

Aligning Forces for Quality: Leadership Team Work Plan

Leadership Team Name: West Michigan

Date Submitted: September 11, 2008

Aim Statement: To improve and sustain patient-centered, equitable and high-quality care in this targeted region by 2015.

Grant Year	Area of Interest	Goals	Goal Timeline (Start Date - Finish Date)	Strategies	Status of Strategies	Responsible Person(s)
1,2,3		1. ReThink Healthy will be branded as a West Michigan initiative to engage consumers in health and health care.	4/1/2008-4/30/2011			
	CE			1a Create "Rethink Healthy" logo and tag line	Completed	Parrish, St .Amour
	CE			1b Create Rethink Healthy website	Completed	Parrish, St .Amour
	CE			1c Expand Rethink Healthy website content.	ongoing	Parrish, St .Amour
	CE			1d Develop and implement tactics to promote use of RH website.	ongoing	Parrish, St .Amour
	CE			1e Create and disseminate "quality healthcare" placemats to restaurants and related venues.	ongoing	Parrish, St .Amour
	CE			1f Create and implement media campaign, including both donated and paid support, to publicize Rethink Healthy	proposed	Parrish, St .Amour
	CE			1g Disseminate "rethink healthy" messaging at community events, through partnering with other organizations	ongoing	Parrish, St .Amour
1,2		2. A defined population of W MI residents with chronic disease understands what high quality health care is, as determined by survey results	4/1/2008-4/30/2011			
	CE	- using HCV 2020 definition of quality		2a Identify the population of persons with a chronic disease(s)	ongoing	Parrish, St .Amour
	CE			2b Create "what is high quality health care" brochure	Completed	Parrish, St .Amour
	CE			2c Create additional materials to promote "quality" messaging	ongoing	Parrish, St .Amour
	CE			2d Disseminate materials/messaging through key stakeholders engaged in HCV 2020 (employers, community and advocacy organizations, churches, physicians, hospitals, clinics, health plans)	ongoing	Parrish, St .Amour

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	CE			2e Evaluate impact of communication/education efforts through surveys and other means	proposed	Parrish, St .Amour
1,2		3. A defined population of W MI residents with chronic disease understands that health behavior choices affect health status and know at least 3 key behaviors that will help them to better manage their chronic disease(s).	9/1/2008 - 4/31/2011			
	CE			3a Identify the population of persons with a chronic disease(s)	on-going	Parrish, St .Amour
	CE			3b Create and disseminate materials and other forms of behavior choices messaging, through key stakeholders	on-going	Parrish, St .Amour
	CE			3c Conduct small group consumer education sessions	proposed	Parrish, St .Amour
	CE			3d Evaluate impact of communications/education efforts through surveys and other means	proposed	Parrish, St .Amour
2,3		4. The defined population of West Michigan residents with at least 1 AF4Q-targeted chronic disease carries out evidence-based self-management activities	1/1/2009- 4/30/2011			
				4a Identify the population of persons with chronic disease	proposed	Parrish, St .Amour
	CE			4b Increase the visibility of effective self-management programs based in W MI to POs/PHOs/physician practices, clinics, hospitals, employers, other health-related organizations and health plans.	proposed	Parrish, St .Amour, Zachery
	CE			4c Work with physician organizations, physician practices, clinics and hospitals to establish processes by which to more effectively link every patient with a chronic disease to a self-management program which fits his/her preferences and values	proposed	Parrish, St .Amour, Zachery

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	CE			4d Work with West Michigan self-management programs, advocacy groups and other key organizations to effectively engage consumers/patients in self management (additional dollars may be pursued for this endeavor)	proposed	Parrish, St .Amour
	CE			4e Augment existing train the trainer programs (1on 1), and make them available in West Michigan	proposed	Parrish, St .Amour
1, 2 & 3		5. Measurement of the impact of the Health Care Vision 2020 project	3/1/2009 - 12/31/2011			
	CE			5a Explore feasibility of RWJF support for periodic consumer survey work	proposed	Parrish, Zackery
1	CE			5b Develop cost estimates for development and distribution of annual surveys	proposed	Parrish, Zachery
	CE			5c Creation and dissemination of surveys (pending resources)	proposed	Parrish, Zachery
	CE			5d Analysis of surveys (pending resources)	proposed	Parrish, Zachery
1		6. Establishment of the W MI Center for Health Improvement	5/1/2008 - 4/30/2009			

