www.inhalecqi.org

MEET INHALE

CQI Introduction and Guidebook

Blue Cross Blue Shield of Michigan

A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association

Support for INHALE is provided by Blue Cross Blue Shield of Michigan as part of the BCBSM Value Partnerships program. BCBSM's Value Partnerships program provides clinical and executive support for all CQI programs. To learn more about Value Partnerships, visit valuepartnerships.com. The opinions, beliefs, and viewpoints expressed by INHALE do not necessarily reflect the opinions, beliefs, and viewpoints of BCBSM or any of its employees.

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Our vision is a world where everyone can breathe deeply and live fully.

INHALE OVERVIEW

Background

The Inspiring Health Advances in Lung Care (INHALE) collaborative aims to improve patient outcomes, promote best practices, close gaps in care, and champion high-value healthcare for all asthma and COPD patients in Michigan.

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INHALE hopes to engage and empower Primary Care, Specialty Care and Physician Organizations across the state

- **to improve patient outcomes and address inequalities with regard to care, and**
- **to promote high-value health care for:**
  - **children and adults with asthma**
  - **adults with chronic obstructive pulmonary disease**

Participation

Physician Organizations (POs): POs will be the primary partners in INHALE and will facilitate practice participation in the program.

Practices: Primary and Specialty care practices will put forth effort to implement INHALE quality initiatives into their patient care.

Strategic Initiatives

Advancing Therapeutic Optimization
Reduce reliance on inappropriate and harmful medication, promote pulmonary rehabilitation, and ensure appropriate biologic prescribing

Promoting Transformative Education
Empower healthcare providers and organizations through continued education, best practice sharing, and partnership building

Championing Optimal Health for All
Increase focus on social influencers of health to close gaps in care and improve the health of all groups

Delivering Operational Excellence
Strengthen existing processes and structures to improve the overall efficiency and impact of collaborative activity

MEET THE TEAM

Coordinating Center Leadership

Dr. Njira Lugogo
Program Director

Dr. Michael Sjoding
Program Co-Director

April Proudlock
Program Manager

Coordinating Center Staff

Raul Desiderio
Database Analyst

Brenna Dressler
Project Manager

Carrie Miller
Quality Improvement Specialist

Kelly Shelton
Administrative Assistant

Meghan Spiroff
Strategic Partner & Engagement Specialist

Qi Zhu
Data Analyst

INHALE GENERAL TIMELINE

January/February
Recruitment opens for Onboarding and Continuing POs & Practices to add primary care providers to INHALE.

March
SCP VBR awarded.

Spring Regional meetings with participating practices.

June
Collaborative Wide meeting for PO Admins and PO Clinical Champions.

August
VBR measurement time period ends.

September
New VBR measurement year begins.

Newly enrolled sites begin participation in INHALE.

PCP VBR awarded.

September/October
Fall Regional meetings with participating practices.

This timeline is subject to change based on BCBSM directives.
Please review the year specific timelines on the INHALE Members Hub.

PARTICIPATION BENEFITS

INHALE strives to change the treatment paradigm on a population level by partnering with providers across Michigan.

- Access to a data dashboard with availability to view patient specific data and measure trends.
- Improved patient outcomes through the implementation of quality initiative measures.
- Learn from and collaborate with other PCPs and SCPs on asthma and COPD care.
- Access to free CME and opportunities on a broad range of topics.
- Advocacy for guideline based care for asthma and COPD.
- Opportunities to have one-on-one consultations with a pharmacist on a specific patient case or general issues.
- Formulary guides, notification of coverage changes and medication discontinuations.
- Access to a robust resource library with information for providers and their patients.

INHALE MEMBERS HUB

ACCESSING THE MEMBERS HUB

1. Go to INHALECQI.org and navigate to Members on the main menu and click
2. You will be redirected to the Login Page
    a. If you already have an account, select the Returning User Login.
        i. You will remain logged in as long as you do not clear your cache or log out.
    b. If you have never created an account, select Register a New User.
        i. This is a one time process, once you create an account you do not need to do this again.
3. If you have been given account access to the INHALE Admin Portal, that login information acts as a Single Sign-On access to the members hub on the INHALE website.

