

**MEASURE APPLICATIONS PARTNERSHIP
STRATEGY TASK FORCE**
Convened by the National Quality Forum

Summary of In-Person Meeting #2

An in-person meeting of the Measure Applications Partnership (MAP) Strategy Task Force was held on Monday, June 18, 2012. For those interested in reviewing an online archive of the web meeting, please click on the link below:

[Meeting Recordings – June 18, 2012](#)

Strategy Task Force Members in Attendance at meeting:

Chip Kahn, MAP Strategy Task Force Co-Chair	George Isham, MAP Coordinating Committee Co-Chair
Gerald Shea, MAP Strategy Task Force Co-Chair	Alice Lind, MAP Dual Eligible Beneficiaries Workgroup Chair (phone)
Christine Bechtel, MAP Coordinating Committee Member	Frank Opelka, MAP Hospital Workgroup Chair
Patrick Conway, Centers for Medicare & Medicaid Services	Carol Raphael, MAP Post-Acute Care/Long-Term Care Workgroup Chair
Helen Darling, National Priorities Partnership Co-Chair	Nancy Wilson, Agency for Healthcare Research and Quality
Barbara Gage, substitute for Mark McClellan, MAP Clinician Workgroup Chair	

The primary objectives of the meeting were to:

- Develop the MAP Strategic Plan, including the evaluation, analytics, and communication plans
- Develop the MAP action plan, identifying immediate and future steps for each strategy and tactic

Welcome and Review of Meeting Objectives

Strategy Task Force Co-Chairs, Chip Kahn and Gerald Shea, began the meeting with a welcome and review of the meeting objectives. Following the opening remarks by the chairs federal government members, Patrick Conway and Nancy Wilson, provided their perspectives on the MAP Approach to the Strategic Plan. Dr. Conway mentioned that the Approach is consistent with thinking and discussions occurring within CMS and across HHS agencies regarding performance measurement alignment and private stakeholder engagement. In addition to supporting the aforementioned statements, Dr. Wilson asked that MAP consider how the program measures align with nationally-representative metrics that are monitoring population health and priorities.

MAP Metrics of Success and Evaluation

The Strategy Task Force discussed the various metrics by which MAP should monitor its impact on the broader quality measurement enterprise. Members noted that to achieve meaningful alignment of performance measurement across stakeholders, MAP must actively and effectively engage the public and private sectors by forming bi-directional feedback loops. Additionally, the engagement must focus on understanding the varying priorities of the private sector and acquiring information that may be helpful for measure alignment (e.g., measure use and

impact). Members cited ongoing initiatives that can guide MAP to accomplish this tactic; for example, AHIP (America's Health Insurance Plans) is assessing the measures used by private health plans. Finally, task force members suggested parsing out short-term indicators of success from longer-term indicators to convey what can be accomplished in the near future while keeping in mind the more challenging areas. Follow-up on this initiative will be discussed in future meetings.

Families of Measures and Measure Gaps

This agenda item was a review and an opportunity for the task force members to provide input on the analytic approach for developing families of measures and addressing measure gaps. There was also a review of proposed families of measures for 2012 and 2013:

2012

- Patient Safety
- Care Coordination
- Cardiovascular Care
- Diabetes Care

2013

- Affordability
- Population Health
- Patient- and Family-Centered Care
- Mental Health

The approach for developing families of measures consists of:

1. Identifying and prioritizing high-leverage opportunities for measurement
2. A scan of measures that address the high-leverage opportunities
3. Defining the family for each high-leverage measurement opportunity
4. Establishing gap-filling pathways

Initial member discussion focused on the need to establish a process for assessing the relative performance of the various measures within the family of measures. There was mention that the families must also be assessed to ensure their relevance over time and populations. The group highlighted the following:

- Cancer care, rural population, and disparities as future family topics
- More nuanced definition of "affordability" (e.g., resource use, appropriateness, overuse)
- Establishing feedback loops among public and private stakeholders as a means of improving MAP recommendations, especially those relating to gap-filling
- Utilizing the National Priorities Partnership (NPP) as a forum for providing feedback on the families of measures

MAP Analytics and Measure Selection Criteria

The task force reviewed the MAP Analytics Plan and considered opportunities for enhancing the MAP Measure Selection Criteria. The analytics plan will:

- Begin with strategic opportunities identified by NQS/NPP
- Identify current performance gaps and high-leverage opportunities from the healthcare field
- Incorporate information on measure use and impact (across public/private sectors, lifespan) into decision making
 - Existing efforts to evaluate measure use and impact
 - Information needed to enhance MAP decision-making processes (MAP's signal to the field of needed information)

Following the overview presentation, there was mention that any revisions to the MAP Measure Selection Criteria will be informed by evidence, measurement data, and experience in the field. As a start, potential areas for enhancements include: refining the criteria with a focus on improvement, transparency, and value; considering the purpose and structures of various programs; and adding a removal criterion for low-performing measures (e.g., availability of better measures, topped-out measures, low-impact, evidence, unintended consequences).

Stakeholder Engagement and MAP Communication Plan

This last agenda item focused on the various mechanisms that MAP should undertake to communicate with and enhance engagement with stakeholders. It was brought to the attention of the task force that, although related, communications and engagement are distinct issues, therefore requiring different tactics. A draft communications framework was presented by Lindsey Spindle, Senior Vice President, Communications and External Affairs.

Members discussed the factors distinguishing stakeholder engagement and the communication plan, but underscored how they ultimately must work synergistically. To be most effective, a bi-directional process was preferred where MAP is not only distributing information but also receiving end-user experience in the field. As a starting place, key audiences will be identified and prioritized, followed by dissemination of a value-proposition that will assist audiences in understanding the role of the MAP and the benefits of participating in the process.

Summary and Next Steps

The meeting concluded with a discussion of next steps. The next meeting of the Strategy Task Force will be a web meeting on July 10, 2012.