

Radiology Initiative: Increase the Appropriate Use of Diagnostic Imaging Services

PGIP Quarterly Meeting

Sandy Reoma

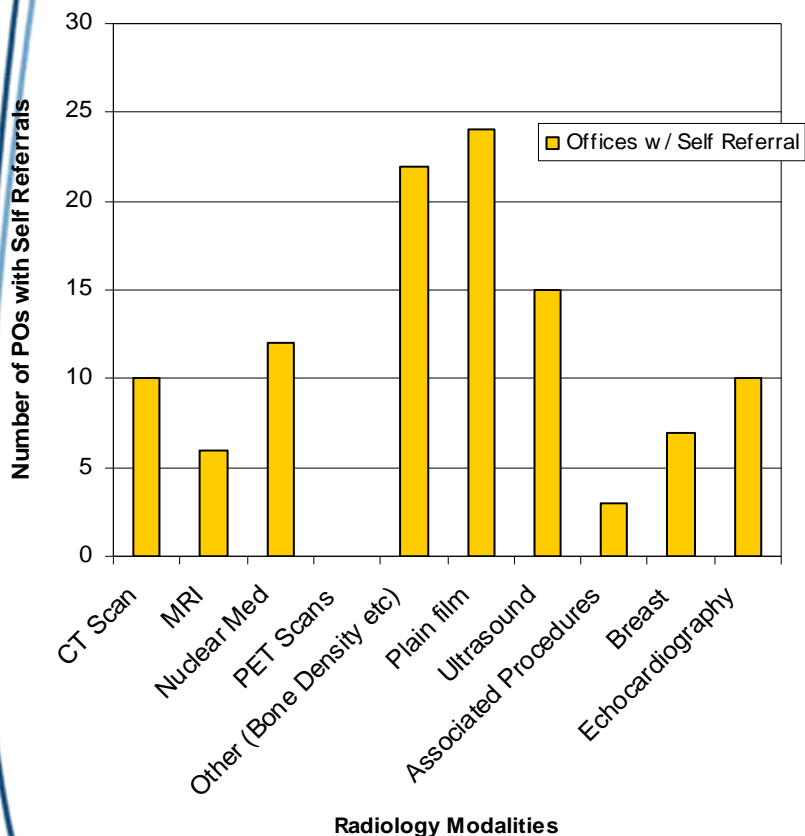
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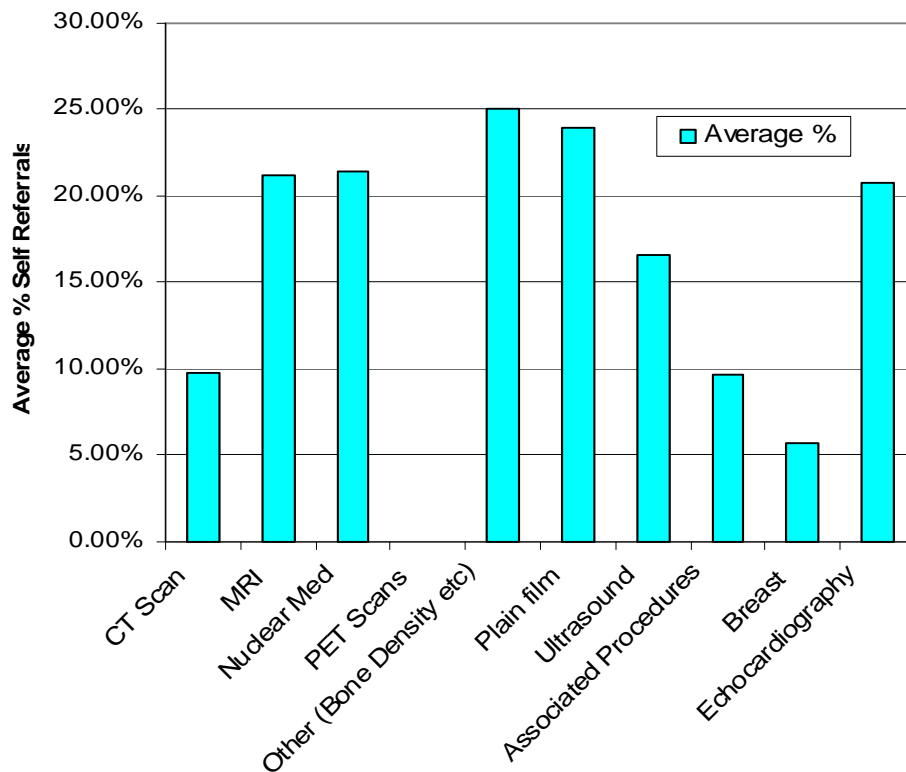
Self Assessment Results