If you are having trouble setting up an account or logging in, view these Instructions or contact us at inhale-support@med.umich.edu

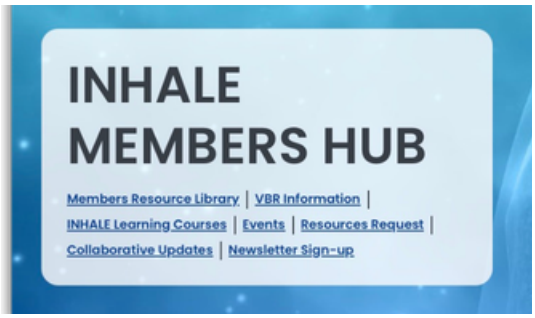
INHALE MEMBERS HUB

MEMBERS HUB CONTENT

The hub serves as a dynamic space where our collaborative partners can easily access the tools, resources, and real-time updates needed to advance high-quality care across Michigan.

You'll find practical implementation supports that align care with current guidelines and statewide priorities. The hub also features learning opportunities—such as webinars, trainings, and events—to strengthen skills and promote shared learning across organizations.

By visiting regularly, you can stay connected with peers, stay informed about new developments, and stay engaged in our shared mission to improve lung health and outcomes for people living with asthma and COPD.



MDC DATA DASHBOARD

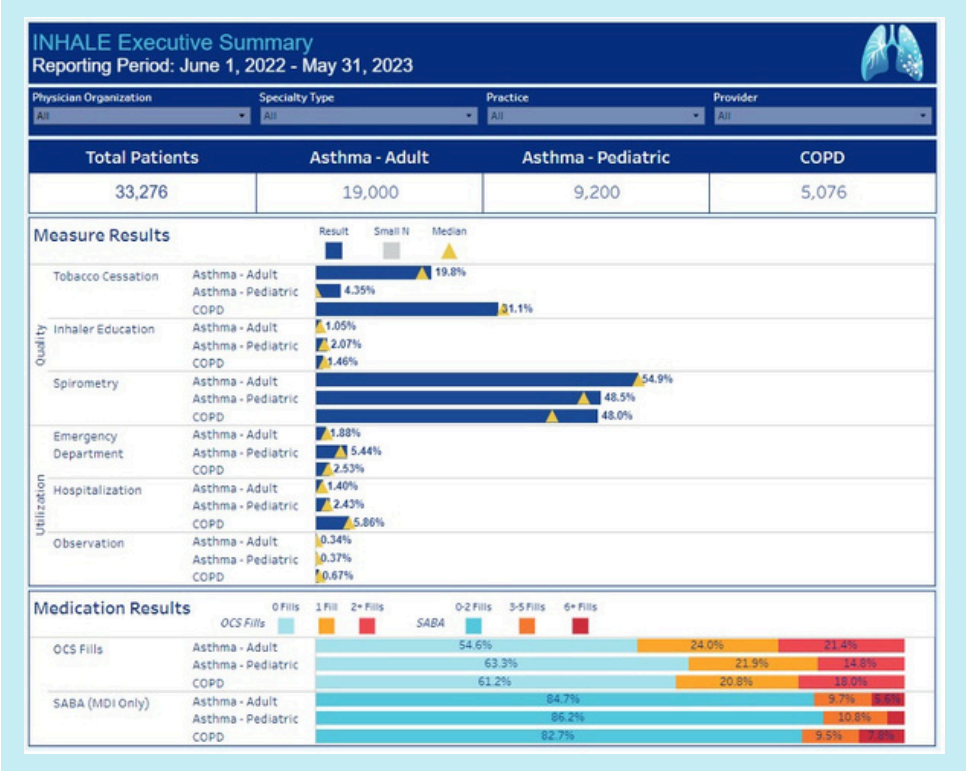
Michigan Data Collaborative (MDC) CQI Data Hub

Michigan Data Collaborative (MDC) aggregates clinical data sourced from the claims data from participating practices for the initial phase of the dashboard reports. Over time, additional sources of information, such as EHR data, will be integrated into the data hub.

