




April 16, 2010

Dear Blue Shield Network Physician:

Last year we wrote to tell you about the California Physician Performance Initiative (CPPI) and our plans to post quality information on blueshieldca.com. We'd like to take this opportunity to provide you with an update about how Blue Shield will use the data.

In the spirit of rewarding and recognizing physicians who provide a high level of care to patients, on June 1st we are launching an online quality program that recognizes physicians with a high volume of patients who performed well in selected CPPI quality measures. For each of 8 CPPI measures in which you have statistically reliable results and scored in the 65<sup>th</sup> percentile or greater, you will receive a blue ribbon icon  to be displayed in our online provider directory, Find a Provider.

The table on the back of this letter explains the blue ribbon benchmark, the pertinent measures, and the methodology. To determine if you will receive a ribbon, please refer to your physician performance report that was mailed to you in early August 2009 by California Cooperative Healthcare Reporting Initiative (CCHRI). You will receive a ribbon for each measure where your reported scores meet or exceed the blue ribbon benchmark and where you had a high enough number of patients to be rated reliably. You may request a duplicate of your report at [www.cchri.org/cppi](http://www.cchri.org/cppi).

In August and September 2009 many physicians took advantage of the data reconciliation process that was managed by CCHRI. We sincerely thank you for your interest and the time you took to review the report and correct any data omissions and discrepancies. If you submitted corrections by the deadline of September 18<sup>th</sup>, your results now reflect the changes you made. Those new corrected scores were sent to you in late January by CCHRI.

In late summer 2010, CCHRI will mail you a new report that reflects your quality performance for 2009. Once again, you will have the opportunity to review a detailed patient list on which your scores are based and submit any corrections. This year, CCHRI will redesign the review process so that it is easier and less time consuming for physicians.

Blue Shield values your participation in our physician network, and we want to provide you with additional information as necessary for you to understand this initiative and how it works. If you have questions about this project please contact me at (415) 229-6400. We look forward to continuing to work with you in providing access to quality health care for all Californians.

Sincerely,

Michael Anne Browne, M.D.  
Medical Director of Quality



### Blue Shield's Blue Ribbon Recognition Program for High Volume Physicians

Blue Shield selected the CPPI measures below for our recognition program based on the number of physicians that could be reliably scored for each measure, the overall reliability and robustness of the results, and feedback from physicians. We set the benchmark for high performance at the 65<sup>th</sup> percentile for each measure. We applied a buffer to that benchmark such that there is a 5% or less probability that your CPPI score falls below the 65<sup>th</sup> percentile in error. The benchmark rate in the table below reflects the application of the buffer. If your rate for a particular measure meets or exceeds the blue ribbon benchmark rate, and you had sufficient patient volume to be reliably scored, then you will receive a blue ribbon for that measure. To see how you performed, please refer to your physician performance report that was mailed to you by CCHRI in early August 2009. If you submitted corrections, you may refer to the corrected report CCHRI mailed to you in January 2010. You may request a duplicate of your report at [www.cchri.org/cppi](http://www.cchri.org/cppi).

CPPI Measure	Blue Ribbon Benchmark Rate
Breast Cancer Screening	80.0%
Cervical Cancer Screening	87.7%
Diabetes Care - HbA1C Screening	86.2%
Diabetes Care - LDL Screening	82.8%
Diabetes Care - Nephropathy Screening	82.3%
Cardiovascular Care - LDL Monitoring	77.3%
Coronary Artery Disease - LDL Drug Therapy	65.1%
Monitoring patients on persistent medications	83.9%