



327 Seymour Avenue  
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Michigan Association of Health Plans Foundation

[www.foundation.mahp.org](http://www.foundation.mahp.org)

## **MAHP Pinnacle Awards: 2011** **Celebrating Best Practices in Michigan's Health Plans**

***DEADLINE FOR 2011 SUBMISSIONS: Wednesday, August 3, 2011***

### **SUBMISSION INFORMATION**

The Michigan Association of Health Plans invites all member health plans to participate in the **11th Annual Pinnacle Awards** competition. This year the following guidelines should be used to choose your Pinnacle Award submission(s):

- 1) The program submitted must have been in place for a minimum of one year;
- 2) If applicable, data measuring outcomes must be provided; and
- 3) Member health plans will be limited to a total of three (3) Pinnacle submissions per line of business (Commercial, Medicaid, and Medicare).

The Pinnacle Awards provide an opportunity for the MAHP member health plans to show what is being done to provide exemplary care and service for their members. The Pinnacle Awards process allows MAHP to demonstrate the ways in which Michigan's health plans are strengthening their clinical and operating efficiencies and effectiveness. Every submission is used to provide information to the public and legislature about the quality projects and innovations in Michigan managed care.

Please find on the following pages:

- Judging criteria for each of the six(6) award categories;
- The submission procedure with writing guidelines;
- The process of the selection of award recipients;
- Pinnacle Awards Ceremony & Reception information;
- Required information for display boards; and
- Information regarding the Best Practices Forum

### **PLEASE NOTE:**

**THE DEADLINE FOR SUBMISSIONS: WEDNESDAY, AUGUST 3, 2011**

**A. Business Operational Performance: Two Pinnacles, one in each subcategory**

• **Business Operational Performance – *Commercial***

Process and quality improvements you have made to your business operations over the past two years. Include information about implementing or redesigning business operations processes and procedures to improve and promote customer and provider service and satisfaction, such as:

- Reporting and data collection to improve accuracy and accountability;
- Alternative formats for physician and customer interactions;
- Repetitive use of information mailings.

• **Business Operational Performance – *Medicaid***

Process and quality improvements you have made to your business operations over the past two years. Include information about implementing or redesigning business operations processes and procedures to improve and promote customer and provider service and satisfaction, such as:

- Reporting and data collection to improve accuracy and accountability;
- Alternative formats for physician and member interactions;
- Repetitive use of information mailings.

**Business Operational Performance Judging Criteria**

1. Evidence of being an economical expenditure of resources or a good return on investment for the plan;
2. Demonstrated improvements in internal communication, customer service, or member and provider satisfaction over time.

**Note: The Pinnacle Judges will look for ROI information. Everything being equal, submissions which supply ROI information will be given higher ratings.**

## **B. Clinical Service Improvement: Two Pinnacles, one in each subcategory**

- **Clinical Service Improvement – *Commercial***

Programs or initiatives to improve clinical processes and member outcomes. Include information about your program that describes program goals, provider strategies and member communications, such as:

- Provider specific report cards or feedback;
- Tools to improve provider compliance with and adherence to evidence based guidelines;
- Tools to promote informed decisions by members

*Submit only those programs that have been in place for at least one year, and for which outcomes are measurable using HEDIS or other audited data sources.*

- **Clinical Service Improvement – *Medicaid***

Programs or initiatives to improve clinical processes and member outcomes. Include information about your program that describes program goals, provider strategies and member communications, such as:

- Provider specific report cards or feedback;
- Tools to improve provider compliance with and adherence to evidence based guidelines;
- Tools to promote informed decisions by members

*Submit only those programs that have been in place for at least one year, and for which outcomes are measurable using HEDIS or other audited data sources.*

### **Clinical Service Improvement Judging Criteria**

1. Provision of services that contribute to superior clinical outcomes;
2. Effectiveness of the strategies in achieving program goals;
3. Promotion of member involvement –in decisions about treatment and preventive services;
4. Evidence of being an economical expenditure of resources or a good return on investment for the plan.

