Person & Family Centered
- Continuous
- Comprehensive & Equitable
- Team Based & Collaborative
- Coordinated & Integrated
- Accessible
- High Value
Continuity of Care Measure:  
A case study in collaboration

We agree:
• Measurement is important.
• We want physicians to have what they need to lead quality improvement.
• We want to focus on what is unique to the discipline of Primary Care.

For the purpose of fairness in payment programs, we ask:
• Does the measure accurately reflect physician quality?
• Is improvement actionable?
• Is the data readily available and complete?
Measure Collaboration Activities

Aligned Message

Family Physician and Patients

Natural measure promoter

Technical Expert Panels

Measure testing

Family Medicine research
Thank you!