27 Physician Organizations completed self assessment.

PGIP Physician Organizations with Self Referrals



Average % Self Referral by Modalities



Radiology Modalities



Self Assessment Results

- All POs have identified ways to roll out radiology data and reports from BCBSM:
 - Regular meetings with physicians
 - Communication to physicians who may be outliers
 - Post radiology results on their portals
- All except one PO (26) have identified clinician leads and administrative leads for the initiative
- 23 POs have set up cross-functional teams to work on radiology strategies to increase appropriate use

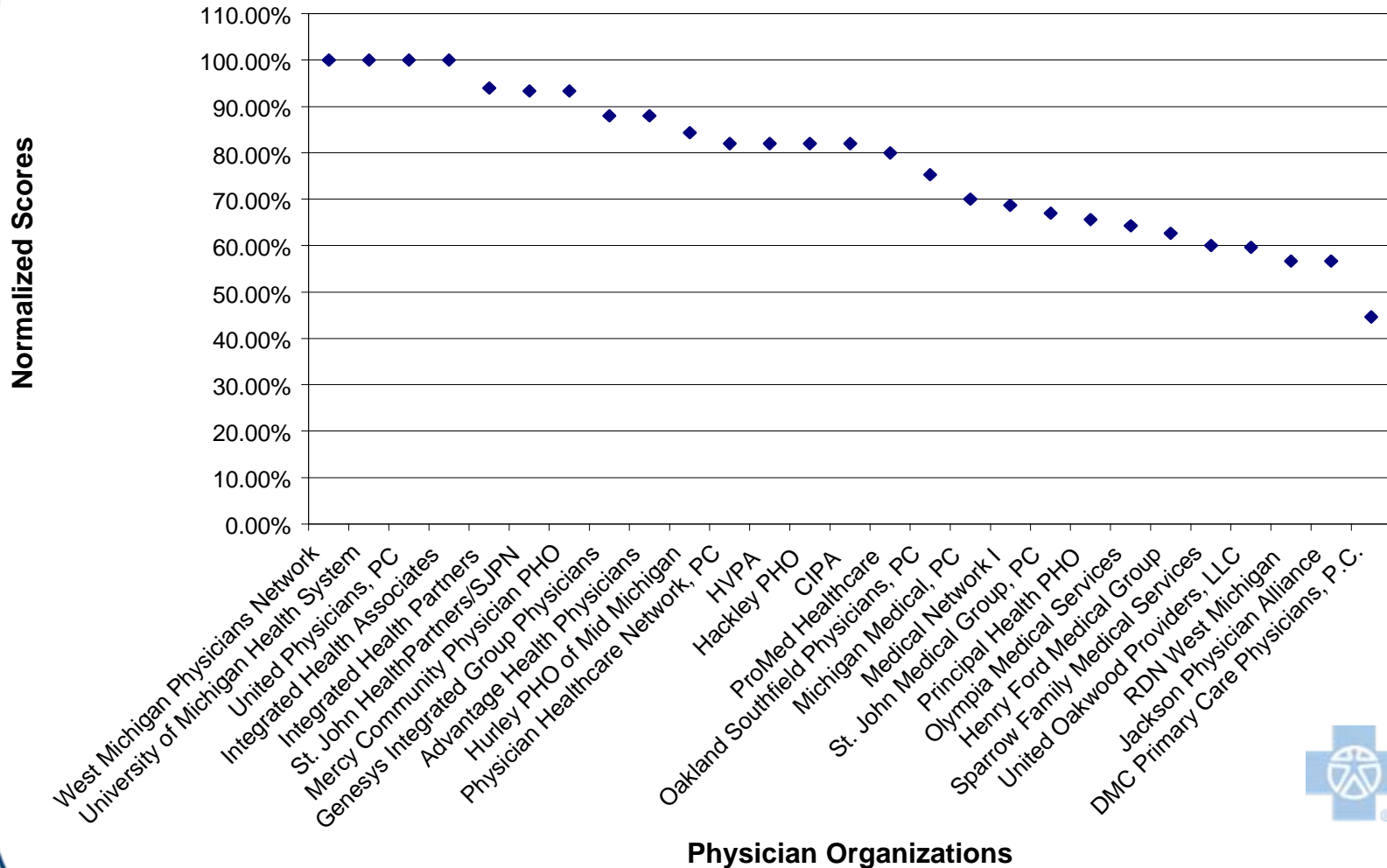


Implementation Plans Results

- All POs developed strategies to manage radiology use:
 - 18 POs have 3 or more strategies
 - 7 POs have 2 strategies
 - 2 POs have only 1 strategy
- Most strategies focus on hi-tech diagnostic radiology uses