INHALE Data Dashboard

MDC provides dashboards sourced from the data hub for participating INHALE organizations. The MDC dashboards contain meaningful measures determined by INHALE clinicians and expert staff. Through MDC's iterative design process, ongoing updates will accommodate new data and reporting options. Measures are searchable by Provider Organization (PO), Practice, and Provider. Access is secured based on user credentials.

EXAMPLE DASHBOARD



DATA FLOW

MDC DATA DASHBOARD

ACCESSING THE MDC DATA DASHBOARD

1. Go to INHALECQI.org and navigate to Members on the main menu, click on MDC Data Dashboard which will appear when you hover over the menu item
2. You will be redirected to the MDC website
3. Click on “passwords”
4. You will need to create a user account by emailing mdc-accounts@med.umich.edu to request access to the INHALE Dashboards.
5. When you receive your username and password, follow the setup steps found in the Access and Setup Guide
6. For additional support using the dashboard, check out the MDC Support page.

USER ACCOUNT HELP
MDC-Accounts@med.umich.edu

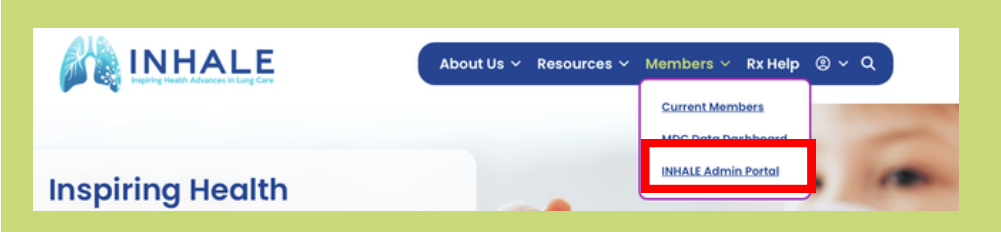
FOR ALL OTHER QUESTIONS
MichiganDataCollaborative@med.umich.edu

INHALE ADMIN PORTAL

INHALE ADMIN PORTAL

The INHALE Admin Portal was built to house all of the VBR related items, such as the scorecards and various tasks. Currently, PO Admins, PO Clinical Champions, PO Contacts, Practice Liaisons, and Practice Clinical Champions have access to the portal in order to track each of their practice's and provider's progress towards VBR. All participants can also access each of the forms/surveys that are linked to those tasks without having to login.

