

## Quality Measurement 101: Who Uses Measures and Why?

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## Introductions



**Camille Smith**  
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## Learning Objectives

See the bigger picture of measurement by:

- Understanding how multiple stakeholder groups in the quality community use measures
- Identifying commonalities between stakeholder groups



## Who Uses Measures and Why?

### Today's Agenda

- 1) Introduction and audience quiz
- 2) What is a measure?
- 3) Animated video: "The Quality Community Using Measures Every Day"
- 4) Who uses measures and why? (with feedback from the audience)
- 5) Questions and answers



## Audience Quiz

How does your organization use measures? Check all that apply.

- a. To improve care provided to patients.
- b. To help patients make healthcare decisions.
- c. To design or implement payment programs.
- d. To develop new medicines or medical technology.
- e. To set standards for providers or facilities.
- f. To create or evaluate public policy.
- g. Unsure.
- h. Other (please specify)

## Why Do We Measure?



**Meas•ure** n. A standard: a basis for comparison; a reference point against which other things can be evaluated; “they set the measure for all subsequent work.” v. To bring into comparison against a standard.\*

\*Source: [The ABC's of Measurement](#)

## What Is a Quality Measure?

Quality measures (measures) are tools used to **quantify** the care provided to patients and **gauge** how improvement activities are indeed **improving** care or outcomes for certain conditions, in various settings or during a specific timeframe.



When used in healthcare practice or performance improvement activities, they assist in determining how well care is provided for certain aspects of care, for certain conditions, or for various populations or communities.

## Animated Short Video: The Quality Community Using Measures Everyday



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## Who Uses Quality Measures?



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Q: Who uses quality measures?

A: Everyone

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## Meet Joe



Who are the people in Joe's story and how do they use measures?

- Providers
- Patients and families
- Payers and Purchasers
- Medical Suppliers
- Standards Setters
- Policymakers

## Listening to the Audience: Provider Organizations

### How do you use measures?

Provider organizations:

We want to hear from you!  
Please type into the chat box or  
dial 877-468-8808 and press \*1



## Who Are Providers?

**Providers** deliver health and healthcare services to patients, families, and communities. Providers endeavor to give the best care possible.

- Examples of organizational providers: hospitals, healthcare systems, outpatient clinics, or physician group practices
- Examples of individual providers: physicians, nurses, allied health, or anyone providing professional health or healthcare services

## The Role of Provider Organizations

Provider organizations use measures to:

- Build institutional and professional knowledge about best practices and quality standards
- Compare providers' performance to established standards
- Set quality improvement goals
- Improve care



## Measurement Challenges for Provider Organizations

Outstanding measurement questions:

- How do we implement measures without burdening providers and negatively impacting clinical care?
- How do we account for differences among patients and populations?
- How do we define quality and “best care?”
- How do we get the right data to accurately reflect quality of care?



## Listening to the Audience: Patient Advocacy Organizations

### How do you use measures?

Patient advocacy organizations:

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## Who Are Patients?

**Patients** (also called consumers or clients) are people who receive healthcare services; we are all patients at multiple times throughout our lives.



Patients seek high quality care that meets their unique needs. Patients are represented by a variety of patient advocacy organizations.

## The Role of Patient Advocacy Organizations

Patient and consumer advocacy organizations use measures to:



- Help patients and their families make decisions about providers, facilities, and interventions
- Ensure that patients are receiving high quality, safe care



## Measurement Challenges for Patient Advocacy Organizations

Outstanding measurement questions:

- How do we define quality for different patients?
- How do we communicate complex quality information to patients and their loved ones?
- How do we make sure patients get the information they need, when they need it, in clear, accessible language?



## Listening to the Audience: Payer and Purchaser Organizations

### How do you use measures?

Payer and purchaser organizations:

We want to hear from you!  
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## Who Are Payers and Purchasers?