Normalized Summary Scores by Physician Organization



Moving Forward – Progress Reports

- How BCBSM data and reports were used
 - Reports rolled out to all physicians
 - Discussion of reports
 - Drill down analyses completed
 - Outliers identified
- Cross functional teams
- Strategies developed
- Barriers/achievements
- Sharing best practices



Moving Forward - Analysis

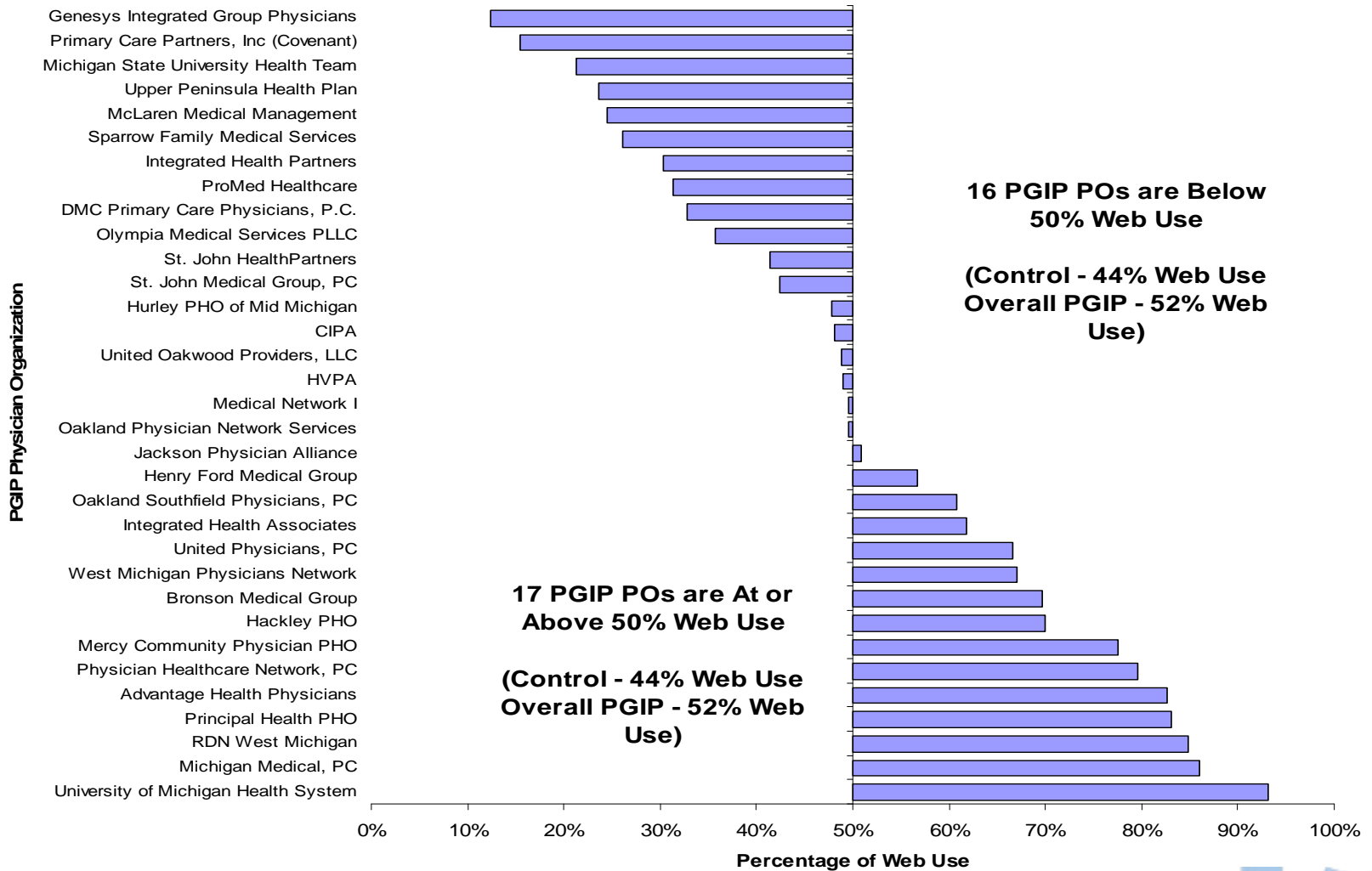
- Diagnostic imaging utilization (standard cost pmpm) by all PGIP physicians
 - By physician at each PGIP PO
 - By high use modalities
- Identify high utilizers and PGIP norm
- Explore why
- Provide guidelines and focus education on outliers
- Develop pilot programs
- Knowledge sharing among POs



