



MARK YOUR
CALENDAR!
December 5, 2008
Washington, DC

*The Road to Quality Health Care for All Americans:
3rd Annual Policy Conference*

Conference Overview



NCQA: Working to Improve Health Care Quality

Rising health care costs, patient safety, and the plight of the uninsured are front page issues this election year. Yet too often, quality is left out of the equation. Poor-quality care is a major contributor to runaway health care costs; improving quality is vital to making coverage affordable.

The mission of the National Committee for Quality Assurance (NCQA)—an independent, 501(c)(3) not-for-profit organization—is to improve the quality of health care. NCQA has been a leader in quality since its founding in 1990. In some ways, NCQA has written the book on health care quality: its Healthcare Effectiveness and Data Information Set, or HEDIS, is the industry standard for measuring the quality of ambulatory care. NCQA's programs in accreditation, certification, and recognition are considered the **gold standard** for assessing and improving quality. NCQA has developed—and will continue to develop—innovative approaches to evaluating performance that reflect our dedication to measurement, transparency and accountability in health care.

The agenda for measurement and accountability is sorely needed in America's health care system. "Quality gaps," the failure to deliver care in line with medical evidence, are all too common in our system. And we collectively pay the cost. These quality gaps result in lost lives, excess costs, and lost productivity, including an estimated:

- 81,000 deaths each year
- \$2.8 billion to \$4.2 billion in avoidable medical costs
- 83.1 million sick days annually

NCQA's 2008 Policy Conference—**The Road to Quality Health Care for All Americans**—focuses national attention on the importance of quality in future debates on health care reform. **On December 5, 2008**, NCQA will convene nationally recognized leaders in health care quality to discuss an agenda for reform.

Through NCQA's efforts, health care for many Americans has improved.

- 767 plans, routinely report quality data to NCQA regarding diabetes, cancer, and heart disease
- 84 million Americans are in health plans that report quality data to NCQA
- 11,000 physicians are NCQA recognized for the quality care they deliver to patients
- Fortune 500 companies including 3M, Bear Stearns, GE, GM, Kellogg, Lowe's, Marriott, Pitney Bowes, UPS, and Xerox rely upon NCQA information to make health care purchasing decisions

With your help, NCQA can make a profound, positive impact on health care quality in 2008 and beyond.

Sponsors: Vital to NCQA's Efforts

The importance of effective collaborations cannot be overstated. NCQA relies on the support of its sponsors to develop the programs necessary to improve health care quality. By supporting NCQA's **2008 Policy Conference**, your organization can be recognized as a catalyst for quality transformation within the U.S. health care system. This sponsorship packet for **your confidential review and consideration** provides you with the information you need to make that support possible.

Please direct all sponsorship inquiries to:

Ms. Wilma J. Brooks

Corporate and Foundation Relations Manager

(202) 955-1751 or wbrooks@ncqa.org

The 2008 NCQA Policy Conference: The Road to Quality Health Care for All Americans

NCQA annually convenes a powerful one-day conference where leading health care experts including employers, consumer advocates, providers, health plan executives, and state and local government policymakers discuss and debate the most current issues facing the U.S. health care system and how to transform it.



On December 5, 2008, NCQA will convene approximately 250 leading health care experts at its **3rd Annual Policy Conference** to map “**The Road to Quality Health Care for All Americans**.” This dynamic one-day event will examine policy options to address a strategic five-prong approach for national health care reform created by leading health care advocates. This innovative national agenda calls for:

- A national institute for **effectiveness research**,
- Models of **accountable health care entities** capable of providing integrated and coordinated care,
- Comprehensive **payment reform**
- A national strategy for **performance measurement**
- A multi-stakeholder approach to improving **population health**

NCQA’s 2008 Policy Conference will examine policy options to address the soaring cost and uneven performance of the U.S. health care system in light of the incoming presidential administration’s goals regarding health care reform.

The nation’s leading experts in quality and cost from the public and private sectors will be at the podium—and in the audience.

2008 Confirmed Speakers

Carolyn M. Clancy, Administrator
Agency for Healthcare Research and Quality

Helen Darling, President
National Business Group on Health

Karen Davis, PhD, President
The Commonwealth Fund

Susan Dentzer, Editor
Health Affairs

Jack Ebeler, Vice Chair
Medicare Payment Advisory Commission

Jinnet Fowles, PhD, Senior Vice President, Health Services and Clinical Research, **Park Nicollet Institute**

Paul B. Ginsburg, PhD, President
Center for Studying Health System Change

Judith H. Hibbard, Professor, Department of Planning, Public Policy and Management
University of Oregon

David S. Jones, Director, Center for the Study of Diversity in Science, Technology, and Medicine
Massachusetts Institute of Technology

