



# pharmacy & 2011 technology conference

August 27 - 30, 2011 ■ Boston Convention & Exhibition Center ■ Boston, MA

**Date:** Tuesday, August 30, 2011

**Time:** 9:45 a.m. – 10:45 a.m.

**Location:** Boston Convention & Exhibition Center, Meeting Level 2, Room 259 AB

**Title:** **A Closer Look at Pharmacy Quality Management: What's New?**  
(No CE)

**Speaker:** Terri Moore, PhD, RPh, MBA, URAC

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## **Learning Objectives:**

At the conclusion of this knowledge-based program, participants will be better able to:

- Explain URAC's Pharmacy Quality Management programs
- Explain how environmental trends are creating opportunities for new quality improvement programs
- Identify programs that highlight medication management, patient safety and engagement, and other components of quality healthcare in this age of health care reform


Don't forget to obtain continuing education credit for your participation in this session. Instructions for processing your statement of credit online are included in your registration bag.

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## A Closer Look at Pharmacy Quality Management: What's New

Terri Smith Moore, PhD, RPh  
 NACDS Conference  
 August 30, 2011  
 Boston, MA


EMPOWERING CONSUMERS BY PROMOTING  
 QUALITY HEALTH CARE MANAGEMENT



### OBJECTIVES

- Provide an overview of URAC
- Describe the URAC Pharmacy Quality Management Programs
- Discuss the latest trends in the quality landscape and their impact on pharmacy practice


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### About URAC

Mission	<ul style="list-style-type: none"> <li>• To promote continuous improvement in the quality and efficiency of healthcare management through processes of accreditation and education.</li> </ul>
Structure	<ul style="list-style-type: none"> <li>• Non-profit, independent entity</li> <li>• Broad-based governance               <ul style="list-style-type: none"> <li>◦ Providers ◦ Purchasers ◦ Labor</li> <li>◦ MCO's ◦ Regulators ◦ Consumers</li> </ul> </li> <li>• Expert advisory panels (volunteer)</li> </ul>
Strategic Focus	<ul style="list-style-type: none"> <li>• Consumer Protection and Empowerment</li> <li>• Improving and Innovating Healthcare Management</li> </ul>


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### URAC Board Member Organizations

<ul style="list-style-type: none"> <li>• National Business Coalition on Health (NBCH)</li> <li>• Case Management Society of America (CMSA)</li> <li>• America's Health Insurance Plans (AHIP)</li> <li>• Academy of Managed Care Pharmacy (AMCP)</li> <li>• American Association of Preferred Provider Organizations (AAPPO)</li> <li>• American College of Physicians (ACP)</li> <li>• American Health Quality Association (AHQA)</li> <li>• American Hospital Association (AHA)</li> </ul>	<ul style="list-style-type: none"> <li>• Blue Cross Blue Shield Association (BCBSA)</li> <li>• American Medical Association (AMA)</li> <li>• American Insurance Association (AIA)</li> <li>• National Association of Insurance Commissioners (NAIC)</li> <li>• American Psychiatric Association (APA)</li> <li>• American Nurses Association (ANA)</li> <li>• Pharmaceutical Care Management Association (PCMA)</li> </ul>
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## URAC Accreditation & Assessment Programs

<p><b>Health Care Management</b></p> <ul style="list-style-type: none"> <li>• Utilization Management</li> <li>• Case Management (<i>Standards and Measures</i>)</li> <li>• Disease Management</li> <li>• Health Call Center</li> <li>• Independent Review</li> <li>• Wellness (<i>Standards and Measures</i>)</li> </ul> <p><b>Workers Comp, Property &amp; Casualty Management</b></p> <ul style="list-style-type: none"> <li>• WC, P, &amp; C Network</li> <li>• WC, P, &amp; C UM</li> <li>• WC, P, &amp; C PBM</li> </ul> <p><b>Pharmacy Quality Management®</b></p> <ul style="list-style-type: none"> <li>• Pharmacy Benefit Management (<i>Standards and Measures</i>)</li> <li>• Drug Therapy Management (<i>Standards and Measures</i>)</li> <li>• Specialty Pharmacy (<i>Standards and Measures</i>)</li> <li>• Mail Service Pharmacy (<i>Standards and Measures</i>)</li> </ul> <p><b>Vendor Certification</b></p>	<p><b>Core Organizational Quality</b></p> <p><b>Health Care Operations</b></p> <ul style="list-style-type: none"> <li>• Health Plan</li> <li>• Health Network</li> <li>• Claims Processing</li> <li>• Credentials Verification</li> <li>• Consumer Education and Support</li> <li>• Uniform External Review</li> <li>• Provider Measurement and Reporting</li> </ul> <p><b>Health Information Technology</b></p> <ul style="list-style-type: none"> <li>• Health Web Site</li> <li>• Peer Reviewed Health Content Provider</li> <li>• HIPAA Privacy</li> <li>• HIPAA Security</li> </ul> <p><b>Other Programs</b></p> <ul style="list-style-type: none"> <li>• Patient Centered Health Care Home Program Toolkit</li> <li>• Patient Centered Health Care Home Auditor Verification Certification</li> </ul>
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## URAC Processes