Moving Forward – Performance Metrics

- Compliance Rate (Total hospital & office)
 - Increase in compliance slows down trends in high-tech utilization
 - Results in reduction/avoided use for CT and MRI by 1 and 7 units per 1000
- Web Use Rate (Percentage)
 - Use of >50% (plan performance) in any month results in a saving of \$0.01 PMPM
 - 2007 web use for total PPO is 48.0%

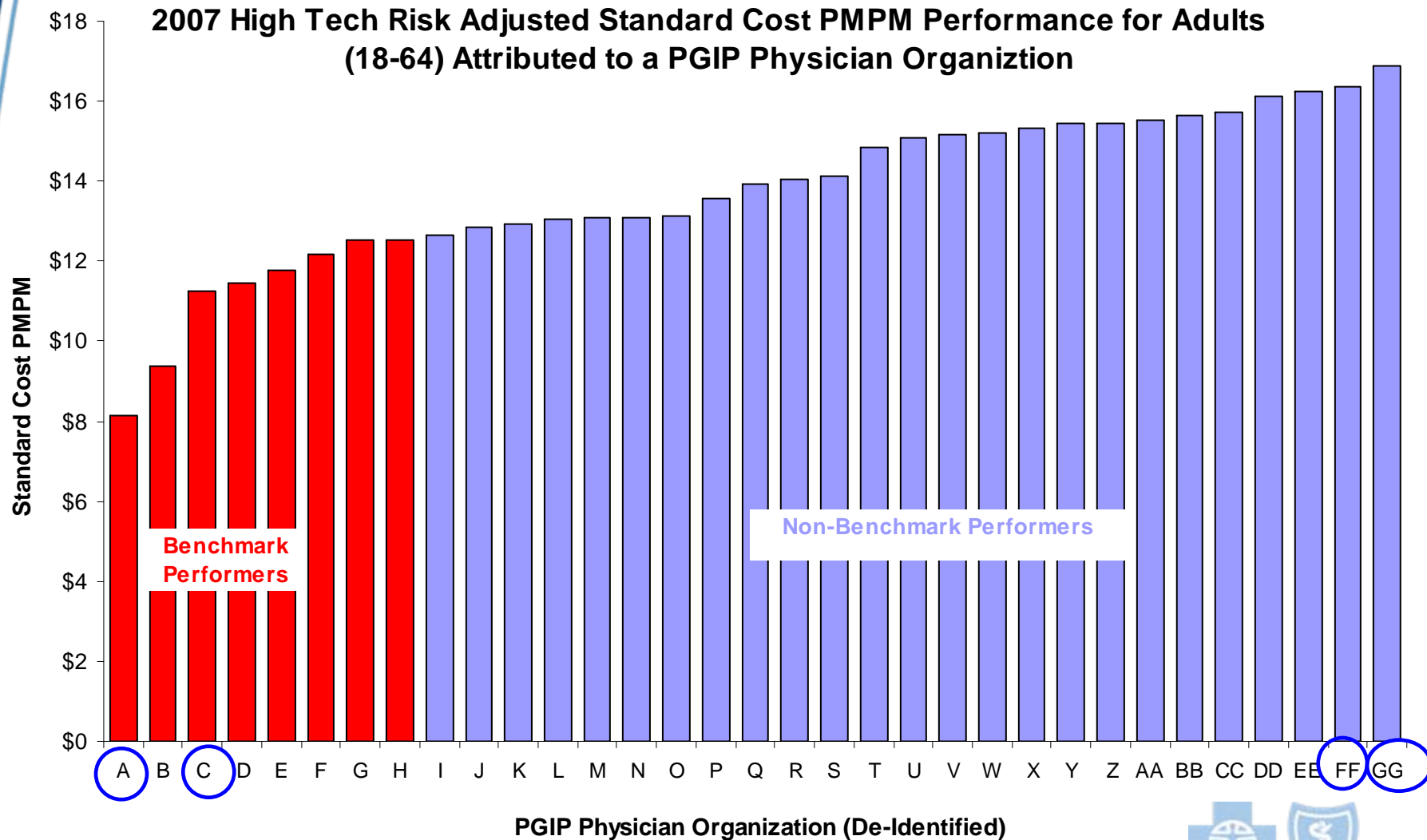
2007 Web Use (%) by Referring Physician Attributed to a PGIP PO