**Note: The Pinnacle Judges will look for ROI information. Everything being equal, submissions which supply ROI information will be given higher ratings.**

### **C. Chronic Disease Management: Two Pinnacles, one in each subcategory**

- **Chronic Disease Management - *Commercial***

Programs or initiatives to improve management of chronic disease and the quality of life for members with chronic disease. Include information about your initiative describing provider and member education strategies, member outreach or case management programs, such as:

- Member self management programs;
- Reminder tools or other resources for members and providers;
- Use of case managers, community organizations or lay educators in member outreach.

*Submit only those programs that have been in place for at least one year, and for which outcomes are measurable using HEDIS or other audited data sources.*

- **Chronic Disease Management - *Medicaid***

Programs or initiatives to improve management of chronic disease and the quality of life for members with chronic disease. Include information about your initiative describing provider and member education strategies, member outreach or case management programs, such as:

- Member self management programs;
- Reminder tools or other resources for members and providers;
- Use of case managers, community organizations or lay educators in member outreach.

*Submit only those programs that have been in place for at least one year, and for which outcomes are measurable using HEDIS or other audited data sources.*

### **Chronic Disease Management Judging Criteria**

1. Demonstrated improvement in continuity of care or coordination of chronic disease management services;
2. Introduction of models of care for specific disease that contribute to improved outcomes;
3. Promotion of member involvement in self management;
4. Evidence of being an economical expenditure of resources or a good return on investment for the plan.

**Note: The Pinnacle Judges will look for ROI information. Everything being equal, submissions which supply ROI information will be given higher ratings.**

**D. Care Management for Medicare Populations: Two Pinnacles, one in each subcategory**

• **Care Management - *Medicare Advantage***

Programs or initiatives that incorporate managed care principles to address the unique needs of the Medicare population and improve their quality of life. Include information describing provider and member education strategies, member outreach or care coordination activities, such as:

- Tools or other resources to facilitate self management;
- Use of case managers, community organizations or lay educators in education, outreach or supportive activities.

*Submit only those programs that have been in place for at least one year, and for which data can be provided to demonstrate outcomes.*

• **Care Management - *Medicare Special Needs***

Programs or initiatives that incorporate managed care principles to address the unique needs of the Medicare population and improve their quality of life. Include information describing provider and member education strategies, member outreach or care coordination activities, such as:

- Tools or other resources to facilitate self management;
- Use of case managers, community organizations or lay educators in education, outreach or supportive activities.

*Submit only those programs that have been in place for at least one year, and for which data can be provided to demonstrate outcomes.*

**Medicare Care Management Judging Criteria**

1. Demonstrated improvement in continuity of care or coordination of services;
2. Promotion of member involvement and informed decision making;
3. Evidence of being an economical expenditure of resources or a good return on investment for the plan.

**Note: The Pinnacle Judges will look for ROI information. Everything being equal, submissions which supply ROI information will be given higher ratings.**

## **E. Health Information Technology: Two Pinnacles, one in each subcategory**

- **Health Information Technology - *Commercial***

Innovations that use information technology to improve member service; provider relations and communications; customer service; staff communication and efficiency; timely access to clinical information; and care coordination.

- **Health Information Technology - *Medicaid***

Innovations that use information technology to improve member service; provider relations and communications; customer service; staff communication and efficiency; timely access to clinical information; and care coordination.

### **Health Information Technology Judging Criteria**

1. Technological innovation that contributes to superior clinical outcomes;
2. Promotion of information sharing involving providers, customers and members;
3. Promotion of member involvement and informed decision making;
4. Evidence of being an economical expenditure of resources or a good return on investment for the plan.

