

REGISTRATION BROCHURE

NATIONAL QUALITY FORUM

ANNUAL CONFERENCE

**Innovation in Action: Driving Change
Through Measurement**

February 20-22, 2023

Omni Shoreham Hotel, Washington, DC

#NQF23

INTRODUCTION

We are so excited to welcome the healthcare quality community back to Washington, DC, February 20–22, for the 2023 NQF Annual Conference, our first in-person conference in three years. Join us for an outstanding lineup of speakers and sessions, all focused on innovation in action.

Hear from innovators working to solve some of healthcare’s most salient challenges. Get the latest updates on the impact of social risk factors, the transition to digitally sourced measures, increasing use of patient-reported data, and more. From the preconference symposium to our esteemed keynote speakers to dozens of expert presenters, the agenda is packed with healthcare quality educational programming you won’t want to miss.

Connect with your peers to network, exchange ideas, and share successes and best practices. This is your chance to learn, reenergize, and draw inspiration from an entire community of dedicated people who are working to make people’s lives better and healthier.

We look forward to seeing you at NQF23. **Let’s drive measurable health improvements together.**

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Atul Gawande, MD, MPH, Assistant Administrator, Global Health at USAID

TRANSFORMING POPULATION HEALTH THROUGH PRIMARY CARE: WORKING AT GLOBAL SCALE

Key factors have begun to emerge in lower-income countries that have higher life expectancies and lower health costs. The biggest driver is strong health system commitment to primary care. There are core services and workforce capabilities that are essential to extending life span and reducing disease burden while managing overall system costs. What can we learn from countries like Costa Rica that have successfully improved the health of the population as a whole? Hear a set of lessons learned and an approach to metrics that can enable scaling these successes community by community, worldwide.



Dana Gelb Safran, ScD, President & CEO, National Quality Forum

MEASUREMENT, THE TIME IS NOW

The National Quality Forum is in a unique position to make a significant impact on healthcare quality, and each of our diverse stakeholders is integral to this progress. Hear from President and CEO Dana Gelb Safran, who will share the status of exciting current and upcoming NQF initiatives and progress to the five-year strategic plan that initially brought her to the organization. Dr. Safran will also discuss her vision for the future of NQF and our opportunity to facilitate the use of measures and measurement methods to advance healthcare quality, safety, outcomes, equity, and affordability.



Toyin Ajayi, MD, MPhil, Co-founder and CEO of Cityblock Health

TRANSFORMING PRIMARY CARE AND ACHIEVING HEALTH EQUITY AT SCALE: BEYOND THE RHETORIC

The inequities in our healthcare ecosystem are no longer hiding in plain sight. And there is now a nationwide, industry-wide call to action to address the confluence of structural and systemic factors that result in unjust, inequitable, and unsustainable health outcomes. For those juggling multiple competing priorities, and whose energy is spent overcoming the burden of poverty, dealing with transportation and other logistical gaps, our traditional healthcare delivery models simply don't cut it. In this keynote, Dr. Toyin Ajayi, co-founder and CEO of Cityblock Health, will provide an overview of Cityblock and how the company is radically transforming primary care for underserved communities across America and outline ways for the larger ecosystem to codify and scale real interventions to achieve health equity.

Wednesday, 8:00 - 8:45 AM ET

FIRESIDE CHAT WITH CMS LEADERSHIP

PANELISTS:

Elizabeth Fowler, PhD, JD, *Deputy Administrator and Director of the Center for Medicare & Medicaid Innovation*

Lee A. Fleisher, MD, *Chief Medical Officer and Director of the Center for Clinical Standards and Quality for the Centers for Medicare & Medicaid Services*

Meena Seshamani, MD, PhD, *Deputy Administrator and Director of Center for Medicare*

Join us for an important discussion on priority quality measurement issues for CMS' Center for Medicare & Medicaid Innovation (CMMI), Center for Medicare (CM), and Center for Clinical Standards and Quality (CCSQ). Panelists will share focus for their respective Centers' overall, as well as efforts underway to align measurement across Medicare programs. Hear about measurement priorities required to support the recently announced CMS Strategy and specifically, plans related to the transition to digital, elevating the voice of the patient, and advancing safety and equity.



PRECONFERENCE PROGRAM

Monday, February 20

1:00 PM - 5:00 PM ET

PRECONFERENCE SYMPOSIUM:
THE EVOLVING MEASUREMENT LANDSCAPE

The Learning Symposium is designed to help participants better understand and engage with NQF’s measure endorsement cycle, including the Measure Applications Partnership process for providing multistakeholder input on the use of measures in federal programs. Explore foundational topics and emerging issues that can help align public and private efforts to improve quality of care through quality measurement.

