2020
Quality Innovation Series
Redefining the quality playbook
A New Virtual Learning Series for Health Care Quality Professionals

The National Committee for Quality Assurance (NCQA) is pleased to present the Quality Innovation Series, a new virtual learning series for health care professionals who engage with the patient-centered medical neighborhood, PCMH Recognition, Health Plan Accreditation and HEDIS®.

The Quality Innovation Series will bring you the latest in health care quality improvement. NCQA leadership and staff, along with external subject matter experts, will engage learners in sessions focused on telemedicine, COVID-19, behavioral health, population health and more. NCQA staff will share upcoming changes to our standards and will bring community and industry experts to share best practices for delivery of quality care.

This year’s live sessions will be held from September 17 to December 10. All sessions will be recorded and available on demand.

During the series, we will also host virtual versions of the 2020 NCQA Innovation Awards and the 2020–2021 PCMH CCE Quality Awards. Innovation Awards honor Accredited health plans and Recognized practices for implementing leading-edge strategies that improve both quality and value. PCMH CCE Quality Awards recognize the integral role certified content experts play in helping practices transform into patient-centered medical homes.

We hope you will join us for this new experience to advance health care quality. We offer several sponsorship packages and opportunities to allow you to engage Quality Innovation Series participants.

CONTACT US
For questions and sponsorship inquiries:

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Expected Audience

NCQA trainings and events attract a diverse audience of health care professionals from across the patient-centered medical neighborhood, health plan Accreditation and HEDIS landscapes.

PROFESSIONS AND TITLES

<table>
<thead>
<tr>
<th>Administration</th>
<th>C-Suite/Executive</th>
<th>Program Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Development</td>
<td>Data Analysis</td>
<td>Quality Improvement</td>
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<tr>
<td>Clinician</td>
<td>HEDIS Professional</td>
<td>Quality Measurement</td>
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<tr>
<td>Consultant</td>
<td>Medical Director</td>
<td>Researcher</td>
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<tr>
<td>Credentialing Professional</td>
<td>Practice Manager</td>
<td>Other</td>
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</tbody>
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ATENDEES BY ORGANIZATION TYPE

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>%</th>
<th></th>
<th>Organization Setting</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Health Plan</td>
<td>86%</td>
<td></td>
<td>Practices &amp; Health Centers</td>
<td>54%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td></td>
<td>Consultants/CCEs</td>
<td>20%</td>
</tr>
<tr>
<td>Consultant</td>
<td>5%</td>
<td></td>
<td>Administration</td>
<td>10%</td>
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<tr>
<td>HIT or Measure Vendor</td>
<td>3%</td>
<td></td>
<td>Allied Health</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hospitals</td>
<td>6%</td>
</tr>
</tbody>
</table>

60% PRACTICES & PROVIDERS

60% HEALTH PLANS & HEDIS
NCQA Innovation Awards 2020

The NCQA Innovation Awards honor Accredited health plans and Recognized practices for implementing leading-edge strategies that improve quality and value. They also honor organizations that support delivery system redesign and patient engagement initiatives (including digital engagement strategies) that help drive better integration across the delivery system and support person-centered care.

2019 AWARD WINNERS
Kaiser Permanente Northern California (KPNC)
KPNC’s Total Home Recovery project gives patients the choice of recovering at home after an operation instead of staying in the hospital. With the appropriate supports in place, patient recovery at home is the same or better than recovery in the hospital. By June 2019, over 80% of KPNC’s eligible patients were recovering at home.

WellCare Health Plans, Inc.
WellCare noticed disparities in care experienced by its most vulnerable populations. WellCare’s Leveraging Disparities Data to Impact Member Behavior and Provider Practice Patterns project created an interdisciplinary disparities workgroup, a governance structure and a reporting suite that analyzes HEDIS data to identify actionable disparities.