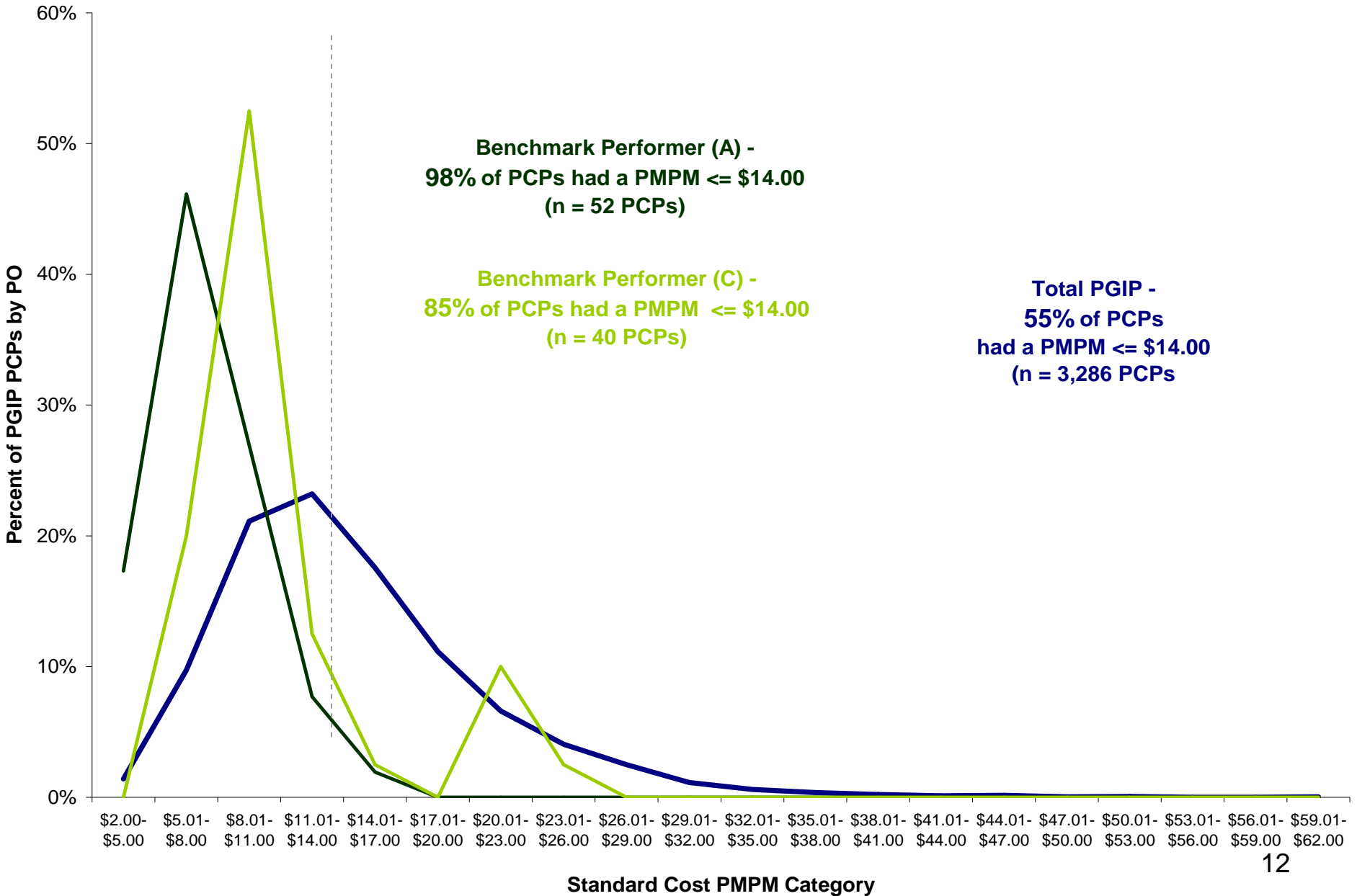
Moving Forward – Performance Metrics

- Performance-Based Measures
 - Risk Adjusted Standard Cost PMPM
 - Application of ABC Benchmarking approach to identify “benchmark” performers

Selected High Tech. “Benchmark” and “Non-Benchmark” Performers



Percentage of PGIP PCPs by Standard Cost PMPM Categories for High Technology Imaging, 10-01-2006 through 09-30-2007.



Percentage of PGIP PCPs by Standard Cost PMPM Categories for High Technology Imaging, 10-01-2006 through 09-30-2007.