Peter Littlejohns, Clinical and Public Health Director
National Institute for Health and Clinical Excellence

J. Michael McGinnis, M.D., MPP
Senior Scholar, Institute of Medicine, Executive Director, IOM Roundtable on Evidence-Based Medicine

Farzad Mostashari, M.D., MSc., Assistant Commissioner
New York City Department of Health and Mental Hygiene

Len Nichols, Director, Health Policy Program
New America Foundation

Alonzo Plough, PhD, Vice President, Strategy, Planning and Evaluation, **The California Endowment**

Sean Tunis, M.D., MSc., Founder and Director
Center for Medical Technology Policy

The Road to Quality Health Care

During this cutting-edge conference, expert panelists will explore the questions fundamental to propelling our health care system to levels of higher performance: **Why** is change needed? **How** can we improve quality and efficiency? Most importantly, **who** will pay for it all? This conference informs key decision makers and provides diverse perspectives on health care quality—including the perspective of the incoming administration.

The conference will conclude with a roundtable featuring key figures from Capitol Hill discussing the **political feasibility** of the types of health care reform covered during the conference.

Conference Agenda

Key Note Addresses:

- “The President- Elect’s Health Reform Strategy”
- “History, Cardiac Technology, and Dilemmas for Health Policy”

Panel Discussions:

- **Diagnosing the Problem: Coverage, Costs & Quality**
How do the interlocking challenges of high costs, uneven quality and 47 million Americans living without insurance affect our ability to deliver the best care to our patients?
- **Evidence Stewardship: Filling the Gaps in What We Know**
What are the gaps in our evidence base? What priorities should we use to begin addressing those gaps? What role can appropriateness and comparative effectiveness play in improving the quality and efficiency of our health care system?
- **Systems Reform: Changing the Way We Deliver Care**
What changes must be made in the way we deliver care to patients to improve quality and effectiveness of care?
- **Patient Activation: The Role of Consumer in Reform**
What role can patients play in protecting and improving their health and the health of their communities? What does the health care delivery system need to do to empower and activate patients to take a greater role in their care?
- **Payment Reform: You Get What You Pay For**
How can we change the way we pay for care to reward and promote high-quality care?



Newt Gingrich, Bruce Vladeck and NCQA President Margaret E. O’Kane debate the merits of pay-for-performance programs.

Audience and Speaker Profile

More than **200 key stakeholders** attended the 2007 Policy Conference. The audience represented a who's-who of the health care industry, including such executives as:

- Chief Executive Officers
- Presidents
- Vice Presidents
- State Commissioners
- National Senior Advisors
- Senior Program Officers
- National Senior Directors

They represented a broad group of industries, including:

- Health plans
- Physician and medical groups
- Hospitals
- Consumer advocates
- Pharmaceutical manufacturers
- Fortune 500 employers
- Federal and state policymakers

NCQA will perform targeted outreach to a diverse array of organizations in 2008, including:

- Informatics companies (*e.g. electronic health and medical records*)
- Companies with diverse workforce issues
- Foundations
- Industries with health care interests
- Law firms
- Major consulting firms



Reed Tuckson of UnitedHealth Group discusses how to ensure appropriate reimbursement for quality during a thought leader roundtable.



Dr. Xavier Sevilla (far right) from the Manatee County Rural Health Services and a member of the American Academy of Pediatrics takes part in a panel discussion on the patient-centered medical home.

Previous Policy Conference Speakers

- Mayra Alvarez
Office of Senator Richard Durbin (D-IL)
- David Blumenthal, M.D., MPP
Harvard School of Medicine
- Charles M. Cutler, M.D., MS
Aetna
- Elliott S. Fisher, M.D., MPH
Dartmouth Medical School
- Robert Galvin
General Electric
- Paul Grundy, M.D.
IBM Corporation
- Mark Miller, PhD
Medicare Payment Advisory Commission
- Dolores L. Mitchell
Commonwealth of Massachusetts Group Insurance Commission
- Leslie V. Norwalk, Esq.
Centers for Medicare & Medicaid Services
- Eugene C. Rich, M.D., FACP
Robert Wood Johnson Health Policy Fellow, Health Subcommittee (Majority), House Ways and Means Committee
- Jeffrey Rideout, M.D.,
Cisco Systems Inc.
- Stephen C. Schoenbaum, M.D.
The Commonwealth Fund
- Pete Stark (D-California),
House Ways & Means Subcommittee on Health
- John Tooker, M.D., MBA, FACP
American College of Physicians
- Reed V. Tuckson, M.D., FACP
UnitedHealth Group
- Bruce C. Vladeck, PhD
University of Medicine and Dentistry of New Jersey