As President of the Louisiana Health Care Quality Forum, I am pleased to present our Annual Report for 2009. On the following pages, you will find highlights and achievements that support our commitment to improving the health status of Louisiana citizens and advancing the quality of health care in the state.

These accomplishments have been made possible through the efforts of many stakeholders who are guiding the Quality Forum’s vision to provide and deliver exceptional health care to the residents of Louisiana. By representing a cross-section of health providers, physicians, patient advocates, business leaders and insurers in the state, this group of volunteers ensures that the Quality Forum continues to set a representative agenda for health improvement in Louisiana.

During 2009, our vision broadened as many goals were attained and exceeded while others were crafted for implementation in 2010 and beyond. I am excited about the opportunities that lie ahead of us and confident that we can overcome any challenges we may encounter. Through it all, the Quality Forum will remain united in its vision and dedicated to its leadership role in shaping the future of health care in Louisiana.

Michael O. Fleming, MD, FAAFP
The Louisiana Health Care Quality Forum (Quality Forum) is a private, not-for-profit organization whose mission is to lead evidence-based, collaborative initiatives to improve the health of Louisiana citizens.

The Quality Forum was created as a result of recommendations made by the Louisiana Health Care Redesign Collaborative in 2006 and tasked with addressing health care issues in the state following Hurricanes Katrina and Rita. Established during the 2007 Regular Legislative Session and organized through the efforts of more than 40 health care consumer organizations, the Quality Forum has emerged as the leading resource for initiatives designed to improve the quality of health care in Louisiana.

With the guidance of a highly skilled volunteer board as well as committees, subcommittees and workgroups, the Quality Forum provides leadership and resources focused on improving the quality of health care delivery in the state. These individuals include some of Louisiana’s leading health care industry professionals. All in all, more than 200 volunteer stakeholders focus their efforts on key topics such as quality measurement, clinical quality improvement, patient-centered medical homes, health information technology and outreach and education.

The Quality Forum’s evidence-based approach combined with stakeholder expertise has resulted in achievement of meaningful improvement in health care for Louisiana residents. As a result, the Quality Forum’s efforts have been honored on the national level, bringing attention to the reform effort taking place in Louisiana.
Organizational Accomplishments

- **Chartered Value Exchange**
  With its designation as one of the country’s first Chartered Value Exchanges (CVE) in 2008, the Quality Forum was recognized for pioneering advanced, collaborative methods to transform health care at the local level. This commitment was strengthened in 2009 as the organization continued moving forward with transforming the local health care sector into a patient-focused marketplace.

- **Quality Measurement Analysis Portal (Quality MAP)**
  The Quality MAP continues to serve as a valuable resource for the organization’s quality measurement initiatives. During 2009, the information stored in the data warehouse was updated and refined to help identify target areas for improvement that may lead to better health outcomes.

- **CMS EHR Demonstration Project**
  Throughout 2009, the Quality Forum continued to serve as a community partner for the Medicare Electronic Health Records (EHRs) Demonstration Project. In this role, the organization served as the support mechanism between the Centers for Medicare and Medicaid Services and approximately 200 physicians in Louisiana who were recruited for this special initiative. The project fosters implementation and adoption of electronic health records and health information technology – a goal that seamlessly aligns with the Forum’s mission.
Quality Forum Summit | Spring 2009

By focusing on “The Patient-Centered Medical Home: A More Cost-Effective & Efficient Model of Health Care,” the Quality Forum aimed to educate employers about the value of an employer-supported patient-centered medical home. The May 8, 2009 event created a collaborative learning experience by bringing together local and national employers, providers and other stakeholders to explain the medical home model, share case studies and provide guidance regarding employer support. Approximately 150 people were in attendance at this complimentary conference.

Quality Forum Conference | Fall 2009

The Quality Forum also sponsored an educational conference entitled, “Strategies for Financing and Adopting Electronic Health Record Systems.” The goal was to demonstrate the benefits of early electronic health record system adoption, provide information on vendor selection and present available financing opportunities. The conference, which was open to health care providers, including IT and business office staff members, was held on November 5, 2009 at the Pennington Biomedical Research Center in Baton Rouge. More than 150 people attended the complimentary event.

EHR Webinar Series | Fall 2009

In November 2009, the Quality Forum hosted a series of webinars to demonstrate various Certification Commission for Health Information Technology (CCHIT®) Certified EHR products. Fourteen EHR vendors participated in the webinars and demonstrated how their products would handle a typical physician visit and other tasks.
Committee Accomplishments – 2009

More than 200 volunteers actively contribute to the Quality Forum mission by participating in committees, workgroups and advisory roles. The stakeholder group includes some of Louisiana’s leading health care industry professionals and represents a broad cross section of business leaders, patient advocates, physicians and insurers.

In 2009, the Quality Forum focused on five core areas: health information technology and exchange, patient-centered medical homes, quality measurement, clinical quality improvement and outreach and education.

