



Presents:

Buy-Right for Health Care Quality: Evidence and Indicators

A Series of Two Free Web Conferences for Health Care Purchasers and Providers

October 21 and 27, 2004

Overview

Where is the value in health care purchasing? Can hospital quality be measured well enough to link payment to quality?

As health care costs continue to escalate and as shortfalls in the quality of health care continue, employers and other purchasers are pursuing “quality-based purchasing” strategies. Also known as “value-based purchasing,” “performance-based purchasing,” and “pay-for-performance,” quality-based purchasing attempts to create financial incentives for clinical quality improvement and greater patient satisfaction.

Though many purchasers have begun to implement such programs, the evidence base in support of them has not been well articulated. Moreover, because the amount of hospital quality information that is being collected and publicly reported is growing rapidly, purchasers and other stakeholders need information to guide their selection and use of appropriate quality measures.

As the evidence, tools, and practical experience in quality measurement and value-based purchasing emerges, purchasers and providers seek sound guidance on whether and how to measure hospital quality, publicly report this information, and use it in pay-for-performance strategies.

The Agency for Healthcare Research and Quality (AHRQ) is sponsoring two **free** Web conferences in October that will help purchasers understand the evidence base for quality-based purchasing and public reporting and increase their understanding of an important tool set available to assist with evaluations of health care quality:

Event #1: “Paying for Performance”

Thursday, October 21 2004 3:00-4:30pm EDT

This event will look at the emerging evidence base for quality-based purchasing and the utility of this knowledge for implementing quality-based purchasing programs.

Register Now! Please visit www.academyhealth.org/ahrq/valuepurchasing to sign up this event. Alternatively, you can fax the enclosed registration form to Samantha Burch at 202-292-6800. Once you have signed up, you will receive a confirmation with further details, including information on how to connect to the Web conference.



Event #2: “Using AHRQ Indicators for Hospital-Level Reporting and Payment”

Wednesday October 27 2004, 1:00-2:30 p.m., EDT

This will convey to providers, purchasers, and policy makers guidance on the benefits and limitations of using AHRQ’s quality indicators for public reporting of quality or to inform purchasing decisions.

Together, these two Web conferences will help purchasers make well-informed decisions about whether and how to publicly report quality and pursue quality-based purchasing as a mechanism for improving quality and will help providers prepare for and participate in such efforts.

Intended Audience

These Web conferences will be of direct value to the following stakeholders:

- Employers and employer coalitions
- Health plans, insurers, and other payers
- State Medicaid Directors
- Federal purchasers, including CMS, VA, and DOD
- Federal and State policy makers
- Health care delivery systems, hospitals, physicians, and other providers
- Accreditation and other intermediary organizations

Web Conference Format

These interactive Web conferences will last 90 minutes. A panel of experts will discuss various aspects of these topics and engage the audience in a live discussion of their questions and concerns.

Participants can connect to the Web conference in three ways – via Internet only, via Internet and phone, or via phone only. Please check the table below for information on the equipment/resources you will need to participate in the Web conference by type of connection.

Connection Type	Equipment Needed	This Format Will Allow Participants to:
Internet only	<ul style="list-style-type: none"> • Computer with sound card and speakers • Web browser • Internet access • Windows Media Player plug-in* 	<ul style="list-style-type: none"> • Hear the live conference via streamed audio from your computer • View all of the presenters’ slides in real time • Participate in the live interactive question and answer session via an online chat function
Internet and phone	<ul style="list-style-type: none"> • Computer • Telephone 	<ul style="list-style-type: none"> • Hear the live audio from your telephone or speaker phone

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	<ul style="list-style-type: none"> • Web browser • Internet connection 	<ul style="list-style-type: none"> • View all of the presenters' slides in real time • Participate in the live call-in question and answer session
Phone only	<ul style="list-style-type: none"> • Telephone 	<ul style="list-style-type: none"> • Hear the live conference audio from your telephone or speaker phone • Participate in the live call-in question and answer session

* The free Windows Media Player plug can be downloaded at www.microsoft.com/windows/windowsmedia/download/default.asp.

All presentation slides will be available for downloading one to two days prior to the event. Detailed instructions on how and where to download the slides will be sent to you in an e-mail one to two days prior to the event. We recommend that you download and print the slides in advance, particularly if you have a slow computer or Internet connection.

Web Conference Cost

There will be **no charge for participation**, but we would appreciate feedback on the usefulness of this format for sharing up-to-date information on the topics that most concern you in health care delivery and policy through the post event program evaluation which will appear at the end of the session. Please invite your colleagues to join us for any or all of the calls. We encourage group participation through the use of video projectors and other shared venues.

About the Web Conference Sponsor

This series is sponsored by the Agency for Healthcare Research and Quality (AHRQ), an agency within the U.S. Department of Health and Human Services. AHRQ's mission is to improve the quality, safety, efficiency, and effectiveness of health care for all Americans. To help achieve this mission, AHRQ provides policy makers, purchasers, health plans, providers, and other health system decision-makers with information and tools they can use to make more informed decisions about health care.

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