2019 HONORABLE MENTION
Arnot Ogden Medical Center
To address poor community health outcomes and reduce readmission rates, Arnot Ogden Medical Center implemented a Transition to Home program that focuses on supporting patients’ transition back home after a hospital stay. The program offers medication management, connections to community resources and in-home treatment of acute illness. In May 2019, the program showed an 80% decrease in costs and an 80% decrease in readmissions.

Read more about the 2019 winners and other notable projects in the 2019 Innovation Awards Compendium.
2020–2021 PCMH CCE Quality Awards

There are more than 900 NCQA PCMH Certified Content Experts around the country. CCEs play an integral role in helping practices transform into patient-centered medical homes. To acknowledge their excellent work, NCQA will recognize these award winners in a dedicated session during the Quality Innovation Series.

2019–2020 AWARD WINNERS

Thomasene Barnes
Thomasene Barnes is Director of the PCMH Program in the Office of Ambulatory Care at New York City Health and Hospitals (NYC H+H), the largest public health care system in the nation. She has over a decade of health care experience at NYC H+H, spanning ambulatory care operations and health care services transformation.

Over the course of her career at NYC H+H, Thomasene has collaborated with interdisciplinary teams to align Recognition efforts, develop patient-centered policies and procedures, manage various ambulatory care practices and help coordinate numerous initiatives and projects, including the New York State Department of Health’s Hospital-Medical Home Demonstration Project, part of the state’s Medicaid Redesign program.

Thomasene is currently responsible for coordinating more than 32 practice sites across the system for the NYS PCMH Recognition program under the 2017 standards. Her dedication to providing health care to people in underserved populations continues to drive her work in expanding patient-centered practice transformation efforts.

Kelsey Kelleher
Kelsey Kelleher is an NCQA PCMH CCE with over 15 years of dedicated nursing experience in acute, community and ambulatory care settings. In her current role as Transformation Lead at Hackensack Meridian Health, she oversees 55 NCQA PCMH and PCSP Recognitions and more than 50 NCQA DRP and HSRP provider Recognitions throughout the state of New Jersey.

Kelsey is board certified in ambulatory care and recently completed her MS in Nursing from the Nursing Informatics program at Thomas Edison State University. Her passion for providing health education is the foundation of her work to ensure that practices understand the reasoning behind how transformation will increase population health, decrease cost and improve the patient and provider experience.
The Quality Innovation Series will cover a range of topics with presentations from NCQA leadership and staff along with external subject matter experts.

CONFIRMED SPEAKERS INCLUDE:

Litjen (LJ) Tan, PhD – Immunization Action Coalition
Will Shrank, MD – Humana
Karen Ignagni – EmblemHealth
Andrea Willis, MD – Blue Cross Blue Shield of Tennessee
Patrick Conway, MD – Optum

ADDITIONAL TOPICS:

- Health Plan Accreditation
- HEDIS
- Digital Measures
- PCMH Recognition
- Patient-centered medical neighborhood

SESSION TOPIC:

VACCINATIONS
COVID-19
COVID-19
COVID-19
VALUE-BASED CARE

VISIT

The Quality Innovation Series site for an up-to-date course list and schedule.
Sponsorship Opportunities and Benefits

PRESENTING
One sponsorship opportunity available.

- Complimentary registration for 10 participants to attend all Quality Innovation Series sessions.
- Ability to send two branded emails (via NCQA) to Quality Innovation Series attendees before and after the event. (Content subject to NCQA approval.)
- Option to host one exclusive scheduled information session (30–60 minutes) for Quality Innovation Series attendees, including access to the attendee list after the event.
- Delivery of remarks (~5 minutes) during the Quality Innovation Series Kickoff Session in September.
- Prominent name/logo recognition as the presenting sponsor of Quality Innovation Series.
- Name/logo recognition on a rotating banner in the Quality Innovation Series app.
- Inclusion of promotional materials (PDF, link, video) shared with attendees through the online learning management system (limit 1 promotional item).
- Name/logo recognition on a tiered sponsorship page.
- Name/logo recognition in an event promotional email. (Sponsorship must be committed by September 7 to be included.)
- Sponsorship recognition via NCQA social media channels through a dedicated post at the time of sponsorship, as well as two additional posts, one before and one after the event, recognizing all sponsors.
- Welcome Package containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.