**Note: The Pinnacle Judges will look for ROI information. Everything being equal, submissions which supply ROI information will be given higher ratings.**

## **F. Community Outreach**

- **Community Outreach by Single Plan: One Pinnacle, no subcategories**

Projects undertaken by a single plan to address a community health need, or needs of a target population within the community.

- **Collaborative Community Health Initiatives: One Pinnacle, no subcategories**

Projects or initiatives that are **grassroots** oriented and emphasize collaboration among plans and other **unique** community partners addressing such issues as:

- Health literacy;
- Racial/cultural disparities;
- Community wellness health promotion; and
- Expansion of access to care.

### **Community Outreach Judging Criteria**

1. Contribution to superior health or wellness outcomes and improved quality of life for target populations in the community or the community as a whole;
2. Involvement of grassroots representatives of the community, such as church or school leaders;
3. Expected improvement in the health of the community both within the plan(s) membership and the community as a whole;
4. Sustainability of project over time.

## **APPLICATION & SUBMISSION PROCEDURE:**

Each Pinnacle Award submission shall include the following documents in the order written:

- ❖ Cover Page of completed application form
- ❖ 150 word summary (which will be printed in the Awards Ceremony booklet)
- ❖ A 500 word or less narrative description
  - ✓ One (1) inch margins
  - ✓ Font Size: no less than 11
  - ✓ Header beginning on page 2 of documentation with the following format/information:
    - Project Title*
    - Name of Health Plan*
    - Page #*
  - ✓ Narrative description to include:
    - *Description of initiative/intervention and why it was beneficial to your membership or population of members*
    - *Listing of goals and objectives of the initiative/intervention with a description of the stakeholders*
    - *Description of how the project was evaluated...If data was collected, describe how it was gathered and then analyzed*
    - *Describe expected outcomes and actual outcomes*
    - *List of managed care precepts you enlisted in your project, ie. preventive services, care management, disease management, improving the health of the community, evidence-based medicine, etc.*
- ❖ Optional supporting materials: LIMITED TO FOUR (4) PAGES (e.g., brochures or reports).

**\*\* NOTE: The Pinnacle judges will look for ROI information . Everything being equal, the submission that supplies ROI information will be given preferential standing.**

## **PLEASE SUBMIT:**

- ❖ Fourteen (14) hardcopies of each submission on three-hole punched paper to:
  - Michigan Association of Health Plans
  - 327 Seymour Avenue
  - Lansing Michigan 48933
  - ATTN: Kirsten Fisk
- ❖ One (1) electronic copy of each submission e-mailed to Kirsten Fisk: [kfisk@mahp.org](mailto:kfisk@mahp.org).

## **SELECTION OF AWARD RECIPIENTS:**

A panel of ten (10) judges comprised of community health and medical professionals, employers, legislators and media representatives will choose winners based on the Pinnacle Award criteria. The awards will be distributed as follows:

Categories:

### **Business/Operation Performance**

Commercial: 1 Pinnacle

Medicaid: 1 Pinnacle

### **Clinical Service Improvement**

Commercial: 1 Pinnacle

Medicaid: 1 Pinnacle

### **Chronic Disease Management**

Commercial: 1 Pinnacle

Medicaid: 1 Pinnacle

### **Care Management for Medicare:**

Medicare Advantage Plans: 1 Pinnacle

Medicare Special Needs Plans: 1 Pinnacle

### **Health Information Technology**

Commercial: 1 Pinnacle

Medicaid: 1 Pinnacle

### **Community Outreach**

*Community Outreach by a Single Plan:* 1 Pinnacle

*Collaborative Community Health Initiatives:* 1 Pinnacle

## **DISPLAY BOARDS**

Each plan will have an opportunity to display a poster board for each of its entries (total of three (3) boards) at the Awards Ceremony & Reception.

- ❖ All boards should include:
  - ✓ Title of submission
  - ✓ Name of Health Plan
  - ✓ Award category and, if applicable, the sub-category
  
- ❖ Each health plan will be responsible for the delivery, set-up and removal of their display boards.

