

Program Title:**Bringing HEDIS Measures to Life: A Diabetes Showcase**

Release Date: March, 2010

Expiration Date: December, 2010

Program Information

This program is presented in conjunction with NCQA's **HEDIS Update and Best Practices** seminars conducted in October 2009. Program moderator Cindy Ottone, NCQA's Director of HEDIS Policy, presents the new Comprehensive Diabetes Care HEDIS Measure for 2010. Two of America's top health insurance plans showcase their diabetes-focused programs and share best practices that result in positive patient outcomes. This program is not eligible for continuing education credit.

Program Objectives

At the conclusion of this session, participants will be able to:

- Describe the Comprehensive Diabetes Care HEDIS measure
- Identify the changes to this measure based on the ACCORD/ADVANCE studies
- Recognize and discuss opportunities for enhancing diabetes measure results

Target Audience

Health Plan Medical Directors, Quality Improvement Directors, Physicians, Pharmacists, Registered Nurses, Case Managers and Other Treating Practitioners

Faculty Biographical Sketches

Jennifer Brudnicki, MBA

Ms. Brudnicki is the HEDIS Coordinator for Geisinger Health Plan.

In her current position, Ms. Brudnicki organizes all of the aspects of the Health Plan's HEDIS and CAHPS reporting. She is responsible for the tracking and measuring of interventions, and managing the audit process. Her duties also include communicating the Health Plan's results to leadership and assisting with strategic development.

Prior to this position, Ms. Brudnicki worked for more than five years in Geisinger Health Plan's Market Research department. Her duties included competitor analysis, monitoring of market conditions, and researching new products and health care trends.

Ms. Brudnicki received her Bachelors of Arts in Business Administration from Susquehanna University. She received a Masters of Business Administration from Bloomsburg University of Pennsylvania.

Arthur Ensroth, MPH

Arthur Ensroth is Project Director, Clinical Programs and Quality Measurement Department, for Harvard Pilgrim Health Care.

In his current position, Mr. Ensroth oversees the development and implementation of clinical quality improvement initiatives at Harvard Pilgrim Health Care. Mr. Ensroth has been with Harvard Pilgrim for over 20 years and has worked in a variety of analytic and managerial roles in both financial and medical management departments. Prior to moving to the Boston area he worked as an anthropologist at the National Institutes of Health in Bethesda, Maryland.

Mr. Ensroth's perspective on health care is strongly influenced by his academic background in population biology and epidemiology. He has a Bachelor's degree in psychology from Columbia University, a master's degree in biomedical anthropology from the University of Pennsylvania and a master's degree in public health from Boston University. When not working in the health care sector (or sitting in front of a computer) he enjoys exploring the natural

history of New England and leading nature walks for the Massachusetts Audubon Society.

Dave Evans, RN, MBA

Mr. Evans is the Director of Quality and Appeals for the Geisinger Health Plan (GHP).

In his current position, Mr. Evans is the lead person for all clinical quality improvement activities for the Health Plan. He oversees all operations and processes utilized in the production, analysis, publication, and improvement in GHP's HEDIS and CAHPS results. He directs Quality Improvement staff responsible for enacting the HEDIS measure interventions established by QI Workgroups. Besides HEDIS, Mr. Evans is also responsible for the Health Plan's pay-for-performance program, the provider HEDIS web portal, the Special Needs Plan quality committee and the Provider Group Practice (CMS Demonstration Project) Committee in collaboration with the Geisinger Health System.

Mr. Evans also is responsible for the Appeals Department at GHP. He oversees a staff of 9 people that handle over 1,500 appeals and grievances annually.

Prior to working at GHP over the last 12 years, Mr. Evans worked in the Geisinger Health System for 10 years as a Clinical Data Analyst (handling quality reporting for their acute care facilities) and as a Senior Management Engineer (responsible for performance improvement projects within various System departments). He also worked as a Management Engineer for the Bon Secours Health System and as a Management Consultant for the Hospital Association of New York State over his 25 year quality career.

Mr. Evans received his diploma in nursing from the Geisinger Medical Center School of Nursing in Danville, Pennsylvania. He received his Bachelor of Business Administration (Health Systems) from Penn State University and his Master of Business Administration (Health System Administration) from Union College in Schenectady, New York.

Cindy Ottone, MHA

Ms. Ottone is the Director of HEDIS Policy in the Product Delivery Division of the National Committee for Quality Assurance.

In her current position, Ms. Ottone supports the development of the HEDIS Products, including HEDIS Volume 2: Technical Specifications, HEDIS Volume 3: Specifications for Survey Measures, and HEDIS Volume 5: HEDIS Compliance Audit. Ms. Ottone represents the policy perspective on several NCQA projects including the Measure Advisory Panels, the Audit Methodology Panel, HEDIS Data Submission and Pay for Performance. As the HEDIS director, she also supervises staff answering NCQA customers and constituents through the HEDIS Policy Clarification Support system and Frequently Asked Questions.

Prior to working at NCQA, Ms. Ottone has worked for more than seven years in the health care industry. Most recently Ms. Ottone was assigned to quality measurement and improvement at Companion HealthCare, a Blue Cross Blue Shield HMO. While at Companion, Ms. Ottone focused her efforts on HEDIS measurement and reporting. At Companion, Ms. Ottone's duties also included Disease Management Programs, and Quality Improvement Activities in both the clinical and operations areas. Ms. Ottone has also worked in large provider practices with their billing systems and strategic planning.

Ms. Ottone received her Bachelors of Arts in Health Science and Policy from the University of Maryland, Baltimore. She received a Masters of Health Administration from the University of South Carolina School of Public Health, where she currently holds an adjunct faculty position. Ms. Ottone is also adjunct faculty at George Washington University School of Medicine and Health Sciences.

Fees

There is no fee for this activity.

Commercial Support

This optional, non-CME program was developed and coordinated by NCQA in collaboration with Managed Market Resources and is sponsored by sanofi-aventis.

Software Requirements

Medium or Combination of Medium Used:

PC

Microsoft Windows 2000 SE or above.

[Flash Player Plugin \(v8 or greater\)](#)
[Internet Explorer \(v5.5 or greater\)](#), or [Firefox](#)
[Adobe Acrobat Reader*](#)

MAC

MAC OS 10.2.8

[Flash Player Plugin \(v8 or greater\)](#)

Safari

[Adobe Acrobat Reader*](#)

Internet Explorer is not supported on the Macintosh.

Estimated Time to Complete This Activity

This podcast series totals 68 minutes in its entirety. It is divided into three sections:

Section I – 14.36 minutes

Section II – 27.11 minutes

Section III – 26.47 minutes

Information presented in this NCQA Education program is verified for accuracy before its presentation. In the event of any real or perceived conflict with an NCQA publication, the publication and/or any in-force published correction, clarification or policy change, including a Frequently Asked Question (FAQ) or Policy Update document posted on the NCQA Website, takes precedence.

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