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	RQI			6a Hire Center Director	ongoing	Zwarensteyn, Weekley
	RQI			6b Find office space for Center Director and consummate necessary agreement with host	ongoing	Zwarensteyn, Parrish
	RQI			6c Complete business plan and year 1 work plan for Center	proposed	Parrish
1		7. Initiation of at least 2 QI interventions within "early adopter/model" physician practices	10/1/2008-12/31/2008			
	RQI			7a Identify at least 3 "early adopter" physician practices who agree to be the sites for phase 1 implementation of Center interventions/activities.	proposed	Center Director, Parrish
	RQI			7b Agree upon initial QI interventions to be carried out under the auspices of the Center, using the Center Description document as guidance	proposed	Center Director, Parrish
	RQI			7c Secure resources (consultants, staff, \$ required in order to launch interventions.	proposed	Center Director, Parrish
	RQI			7d Initiate activities	proposed	Center Director, Parrish
	RQI			7e Create and conduct evaluation plan/process by which will assess impact of Center interventions	proposed	Center Director, Parrish
1, 2, 3		8. Formal sharing of best practices among W MI POs/PHOs and physician practices	4/1/2009-4/31/2011			
	RQI			8a Ascertain interest and preferred structure/process from W MI POs/PHOs, building upon the current informal process	proposed	Center Director, Parrish
	RQI			8b Initiate this activity as a regular, ongoing Center function	proposed	Center Director, Parrish
2,3		9. Expand impact of Center initiatives	3/1/2009-4/30/2011			
	RQI			9a Increase the number of POs/PHOs/practices engaging in center activities	proposed	Center Director, Parrish
	RQI			9b Evaluate center effectiveness and increase scope of functions/activities as needed.	proposed	Center Director, Parrish

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1,2,3		10. Demonstrated improvement in the quality of care provided by at least xx practices , as measured by a set of agreed upon measures	11/1/2008-4/30/2011			
	RQI			10a Agree upon metrics, definitions, data sources, etc. by which to assess performance improvement, including AF4Q PM metrics, those used by health plans for incentive programs.	proposed	Center Director, Parrish
	RQI			10b Conduct practice assessments to measure performance improvements.	proposed	Center Director, Parrish
1		11. Design and implement a pilot project to produce performance reports on selected clinical diabetic measures at the physician group level for two Physician Organizations	7/1/2008-1/1/2009			
	PM/PR			11a Finalize design of pilot and construct a timeline for implementation	completed	Hinderer
	PM/PR			11b Complete business associate/data use agreements with pilot data partners	ongoing	Hinderer
	PM/PR			11c Complete contract with data aggregation vendor	ongoing	Hinderer
2		12. Assess and evaluate pilot project at completion	1/1/2009-3/1/2009			
	PM/PR			12a Evaluate trust and rapport with provider community	proposed	Hinderer
	PM/PR			12b Evaluate vendor performance	proposed	Hinderer
	PM/PR			12c Evaluate process to incorporate physician feedback in reporting process	proposed	Hinderer
	PM/PR			12d Estimate readiness of region for future phases	proposed	Hinderer

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2		13. Establish a sustainable structure for future data collection with the goal of reporting performance of at least 51% of the regions PCPs at the group level by early 2010	3/1/2009-3/1/2010			
	PM/PR			13a Add additional physician groups and data sources.	proposed	Hinderer
	PM/PR			13b Expand data elements to additional chronic disease and wellness management metrics	proposed	Hinderer
	PM/PR			13c Build on established process for refining and authenticating data	proposed	Hinderer
	PM/PR			13d Add capability to stratify outcomes by race and ethnicity	proposed	Hinderer
	PM/PR			13e Assure sustainability through an appropriate business model	proposed	Hinderer

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