The volunteer stakeholders who comprise these committees provide practical and applicable recommendations to meet the growing challenges of health care today. Targeting these specific issues has allowed them to take a concerted, effective approach to providing resources and implementing change in health reform in Louisiana. Each year, the committees set goals related to their core vision. The following pages summarize each committee’s work and chief accomplishments for 2009.
• Obtained 2006-2008 data, which is currently undergoing refinement, for inclusion in the Quality Forum's multi-payer claims database; expanded participants to include Office of Group Benefits.

• Served as a preceptor site for Louisiana State University Health Sciences Center School of Public Health and hosted a graduate student in epidemiology. The student developed a database for “Mortality Amenable to Health Care” with data covering 1999–2006.

• Provided leadership to a joint workgroup with the Medical Home Committee. The workgroup focused on evaluating the effectiveness of the medical home model within Louisiana’s system of care delivery.

• Facilitated the development of the Clinical Quality Improvement Committee.
Clinical Quality Improvement Committee

- Established new committee to recognize physician involvement in the quality improvement process.

- Recruited members from physician and physician-affiliated organizations to ensure a physician and practice-focused approach.

- Prepared and proposed mission statement and strategic goals to the Quality Forum Board in late 2009. The committee will utilize quality measurement data and focus on actionable quality improvement initiatives.
Focused on Patient-Centered Medical Home (PCMH) implementation and identified two additional areas of concentration:

1) developing and providing a mentoring program for practices interested in PCMH transformation, and
2) evaluating the effectiveness of the medical home model within Louisiana’s system of care delivery.

Developed Medical Home Payment Pilot workgroup with assistance of Outreach and Education Committee to research medical home demonstration projects across the country.

Researched and published white paper entitled, “Louisiana Health Care Quality Forum Medical Home Payment Pilot Workgroup Final Report.”

Planned and coordinated Quality Forum Summit – Spring 2009, which included results from the Medical Home Payment Pilot workgroup’s research project.

Updated and maintained listing of PCMHs in Louisiana that are recognized by the National Committee for Quality Assurance.
Health Information Technology COMMITTEE

- Named by the Louisiana Department of Health and Hospitals (DHH) in February 2009 as the State-Designated Entity to lead the planning and implementation of health information technology (HIT) grants contained in the American Recovery and Reinvestment Act (ARRA).

- Applied for ARRA funds to design, develop and implement a statewide health information exchange (HIE), applied to be the statewide regional extension center (REC) and help providers transition to health information technology (HIT); realigned existing HIE/HIT initiatives to integrate with ARRA opportunities.

- Created distinct workgroups to complete the planning, direction and application of each ARRA grant opportunity with oversight provided by the Comprehensive Planning Workgroup.

- Submitted official comments to the Office of the National Coordinator related to the definition of “meaningful use” and its impact on providers, including EHR certification and standards.

- Continued assisting the DHH Louisiana Medicaid office to ensure coordination of HIT efforts and preparation for incentive payments.

- Collaborated with the Louisiana Public Health Institute in support of the Beacon Community Cooperative Agreement Program which provides funding for communities nearing EHR adoption and HIE readiness.

- Collaborated with the Governor’s Broadband Advisory Council to create the Louisiana Broadband Alliance for the purpose of aligning broadband-related grant applications across state agencies; supported grant preparation to expand broadband Internet access in economically distressed regions of Louisiana.

- Collaborated with the Community College Consortia regarding grant preparation for funds to establish/expand health IT education programs for the purpose of workforce development.
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Conducted an environmental scan of rural and urban communities to gather information on available resources, programs, and/or delivery systems intended to support improved consumerism and health literacy. The survey was completed in nine central Louisiana parishes and a written summary was presented at the Spring Summit in May 2009.

Established a target community outreach program in support of consumer empowerment, promoting a higher level of individual involvement in personal health and health care in decision-making; developed informational/educational materials with support from Merck Pharmaceuticals and AARP. The print materials, along with a radio Public Service Announcement (PSA) campaign, included messaging on the patient-centered medical home and targeted key health care stakeholders in the New Orleans region and across the state.

**About the Campaign** — The four-week campaign began airing Nov. 16, 2009 and included Baton Rouge, Shreveport, Alexandria, Lafayette, Monroe and Lake Charles. The campaign reach was 30.4% of the state’s population, or approximately 1,011,000 residents above the age of 18. Each time a PSA aired, it was heard by approximately 76,573 adults in this audience with a minimum frequency of 2.7 times over the four weeks. Web site analytical data showed an increase in the percentage of hits from within the state.

Collaborated with professional and advocacy organizations to increase public awareness regarding consumer involvement in their individual health care. Information was posted on the Quality Forum’s Web site. Print materials were distributed through the Louisiana Primary Care Association and to NCQA-recognized medical homes across the state. Materials will continue to be distributed through 2010.
Looking Ahead – 2010

As 2009 drew to a close, the Quality Forum was well-positioned to undertake a new set of goals and objectives in 2010 while building upon its successes. With continued support from its board of directors, committee members and additional stakeholders, the staff of the Quality Forum will continue to work to fulfill the organization's mission to lead evidence-based, collaborative initiatives to improve the health of Louisiana citizens.
MISSION STATEMENT

Aggregate, analyze and disseminate health care data to guide improvements in health care quality in Louisiana.

