



Quality Improvement program

How we measure up

At Highmark Blue Cross Blue Shield of Western New York (Highmark BCBSWNY), your health is important to us — and our experienced team can help you stay focused on it. Our Quality Improvement program works hard to improve our members’ services. Each year, we measure the quality and safety of our programs so we can:

- Find ways to make them better.
- Create new programs.

What tells us how we’re doing?

We use tools like:

- **Healthcare Effectiveness Data and Information Set (HEDIS®)** — this measures the quality of our care and services
- **Consumer Assessment of Healthcare Providers and Systems (CAHPS®)** — this is a survey that lets members give feedback on our plan

This year, we want to make sure that:

- All of our members get quality healthcare and service.
- We understand all our members’ cultures and languages.
- We work to improve the health of our members.
- We help our members stay well and manage their healthcare needs.

Our 2020 results

In 2020, the following measures improved 4 percentage points or more.

Here are some areas where we improved:

Measure	2019	2020
Cervical cancer screening	54%	62%
Controlled blood pressure	23%	63%
Diabetic eye exams	55%	59%
Follow-up after hospitalization for a mental illness	37%	50%

Our adult CAHPS survey results also improved in the following areas:

Measure	2019	2020
Rating of health plan	73%	80%
Rating of personal doctor	79%	86%
Rating of specialist	75%	76%

Areas we still need to improve

There are some areas we're still working to improve, like:

- Annual dental visits for children.
- Breast cancer screenings for women.
- Member follow-up visits.

Measure	2019	2020
Annual Dental Visits	66%	53%
Breast Cancer Screenings	58%	54%
Follow-up for children on ADHD medication	42%	40%

Our quality programs

Continuity and coordination of care

Primary care providers (PCPs), specialists, hospitals, and urgent care centers need to communicate to improve quality of care. Surveys and medical record reviews look at communication between PCPs, specialists, and/or facilities. We give providers and facilities the results, along with ways they can improve.

Patient safety

Highmark BCBSWNY helps providers make sure members receive the right medication in the right dosage and avoid negative drug interactions. Some of our pharmacy-related programs that help do this are:

- Polypharmacy: We tell providers about members with multiple medications and prescribers.
- Age appropriateness: We tell providers when a medication is not recommended because of a person's age.

Health promotion

Highmark BCBSWNY health promotion includes health risk assessments, member outreach, and community events. We do targeted outreach with members to:

- Learn about problems they have getting care.
- Educate them about the importance of a healthy lifestyle.

We use claims history to choose members and make sure they received recommended preventive and routine healthcare. Our health program representatives participate in community events and tell people about:

- Women's health.
- Prenatal care.
- Children's wellness visits.

Case management programs

Case management programs help members with health concerns take control of their care by:

- Coordinating quality healthcare services.
- Making sure members know how to manage their condition.

Case managers work with members, their families, and caregivers to improve health outcomes. They do this by:

- Developing individual care plans.
- Providing education and healthcare resources.

Members may be referred to a case management program by providers, other internal programs, and self-referral.

Disease Management program

Disease management helps members meet healthcare goals. We encourage member education and self-care by working with members and/or family members and caregivers.

Disease managers may:

- Coordinate healthcare services.
- Support relationships between members and providers.
- Provide interventions to help members be as healthy as they can be.

The Disease Management program includes nine NCQA-accredited programs:

- Asthma
- Coronary heart disease (CAD)
- Congestive heart failure (CHF)
- Chronic obstructive pulmonary disease
- Diabetes
- Hypertension
- Major depressive disorder – Adult
- Major depressive disorder – Child/Adolescent
- Schizophrenia

Disease Management also offers programs for:

- Bipolar disorder.
- HIV/AIDS.
- Substance use disorder.

Learn more about Quality Management

Have questions about the Quality Management program?

Call us at 866-231-0847 (TTY 711) Monday through Friday, 8:30 a.m. to 6 p.m. Eastern time. We can talk to you about:

- What quality management is.
- How we are doing and what our goals are.
- How we are working to make things better for you.

We can also send you information on our Quality Management program. Just ask us to mail you a copy of the program and our goals, processes, and results.

If you'd like to write to us instead, just send your request to:

Highmark Blue Cross Blue Shield of Western New York
P.O. Box 38
Buffalo, NY 14240

Enclosures: Get help in another language
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bcbswny.com/stateplans

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