Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

The Horizon Hospital Rewards Program: Customizing the Leapfrog Hospital Rewards Program™

Bill Finck, Director, Network Initiatives
Horizon Blue Cross Blue Shield of New Jersey
February 14, 2007

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

Presentation Overview

- Why hospital incentives & rewards?
- Why Leapfrog Hospital Rewards Program™?
- Market readiness & Program design
- Implementation - Challenges & Observations

Horizon

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work

Why Hospital I&R?

- Horizon Hospital Rewards Program Part of 2006 Strategic Plan
  - ✓ Steering Committee
- Rewards Program Goals
  - ✓ Hospital quality improvement
  - ✓ Leapfrog patient safety standards
  - ✓ Improve network relations.

Horizon℠

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

Horizon Hospital Rewards: 2005 Planning

- Build on Existing Horizon Initiatives
  - ✓ Hospital Performance Report
  - ✓ New Jersey Infection Prevention Partnership
- Draft Program Design
  - ✓ Internal Development
  - ✓ The Leapfrog Decision

Horizon℠

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

Why Build on the LHRP Platform?

- Program design & vetting work done
- Outsource data collection & aggregation infrastructure
- Independent scoring body

Horizon

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work

Why Build on the LHRP Platform?

- Built on relevant & important quality & efficiency metrics

- Assistance from The Leapfrog Group to guide design of rewards structure

- Stakeholder awareness of Leapfrog throughout New Jersey

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

Preparing the New Jersey Market

- Engage Hospitals
  - New Jersey Hospital Association
  - Current Leapfrog participating hospitals
- Engage Regulators
- Engage other health care stakeholders
  - New Jersey Healthcare Quality Institute
  - Employers
- Continuously loop information to internal Horizon Steering Committee

Horizon

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work

Implementation: Challenges & Opportunities

- It takes longer than you anticipate - even when building on an already developed platform
- Take time to get support of key stakeholders
- Be flexible and never change

Horizon Blue Cross Blue Shield of New Jersey

*Making Healthcare Work*SM

Implementation: Challenges & Opportunities

- Build on Leapfrog's role as an independent program developer

- Build on Leapfrog's experience in measurement & with I&R

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work℠

The Horizon Hospital Rewards Program: Customizing the Leapfrog Hospital Rewards Program™

??? Questions ???

Horizon
SM
Horizon Blue Cross Blue Shield of New Jersey
Making Healthcare Work
SM