PLATINUM

- Complimentary registration for 5 participants to attend all Quality Innovation Series sessions.
- Ability to send a branded email (via NCQA) to Quality Innovation Series attendees after the event. (Content subject to NCQA approval; limit 1 per sponsorship.)
- Option to host an exclusive scheduled information session (30–60 minutes) for Quality Innovation Series attendees, including access to the attendee list after the event (limit 1 per sponsorship).
- Delivery of introductory remarks (~1 minute) leading into 1 live or on-demand educational session. (Limit 1 per sponsorship; session selection is first-come, first-served.)
- Prominent name/logo recognition as the presenting sponsor of 1 live or on-demand educational session. (Limit 1 per sponsorship; session selection is first-come, first-served.)
- Name/logo recognition on a rotating banner in the Quality Innovation Series app.
- Inclusion of promotional materials (PDF, link, video) shared with attendees through the online learning management system (limit 1 per sponsorship).
- Name/logo recognition on a tiered sponsorship page.
- Name/logo recognition in an event promotional email. (Sponsorship must be committed by September 7 to be included.)
- Sponsorship recognition via NCQA social media channels through a dedicated post at the time of sponsorship, as well as two additional posts, one before and one after the event, recognizing all sponsors.
- Welcome Package containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.

$50,000

$25,000
GOLD

- Complimentary registration for 3 participants to attend all Quality Innovation Series sessions.
- Name/logo recognition as the presenting sponsor of 1 live or on-demand educational session (Limit 1 per sponsorship; session selection is first-come, first-served.)
- Name/logo recognition on a rotating banner in the Quality Innovation Series app.
- Inclusion of promotional materials (PDF, link, video) shared with attendees through the online learning management system (limit 1 per sponsorship).
- Name/logo recognition on a tiered sponsorship page.
- Name/logo recognition in an event promotional email. (Sponsorship must be committed by September 7 to be included.)
- Sponsorship recognition via NCQA social media channels through a dedicated post at the time of sponsorship, as well as two additional posts, one before and one after the event, recognizing all sponsors.
- Welcome Package containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.

SILVER

- Complimentary registration for 2 participants to attend all Quality Innovation Series sessions.
- Name/logo recognition as the presenting sponsor of 1 live or on-demand educational session. (Limit 1 per sponsorship; session selection is first-come, first-served.)
- Inclusion of promotional materials (PDF, link, video) shared with attendees through the online learning management system (limit 1 per sponsorship).
- Name/logo recognition on a tiered sponsorship page.
- Name/logo recognition in an event promotional email. (Sponsorship must be committed by September 7 to be included.)
- Sponsorship recognition via NCQA social media channels through a dedicated post at the time of sponsorship, as well as two additional posts, one before and one after the event, recognizing all sponsors.
- Welcome Package containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.

BRONZE

- Complimentary registration for 1 participant to attend all Quality Innovation Series sessions.
- Name/logo recognition on a tiered sponsorship page.
- Name/logo recognition in an event promotional email. (Sponsorship must be committed by September 7 to be included.)
- Sponsorship recognition via NCQA social media channels through a dedicated post at the time of sponsorship, as well as two additional posts, one before and one after the event, recognizing all sponsors.
- Welcome Package containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.

Supporters that commit to a sponsorship level listed above may also purchase additional a la carte sponsorship opportunities (next page).
PRESENTING SPONSOR OF THE
NCQA INNOVATION AWARDS
$25,000

Limit: 1
The NCQA Innovation Awards honor Accredited health plans and Recognized practices for implementing leading-edge strategies that improve both quality and value. Awards also honor organizations that support delivery system redesign and patient engagement initiatives (including digital engagement strategies) that help drive better integration across the delivery system and support person-centered care.

