

Working to Improve Quality of Care and Service in 2019

At Blue Cross Blue Shield of Massachusetts, we're committed to delivering quality, affordable health care with an unparalleled consumer experience. This is the foundation of our corporate, cultural, and business models with initiatives, provider relations, programs, and services that put our members first.

Quality Improvement

Our Quality Improvement Program supports the Triple Aim™ objectives to improve population health, enhance the member experience, and reduce the cost of care.

We aim to:

- Improve preventive health and chronic care
- Promote member-focused care and services
- Enhance the integration of physical and behavioral health
- Improve health literacy and reduce health care disparity

Delivering Quality Service

We organize our quality improvement plan initiatives into three main categories:

- **Clinical**—We help members manage their health, prevent complications, coordinate their care, and stay healthy.
- **Member**—We help our members understand their benefits, access the care they need, and experience the excellent value and easy-to-use services of Blue Cross.
- **Provider**—We develop and measure providers' performance and assist them in delivering safe and high-quality care through reporting and support, making Blue Cross the plan of choice for providers.

Together, we coordinate and monitor higher-quality services for our members. We're always working on new ways to make health care simpler and more cost-effective.

Creating an Annual Work Plan

Each year we create a quality improvement work plan. It describes our strategy, initiatives, planned activities, time frame for completing them, and the responsible teams.

Tracking Our Progress

We evaluate our quality program every year in a written document that describes:

- Our quality improvement projects
- The overall effectiveness of the program
- Our program's results
- Our opportunities to improve

When we review the results of our Quality Improvement Program, we learn how we can improve. These findings and evidence from the latest scientific research are developed into activities for the next year's work plan.

Getting Input from Community Partners

We broaden our perspective by staying connected to evolving community practices:

- We invite practicing doctors to participate in our quality improvement committees
- We ask community members to serve on our advisory committees
- We participate in medical and specialty societies, such as the Massachusetts Medical Society
- We seek input from our members in market-strategy focus groups
- Some of our Blue Cross staff doctors practice in the community
- We welcome community doctors to serve on our advisory panels, such as the Behavioral Health Provider Advisory Group
- We participate in the Scientific Advisory Committee on performance measurement

Recognition for Our Work

The National Committee for Quality Assurance (NCQA) awarded Blue Cross with an "Excellent" status, and a rating of 4.5 out of 5, for our Commercial HMO/POS and PPO plans. A rating of 4.5 represents exceptional performance on clinical quality and member experience, and puts us among the top 10 percent of plans in the country.¹

We also maintained a strong performance in the CMS Star Rating program, earning 4.5 of 5 stars for both Medicare HMO and PPO plans. Additionally, our Medicare Part D plan achieved a 5-star rating.² Our Medicare plans, including our Part D plan, were also named Best in the Nation by *US News and World Report*, making us one of only two health plans in the country to earn top marks in both categories.³

1. NCQA's Health Insurance Plan Ratings 2018-2019—Private PPO and HMO plans.

2. Medicare evaluates plans based on a 5-star rating system. Star ratings are calculated each year and may change from one year to the next.

3. *US News and World Report*, "Best Insurance Companies of 2019."

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).



Commercial HMO/POS Combined,
Commercial PPO

© Registered Marks of the Blue Cross and Blue Shield Association. TM Trademarks are the property of their respective owners.
© 2019 Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.
196740M 55-1845 (04/19)