Development	Accreditation
<ul style="list-style-type: none"> <li>• Advisory Committee Drafts Standards and Measures</li> <li>• Public Input: Open Comment Period / Public Forums</li> <li>• Draft Standards and Measures Revised</li> <li>• Organization Beta Testing</li> <li>• Draft Standards and Measures Revised Again</li> <li>• Final Standards and Measures Approved by URAC's Board</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive "desktop" and "onsite" reviews of each applicant</li> <li>• Review process, including onsite, is interactive, educational, and efficient</li> <li>• Committee review system to ensure impartial accreditation decisions</li> <li>• Confidentiality requirements (e.g., applications are "blinded")</li> </ul>

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## Key Issues Advancing the Focus on Quality and Performance

<b>Value Based Purchasing</b>	<ul style="list-style-type: none"> <li>• Increased demand for evidence of quality and value across the integrated system including pharmacies.</li> <li>• Government and private purchasers are leading these initiatives.</li> <li>• P4P systems may reward pharmacies for achieving higher levels of quality.<sup>1</sup></li> </ul>
<b>Drug Therapy Management</b>	<ul style="list-style-type: none"> <li>• Growing demand from private sector for drug therapy management and patient medication management, in addition to the current patient counseling activities and practices.</li> </ul>
<b>Measures and Outcomes</b>	<ul style="list-style-type: none"> <li>• New movement to develop measures and evaluate outcomes.</li> </ul>
<b>Quality Improvement Initiatives</b>	<ul style="list-style-type: none"> <li>• Quality benchmark and OI programs are becoming more prevalent in pharmacy practice.</li> </ul>

<sup>1</sup> Now is the Time for Pharmacy Pay for Performance; Managed Care Magazine 2008/January.  
<sup>2</sup> Huglenburg JD, et. Medication review and patient counseling at discharge from the hospital by community pharmacists. Pharm World Sci 2009 Dec 31 (8) 630-7.

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## Key Issues: Support for Quality and Measurements

	<ul style="list-style-type: none"> <li>• Transparency has increased in outcome measures reporting for hospitals, nursing homes and physicians yet at the pharmacy level this transparency and measurement has lagged behind.</li> </ul>
	<ul style="list-style-type: none"> <li>• The pharmacy profession has seen an increased focus on patient outcomes and effectiveness of care as pharmacists play a key role in medication management, medication adherence, care coordination and care transitions.</li> </ul>
	<ul style="list-style-type: none"> <li>• Standards are an established part of the quality landscape in pharmacy. Measures are an additional complement to that landscape.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increased quality standards and measures in pharmacy can lead to opportunity for broader reimbursement around counseling and clinical services.</li> </ul>

<sup>1</sup>Tom Reinke Community Pharmacy Struggles To Remain Relevant; Managed Care Dec 2009.  
<sup>2</sup>Wisconsin Pharmacy Quality Collaboration Program 2006.

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### Key Issues: Health Care Reform – Pushing Quality and Access To the Forefront

- Quality improvement programs and quality outcomes will be demanded in the marketplace as healthcare reform reshapes the healthcare industry.
- Payers and plans will focus on access, quality and efficiencies for contracted services, such as pharmacies.
- Pharmacists are key to moving the quality agenda related to medications and medication use.
- Accreditation establishes the recognition for meeting quality standards for operations, patient safety and medication management, including adherence.

### URAC is well-positioned to advance quality

21-year history of developing accreditation programs focusing on quality in healthcare management.

Experience developing pharmacy based accreditation programs.

Utilizes a transparent and participatory stakeholder process for the development of the standards.

Accreditation process is collaborative, streamlined and flexible utilizing a modular program approach.

### For Discussion

- What is in the future of pharmacy practice given the growing trends in healthcare quality?

### Thank you!

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