THIS SPONSORSHIP OPPORTUNITY INCLUDES:
• Opportunity to deliver introductory remarks during the Innovation Awards program or to present an award to one of the winners.
• Name/logo recognition as the presenting sponsor of the 2020 NCQA Innovation Awards.
• Name/logo branding on the 2020 NCQA Innovation Awards program book, which includes information about the award winners and other award applicants.
• Name/logo branding as the presenting sponsor in email communications about the Innovation Awards.

PRESENTING SPONSOR OF THE 2020–2021
PCMH CCE QUALITY AWARDS
$15,000

Limit: 1
Certified content experts play an integral role in helping practices transform into patient-centered medical homes. To acknowledge their excellent work, NCQA will recognize these award winners during a dedicated session as part of the Quality Innovation Series.

THIS SPONSORSHIP OPPORTUNITY INCLUDES:
• Opportunity to deliver introductory remarks during the CCE Quality Awards program.
• Name/logo recognition as the presenting sponsor of the 2020–2021 PCMH CCE Quality Awards.
• Name/logo branding as the presenting sponsor in email communications about the CCE Quality Awards.
• Opportunity to extend PCMH CCE sponsorship to be the presenting sponsor of the 2020–2021 CCE Quarterly Webinar series. (At additional cost; includes name/logo recognition on the event pages and email promotions.)
  o 2/6 webinars: $2,000
  o 4/6 webinars: $4,000
  o 6/6 webinars: $6,000
PRESENTING SPONSOR OF AN NCQA TECHNOLOGY DEMO

Limit: 3 (one per system)

NCQA will host dedicated sessions during the Quality Innovation Series to demonstrate how to use our technology systems for Recognition, Accreditation, Certification and HEDIS. Because all NCQA customers must use these systems, demand for demonstrations and training is high.

SPONSORSHIP IS AVAILABLE FOR DEMONSTRATIONS OF THE FOLLOWING SYSTEMS:

- Quality Performance Assessment Support System (Q-PASS) - Used by practices to submit data for Recognition.
- Interactive Review Tool (IRT) - Used by health plans to submit data for Accreditation/Certification.
- Interactive Data Submission System (IDSS) - Used by health plans and PPOs to submit HEDIS survey results.

THIS SPONSORSHIP OPPORTUNITY INCLUDES:

- Opportunity to deliver brief introductory remarks at the beginning of the session.
- Name/logo recognition on the session informational page and in email promotions as the presenting sponsor of the session on the selected system.
- Option to send a branded email to session attendees through NCQA.
- Opportunity to serve as the presenting sponsor of the data system beyond the Quality Innovation Series. (At additional cost; contact NCQA for details.)

INFORMATIONAL SESSION FOR QUALITY INNOVATION SERIES ATTENDEES

Limit: 3

Design and host your own informational session for Quality Innovation Series attendees. Sponsors will have up to 60 minutes to demonstrate a product or lead a session on a topic of their choice. (Topic must align with general Quality Innovation Series themes; subject to approval by NCQA.) The session will be included in the official event program agenda and promoted to attendees. It can be recorded and made available after the live event.

THIS SPONSORSHIP OPPORTUNITY INCLUDES:

- Opportunity to present on a topic of your choice (subject to approval by NCQA).
- Inclusion in the official Quality Innovation Series program agenda.
- Dedicated promotional email advertising this session.
- Access to list of registered session attendees.

PRESENTING SPONSOR – QUALITY INNOVATION SERIES MOBILE APP

LIMIT: 1

Sponsor the Quality Innovation Series Mobile App and your company’s message will be displayed each time an attendee opens the app. Attendees will be able to connect with each other and receive all updates as soon as they download the app.

A la Carte Sponsorship Opportunities

PREVIEW SPONSORSHIP OPTIONS

2020 Quality Innovation Series - Redefining the quality playbook
QUESTIONS?
Contact Zach Baldwin to discuss sponsorship opportunities.

ZACH BALDWIN
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