**Payers and purchasers** finance the cost of healthcare services. Payers and purchasers design payment plans to get the biggest impact, and highest quality care, for every dollar spent. Examples of payers and purchasers include:

- Public payers: Medicare, Medicaid, Children's Health Insurance Plan (CHIP)
- Private payers: Private health insurance plans
- Purchasers: Large employers who pay for all of their employee's health care expenses, often with assistance from a health insurance plan to administer benefits

## The Role of Payer and Purchaser Organizations

Payer and purchaser organizations use measures to:



- Determine costs of care by service, patient, population, condition, or episode of care
- Quantify value of care received (usually by combining measures for cost and quality)
- Design and implement various payment models
- Determine provider networks



## Measurement Challenges for Payer and Purchaser Organizations

Outstanding measurement questions:

- How do we define quality?
- How do we define value, not just costs?
- How do we quantify value?
- How do we use measures in payment models to get the intended outcomes?



## Listening to the Audience: Medical Supplier Organizations

### How do you use measures?

Medical supplier organizations:

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Please type into the chat box or  
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## Who Are Medical Suppliers?

**Medical suppliers** may research, produce and/or distribute: software, prescription medicines, vaccines, hospital supplies, laboratory equipment, and over-the-counter products, etc. Medical suppliers provide necessary tools to improve health and healthcare.

Examples of medical suppliers include:

- Biopharmaceutical companies
- Information Technology vendors
- Device manufacturers

## The Role of Medical Supplier Organizations

Medical supplier organizations use measures to:

- Ensure that healthcare products are doing what they are intended to do
- Get information on how well products are contributing to quality and saving money



## Measurement Challenges for Medical Supplier Organizations

Outstanding measurement questions:

- How do we define quality?
- How do we determine the impact of a particular product, when there are so many variables to care?
- How do we quantify a product's contribution to overall quality improvement?



## Listening to the Audience: Standards Setting Organizations

### How do you use measures?

Standards setting organizations:

We want to hear from you!  
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## Who Are Standards Setters?

**Standards setters** establish and enforce requirements for individual professionals, facilities, or organizations who deliver healthcare services.

- Examples of **accreditors** (for operating institutions): National Committee for Quality Assurance (NCQA), The Joint Commission (TJC)
- Examples of **certifiers** (for practicing professionals): Medical specialty societies, health professional societies, nursing specialty societies

## The Role of Standards Setting Organizations

Standards setting organizations use measures to:

- Establish and enforce the use of standards for quality and safety
- Determine if professionals and organizations are meeting the established standards
- Establish a clear and transparent basis of comparison for individuals or organizations



## Measurement Challenges for Standards Setting Organizations

Outstanding measurement questions:

- How do we determine and quantify established best practices?
- How can we accurately measure what is intended?
- How do we keep standards fair?



## Listening to the Audience: Policymaking Organizations

### How do you use measures?

Policymaking organizations:

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## Who Are Policymakers?

**Policymakers** establish public policy through rules, regulations, and/or legislation. Policy makers serve as stewards for the public's health. Examples of policymakers include:

- Federal government (workers and elected officials)
- State government (workers and elected officials)
- City, town or local government (workers and elected officials)

## The Role of Policymaking Organizations

Policymaking organizations use measures to:

- Make decisions about healthcare policy
- Inform the public about the quality of healthcare services
- Determine if healthcare policy is having its intended effect on quality



## Measurement Challenges for Policymaking Organizations

Outstanding measurement questions:

- How do we define quality?
- How do we communicate complex quality information to the public?
- How do we make measurement information accessible to the public?
- How do we account for differences among populations?



## In Summary

- ✓ Everyone uses measures, in different ways, to promote quality and safety for everyone.
- ✓ Measurement poses common challenges for the quality community:
  - How do we define quality?
  - How do we make sure measurement reaches its intended purpose?

## Your Feedback

### Comments? Questions?



Please type into the chat box anytime or  
dial 877-468-8808 and press \*1

## Register Now for Upcoming Events

**Quality Measurement 101: The Basics** on October 8 from 2pm-3pm ET online. [Register Now.](#)

**How to Talk About Quality** on October 27 at NQF offices in Washington, DC. Registration opening soon.

**Member Education web page** for downloadable resources, the Quality Community animated video, and on-demand webinar recordings. [Visit Now.](#)