ACCESSING THE INHALE ADMIN PORTAL

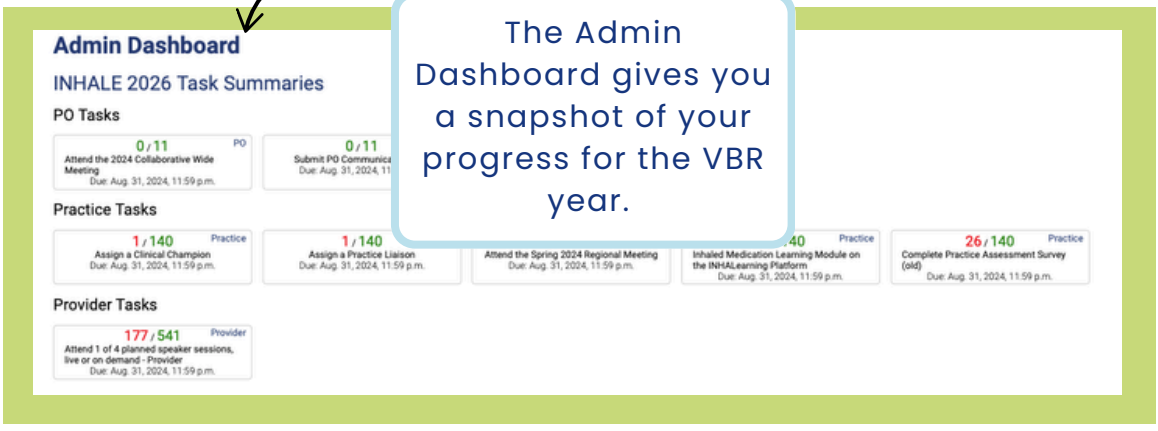


New portal users: accounts will be generated and an email with instructions will be sent. Once the account has been created, you will have access to everything you need to track VBR.

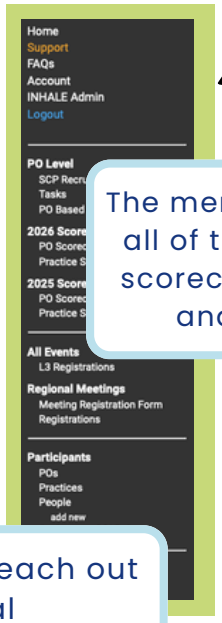
Existing portal users: log in using you username and password to access the portal.

Note: Providers without accounts can access all forms/documents necessary to complete VBR activities via the menu bar without having to log in.

NAVIGATING THE PORTAL



The Admin Dashboard gives you a snapshot of your progress for the VBR year.



The menu bar holds all of the relevant scorecards, forms and tasks.

If you or your team are having difficulties using the portal, please reach out to us at inhale-support@med.umich.edu to request a tutorial

ROLES AND RESPONSIBILITIES:
PO LEVEL

PO Admin Lead

Time commitment:
~5-10% FTE

The **PO Administrative Lead** is responsible for operations of the program, maintaining general oversight over the PO's participation in INHALE, including the PO's participating practices.

Responsibilities

1. Ensure required documents are reviewed and signed (e.g. the participation agreement, data use agreement)
2. Form a team at your PO (e.g. coordinating with the Clinical Champion) and serve as your PO's primary contact with the INHALE Coordinating Center
3. Participate in INHALE PO monthly calls and yearly meetings.
4. Maintain PO and practice level contacts in the Admin Portal.
5. Share INHALE information (such as newsletters, upcoming meetings, etc.) from the INHALE Coordinating Center with participating practices.

PO Clinical Champion

Time commitment:
5% FTE

The **PO Clinical Champion** is responsible for disseminating performance/QI/educational information to sites and helping to advance best practices.

Responsibilities

1. Participate in yearly meetings.
2. Participate in PO Monthly calls, as needed (optional, but encouraged).
3. Share INHALE information (such as newsletters, upcoming meetings, etc.) from the INHALE Coordinating Center with participating practices.
4. Support the recruitment of participating sites, in collaboration with your PO Medical Director.

ROLES AND RESPONSIBILITIES:
PRACTICE LEVEL

Practice Clinical Champion

Time commitment: **10-12 hours a year**

The **Practice Clinical Champion** is the INHALE lead at the practice level, acting as the main contact between PO and the practice. The Clinical Champion has additional responsibilities that other clinicians in the practice do not.

Responsibilities

1. INHALE point of contact at the practice level for the PO/INHALE
2. Collaborate with the PO Clinical Champion and PO Admin Lead to share INHALE tools/resources/information within the practice
3. Share INHALE's quality improvement objectives within practice, including sharing data when applicable
4. Support and encourage practice providers participating in INHALE to achieve targets
5. Complete various engagement/learning activities as specified yearly.
6. Represent practice at Spring and Fall Regional Meetings (2 hr/each)
7. Provide feedback and input when requested

Clinical champions may be either a MD, DO, PA, NP, PharmD, RN or RN Care Manager.