## **PINNACLE AWARDS CEREMONY & RECEPTION**

The Pinnacle Awards Ceremony & Reception will be:

DATE: Tuesday, September 20, 2011  
TIME: 6:00 PM – 8:00 PM  
PLACE: The Lansing Center  
*Ballrooms 1 – 4*  
333 East Michigan Avenue  
Lansing, Michigan 48933

## **BEST PRACTICES FORUM**

The winners of the Pinnacle Awards will be invited to participate in a Best Practices Forum on Wednesday, December 7, 2011. The Best Practices Forum is an opportunity for health plan managers to learn more about the winning projects and to share ideas with colleagues. The forum will feature panel discussions about strategies used and roundtable discussions organized by topic.

2011

# Special Pinnacle Awards Information

### **Nursing in Managed Care Award 2011**

Beginning In 2009, Michigan Nurses Association has collaborated with MAHP and the MAHP Foundation to offer the Nursing in Managed Care Award as part of the MAHP Annual Pinnacle Award Program. This effort was intended to recognize the role of nursing in the quality improvement, care management, health education and wellness programs that are at the core of managed care services.

Recipients of this award should be Nurses employed or hired through consulting arrangements or agencies that work within the provider network of MAHP member health plans and cannot be an employee of a health plan.

Again this year, we are working with MNA to identify nurses or nurse led programs that play a significant role in successful health plan initiatives. Knowing the pivotal role that nurses play in the design, implementation and evaluation of many successful health plan initiatives, we are inviting our member plans to nominate a nurse or nurse led program used within your plan for Pinnacle Award Recognition.

The submissions for the Nursing in Managed Care Award will be reviewed and judged by representatives of MAHP and the Michigan Nurses Association and the award will be presented at the Pinnacle Award Reception that will be held at the Lansing Center on September 20, 2011.

We need your help to identify and solicit nominations. To submit a nomination, please provide the following:

- The name of the Nurse
- The title of the program, and
- A program summary of no more than 500 words. The summary should address the following issues:
  1. The program, the health issue it is intended to address and the role of the nominated nurse(s) in implementing the program.
  2. The objectives of the program, and the role of nursing in the program's design.
  3. The demographics of the member population targeted by the program.
  4. Unmet need(s) addressed by the program and the nominated nurse(s).
  5. Program outcomes and the role of the nominated nurse(s) in achieving the outcomes.
  6. Any additional details that will enhance the reviewers' understanding of the program and the role of the nominated nurse(s).

Thank you for helping us to recognize nurses in your organization.

### **Cancer Genomics Best Practices Award 2011**

This award recognizes programs and initiatives to apply cancer genomics best practices in the area of BRCA1/2 genetic counseling and testing policy development and implementation. Please follow the format guidelines provided for Pinnacle Award submissions. Include information that describes your policies and implementation strategies, such as:

- Methods to encourage family history collection and use among providers and members.
- Written policy that includes: 1) family history criteria; 2) recommendation of genetic counseling prior to BRCA1/2 testing; or 3) benefit coverage for members with a known deleterious BRCA mutation.
- Strategies to provide: 1) access to genetic services for members and 2) technical assistance for providers about appropriate referrals.
- Dissemination of BRCA policy, covered benefits, and availability of genetic services to providers and members

#### Judging Criteria:

5. Implementation of policies that promote the recommendations of the 2005 US Preventive Services Task Force on BRCA.
6. Effectiveness of the strategies in improving provider and member knowledge of BRCA policy, covered benefits and genetic services.
7. Effectiveness of the strategies in improving access to appropriate genetic services for member and provider referrals.
8. Evidence of being an economical expenditure of resources or a good return on investment for the plan.

Additional information on the 2011 Pinnacle Award Program and the 2011 Special Awards will be available on the MAHP Foundation website at: <http://foundation.mahp.org/events.html>