- Create and expand effective processes to collect, analyze, use and distribute data essential for understanding Louisiana health care system quality, cost and accessibility.

- Identify, collect, publish and promote use of available and timely administrative and clinical data to guide improvement in health care system quality, cost and accessibility.

- Harmonize Quality Forum efforts in data management and analysis with Louisiana DHH’s efforts and responsibilities with the Consumer’s Right to Know initiatives.

- Identify, collect, publish and promote the use of timely population health and outcome metrics to guide improvement in community health outcomes.

- Endorse and promote the use of standardized performance measures for health care providers and health plans to benchmarks and improve health care in Louisiana.
MISSION STATEMENT

Engage and support clinicians in their pursuit of meaningful, specific and quantifiable improvements in health care.

- Promote and support physician adoption of mechanisms for improvement (e.g., data collection, reporting analysis, improvement).
- Work with interested parties to establish a unified set of quality metrics across payers and providers, to be consistent with the quality metrics in Q-Map.
- Establish a program of education in quality assessment and improvement using the resources of all schools, licensing boards, and professional and/or community organizations focused on key quality improvement priorities (culture of improvement).
- Develop a valued Quality Forum branding program recognized for education, participation and achievement.
Medical Home COMMITTEE

MISSION STATEMENT

Promote the use of patient-centered primary care in Louisiana as the foundation of coordinated, quality-driven health care.

- Target 1,000,000 residents across Louisiana receiving care through a patient-centered medical home.
- Advance the implementation of the patient-centered medical home in Louisiana.
- Promote payment reform that encourages development and sustainability of the patient-centered medical homes.
- Identify appropriate quality outcome measures for a patient-centered medical home in Louisiana.
- Advocate for development of a health care workforce to further the medical home model in Louisiana.
Health Information Technology COMMITTEE

MISSION STATEMENT

Enable the use of interoperable health information technology in Louisiana to improve the quality of health care.

- Facilitate EMR/EHR adoption and transition to enable providers to qualify and obtain ARRA incentive payments.

- Oversee the design, development and implementation of Louisiana's Health Information Exchange, enabling all relevant patient data to be accessed by the patient and by health caregivers at the point of care.

- Develop and implement a sustainability model for HIT/HIE within and across provider practices, inclusive of costs associated with maintaining an EMR.

- Identify and evaluate the ongoing needs of other Quality Forum committees to determine how HIT and HIE can best support efforts.
Outreach and Education Advisory Group

MISSION STATEMENT

Educate individuals and organizations about ways to promote better health and health care utilization in the community.

- Redesign and maintenance of Quality Forum Web site to meet the needs of all users.
- Design and fully implement a comprehensive, integrated system that ensures outreach and education campaigns are driven by constituent needs and aligned with the priorities of the Quality Forum board and committees.
- Design and develop annual outreach and education campaigns relevant to identified priorities.
- Develop and implement strategies to engage additional targeted stakeholders within the Quality Forum committees and initiatives, with priority efforts on engaging the employer community and additional health plans.
The 2009 Annual Report celebrates the Quality Forum’s most recent achievements and highlights opportunities for the coming year. We are proud of those accomplishments and look forward to continued success in 2010.

As Dr. Fleming has noted, these noteworthy efforts are the result of a team of dedicated men and women who consistently volunteer their time, interest and expertise toward fulfilling the Forum’s mission and meeting the organization’s evolving needs. We are grateful for their continued support and hard work.

The Quality Forum’s mission continues to expand as we move beyond boundaries and explore the possibilities of health care improvement for Louisiana. While we met many challenges as a developing organization in 2009, significant opportunities also lie ahead of us as we move into a period of growth and development.

Serving as President-Elect of the Quality Forum is a privilege, and I am proud to be entrusted with this role. I look forward to sharing exciting developments and exceptional achievements with you as our plans advance to benefit the health care system in Louisiana.

Karen Bollinger DeSalvo, MD, MPH, MSc
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• Chief Medical Officer
  Amedisys

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LaQuitta Bowers
- Project Coordinator
  Health Information Exchange

Micaela Coner
- Communications Director and Project Manager
  Outreach and Education Committee

Lynda Gaiennie
- Office Manager

Nic Miller
- Student Worker

Nadine Robin
- Project Coordinator
  Regional Extension Center

Maggie Shipman
- Senior Project Manager
  Quality Management, Quality Improvement and Medical Home Committees

Jenny Smith
- Project Manager
  Health Information Technology Committee

* In late 2009, Shannon Robshaw resigned as Executive Director. The Quality Forum is grateful for her service in this capacity. Her strong leadership skills were instrumental in implementing the organization’s mission and in achieving its initial goals.

Special recognition is extended to Jay Ducote for his tireless support of the Quality Forum and ARRA initiatives.