Created for long-standing quality professionals and those new to the field, the Learning Symposium will equip you to fully participate in the measure endorsement process, find needed resources, and contribute to new directions.

*Activities and times are subject to change.
Check the conference website for updates and detailed information.*

GENERAL SESSIONS

Tuesday, February 21

9:55 AM - 10:55 AM ET

NAVIGATING THE EXPANSION OF VIRTUAL BEHAVIORAL HEALTH: EARLY EVIDENCE OF IMPACT

Connie Chen, *Lyra Health*
Tristan Gorrindo, *Optum/United Health Group*
Jennifer Christian Herman, *Blue Shield of California*
Shannon Connor Phillips, *formerly with Intermountain Medical Group at Intermountain Healthcare*

As the increasing demand for behavioral healthcare drives continued growth in virtual modes of care, what is known about the quality and safety of these modes and their impact on access, equity, and outcomes? What actions are recommended to make it easier for patients and consumers to access safe, high quality behavioral healthcare that produces better outcomes?

11:05 AM - 12:05 PM ET

BRINGING PROMS TO SCALE: REALIZING THE VISION OF PATIENT-CENTERED CARE DELIVERY

Judy Baumhauer, *University of Rochester Medical Center*
Rachel DuPre Brodie, *Purchaser Business Group on Health*
Liz Fowler, *Centers for Medicare & Medicaid Services*
Rachel Linonis, *UCLA Division of Population Behavioral Health*

There has long been a drive toward more person-centered care delivery, and the use of patient-reported outcomes is viewed as fundamental to achieving this. Yet frontline clinical use of patient-reported measures remains the exception and not the rule in U.S. healthcare. Hear innovative ways providers, payers, and purchasers are driving the adoption and use of patient reported outcome measures (PROMs) in day-to-day clinical care and value-based payment. We’ll consider what it will take for the use of PROMs and patient-reported outcome performance measures (PRO-PMs) to become the norm, not the exception.

1:20 PM - 2:20 PM ET

PRIORITIZING PATIENT SAFETY: WHAT WILL IT TAKE TO ELIMINATE AVOIDABLE HARM?

Leah Binder, *The Leapfrog Group*
Karen Wolk Feinstein, *Jewish Healthcare Foundation*
Kenneth W. Kizer, *Atlas Research*
Elizabeth Mort, *Massachusetts General Hospital*
Robert Valdez, *Agency for Healthcare Research and Quality (AHRQ)*

Two decades after *To Err is Human*, medical errors remain a leading cause of death in the U.S. Why is eliminating avoidable healthcare harm so seemingly intractable? Hear what leading safety experts and innovators think it will take to overcome the barriers and create breakthrough results.

2:30 PM - 3:15 PM ET

ADVANCING EFFORTS TO ENSURE CONSUMER ACCESSIBILITY, QUALITY, AND USEFULNESS

Garth Graham, *Google*
Helen Burstin, *Council of Medical Specialty Societies*
Chris Whaley, *RAND Corporation*

Searches related to health and healthcare represent a vast share of consumers’ use of online search tools. Yet in a seeming paradox, consumers make very little use of online quality and cost information to inform choice of providers and health plans, despite decades of public reporting of performance data. How can we address this seeming paradox? Hear from thought leaders and innovators working on both sides of these issues: work to ensure that consumers are able to easily discern and access high quality health information online. And work to consider how to make publicly reported performance data more salient, relevant, and useful to consumers who are selecting a care provider or health plan.

3:25 PM - 4:25 PM ET

HEALTHY FROM THE START: IMPROVING MATERNAL AND NEWBORN HEALTH OUTCOMES

Christie Allen, *American College of Obstetricians and Gynecologists*
Amy Banulis, *Kaiser Permanente*
Deb Kilday, *Premier, Inc.*
Pooja K. Mehta, *Cityblock Health*

Health outcomes for U.S. women and newborns are among the worst of any economically advanced nation, with a maternal mortality rate several times higher than other high-income countries. And poor maternal outcomes and maternal mortality rates are dramatically worse among minority women in the U.S. This session will feature promising new initiatives aiming to create breakthrough results in both outcomes and equity. We’ll probe what early measured results show by way of success and consider the implications for scaling these approaches nationally.

4:35 PM - 5:35 PM ET

ACCOUNTING FOR SOCIAL RISK FACTORS: NEW RECOMMENDATIONS ON RISK ADJUSTMENT

Philip M. Alberti, *AAMC Center for Health Justice, Association of American Medical Colleges*
Rachel Harrington, *NCQA*
David M. Shahian, *Professor of Surgery, Harvard University*
Cristie Upshaw Travis, *Memphis Business Group on Health*
Adam Thompson, *Northeast-Caribbean AIDS Education & Training Center*

Significant debate persists about whether and how to account for social risk factors in value-based payment and public reporting of provider and health plan performance. This panel will focus on the use of social risk factors in performance measures to account for social determinants of health and to advance health equity and fairness in measurement.

9:55 AM - 10:55 AM ET

Wednesday, February 22

BURNING PLATFORM: INNOVATIONS IMPROVING HEALTH EQUITY

Karl Laskowski, *Blue Cross Blue Shield of Massachusetts*
Juan Fernando Lopera, *Beth Israel Lahey Health*
Peggy O’Kane, *NCQA*
Meena Seshamani, *Centers for Medicare & Medicaid Services*
Sam Thompson, *NC Medicaid*

Achieving health equity is now a universally shared priority for payers, purchasers, providers, and policymakers. Hear from organizations that are out front with bold, innovative approaches and are holding themselves and others accountable for results. Consider the data and measurement infrastructure required for success and how we will get there.

11:05 AM - 12:05 PM ET

THE TRANSITION TO DIGITALLY SOURCED MEASURES: IS IT FINALLY WITHIN REACH?

Andrew Bindman, *Kaiser Foundation Health Plan, Inc. & Hospitals*
Aneesh Chopra, *CareJourney*
Michelle Schreiber, *Centers for Medicare & Medicaid Services*
Micky Tripathi, *Office of the National Coordinator for Health IT, U.S. Dept. of Health & Human Services*

More than a decade after an unprecedented federal investment in the adoption and meaningful use of Electronic Health Records (EHRs), quality measures remain largely reliant on administrative data. Yet new regulations, strategic commitments, and technological advances suggest that a breakthrough is imminent. Hear a discussion of what health information technology and policy experts forecast is possible in the near-term and what role your organization can play to realize the vision of next generation measures leveraging digitally sourced data.

NQF23 will provide you with opportunities to **connect with your peers from across the healthcare ecosystem** to share unique insights and experiences in healthcare quality measurement, learn from others, build relationships, and expand your network.



CELEBRATING INNOVATION: JOHN M. EISENBERG PATIENT SAFETY & QUALITY AWARDS

NQF partners with The Joint Commission in recognizing the best examples of individual, local, and national efforts to improve patient safety and healthcare quality through the prestigious Eisenberg Awards. This annual award program was launched in 2002 to honor the late John M. Eisenberg, MD, MBA, former administrator of AHRQ, who was an impassioned advocate for healthcare quality improvement and also a founding member of NQF’s Board of Directors.

The 2022 awardees will be **recognized during a special John M. Eisenberg Patient Safety & Quality Awards Luncheon sponsored by Elevance Health** at NQF23.

In 2021, The Joint Commission and NQF recognized and honored groundbreaking initiatives in three categories:

-  **INDIVIDUAL ACHIEVEMENT AWARDEE:**
Hardeep Singh, MD, MPH, Chief of the Health Policy, Quality & Informatics Program in the Center for Innovations in Quality, Effectiveness and Safety at Michael E. DeBakey VA Medical Center and professor at Baylor College of Medicine
-  **LOCAL LEVEL INNOVATION IN PATIENT SAFETY AND QUALITY:**
Kaiser Permanente Northern California, Advance Alert Monitor – Automated Early Warning System of Adults at Risk
-  **NATIONAL LEVEL INNOVATION IN PATIENT SAFETY AND QUALITY:**
Prime Healthcare Services, Improving and Promoting Social Determinants of Health at a System Level

In addition to the stellar group recognized in 2021, **Mark R. Chassin, MD, FACP, MPP, MPH**, former president and CEO of The Joint Commission, was presented with the Honorary Eisenberg Lifetime Achievement Award.

ACCREDITATION INFORMATION

NQF23 offers continuing education credit. In support of improving patient care, this activity has been planned and implemented by Amedco LLC and the National Quality Forum (NQF). Amedco LLC is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

SPONSORSHIP OPPORTUNITIES

To inquire about available sponsorships, contact meetings@qualityforum.org.

HOTEL INFORMATION

Omni Shoreham Hotel, 2500 Calvert Street NW, Washington, DC. (202) 234-0700. **RATES:** \$309 single room, plus applicable state and local taxes.

RESERVATIONS

Make your hotel reservations directly with the Omni Shoreham Hotel **by January 23, 2023**, to take advantage of the conference discounted group rate. Rooms are available on a first-come, first-served basis and may fill prior to the cutoff date. Visit the NQF23 website to find a link directly to the Omni reservation system.

RATES & REGISTRATION INFORMATION		Conference Registration Rates
NQF Member		\$1,399
Non-member		\$1,549
Government (Federal) - Must have a .gov email address		\$899
Patient / Caregiver		\$149
Eisenberg Guest - May only attend the Eisenberg Awards Luncheon		\$149
Preconference - \$50.00 discount if purchased with conference		\$299



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