Practice Liaison

Time commitment: **<5% FTE**

The **Practice Liaison** is a non-clinical role who supports the administrative component of INHALE.

Responsibilities

1. Ensure any required documents are reviewed and signed
2. Provide general oversight over the practice's participation
3. Form a team at their practice and serve as the primary contact for the Physician Organization and Coordinating Center
4. Ensure that all participation requirements are met
5. Disseminate information (such as upcoming meetings, important dates, etc.) from the Physician Organization and Coordinating Center

Ideal Candidates: Office manager or equivalent role

**The Practice Liaison and Clinical Champion may be the same person. A Practice Liaison/Clinical Champion should be designated for each practice unless otherwise approved by the Physician Organization and INHALE Coordinating Center.

ROLES AND RESPONSIBILITIES:
PRACTICE LEVEL

Practice Physicians

Time commitment: **3-4 hours a year**

Physicians participating in INHALE are eligible to earn 105% VBR on most BCBS PPO claims.

Responsibilities

1. Incorporate INHALE initiatives into their practice to improve the quality of care of asthma and COPD patients.
2. Meet the physician level VBR activities.

Visit the INHALE Members Hub for current scorecards

INHALE

INspiring Health Advances in Lung Care (INHALE) Collaborative Quality Initiative Continuing PCPs and SCPs
VBR Measurement Period: 09/01/2024 - 08/31/2025
VBR Reimbursement Period: PCPs - 09/01/2026 - 08/31/2027, SCPs - 03/01/2026 - 02/28/2027

102% VBR Measures			
Measure #	Weight	Measure Description	Points
1	25%	Practice Clinical Champion attend Fall and Spring Regional Meetings	
2	10%	Practice Clinical Champion c Platform and submits the su	
3	15%	All INHALE participating pro (L3) live or on-demand and s	
4	15%	Practice Clinical Champion a Education intervention.	

INHALE

INspiring Health Advances in Lung Care (INHALE) Collaborative Quality Initiative Onboarding PCPs and SCPs
VBR Measurement Period: 09/01/2024 - 08/31/2025
VBR Reimbursement Period: PCPs - 09/01/2026 - 08/31/2027, SCPs - 03/01/2026 - 02/28/2027

105% VBR Measures			
Measure #	Weight	Measure Description	Points
1	25%	Practice Clinical Champion attend Fall and Spring Regional Meetings	
		Attends 2 meetings	20
		Attends 1 meeting	10
		No meeting attendance	0
2	10%	Practice Clinical Champion and Practice Liaison are designated in the INHALE Admin Portal	
		Completed	10
		Not completed	0
3	10%	Practice Clinical Champion completes "Inhaled Medications" learning module on the INHALEarning Platform and submits the survey to mark requirement as completed.	
		Completed	10
		Not completed	0
4	20%	Ensure practice level clinical champions and practice liaisons are identified and added to the admin portal (including email addresses)	
		>80% Attend	20
		80% - 60% Attend	10
		< 60% Attend	0
5	10%	Practice Assessment survey completed in INHALE Admin Portal.	
		Completed	10
		Not completed	0

EXAMPLE

ROLES AND RESPONSIBILITIES: MEETINGS

Meeting Type	Audience Required	Frequency	Purpose
Collaborative Wide	• PO Admin Lead • PO Clinical Champions	• Once per year • Typically in the spring	To learn about and prioritize the collaborative's initiatives with the PO leads.

Regional	• Practice Clinical Champions
	• Practice Liaisons (optional, but encouraged)
		• Twice per year
		  ◦ Fall in-person
		  ◦ Spring virtual
			To collaborate on best practices, discuss programmatic initiatives, gain knowledge and provide feedback to INHALE.

PO Monthly Calls	• PO Admins • PO Clinical Champions (optional, but encouraged)	• Offered twice monthly • Attendance required at one per month	To update PO admins on programmatic changes and upcoming events, meetings and/ or due dates.

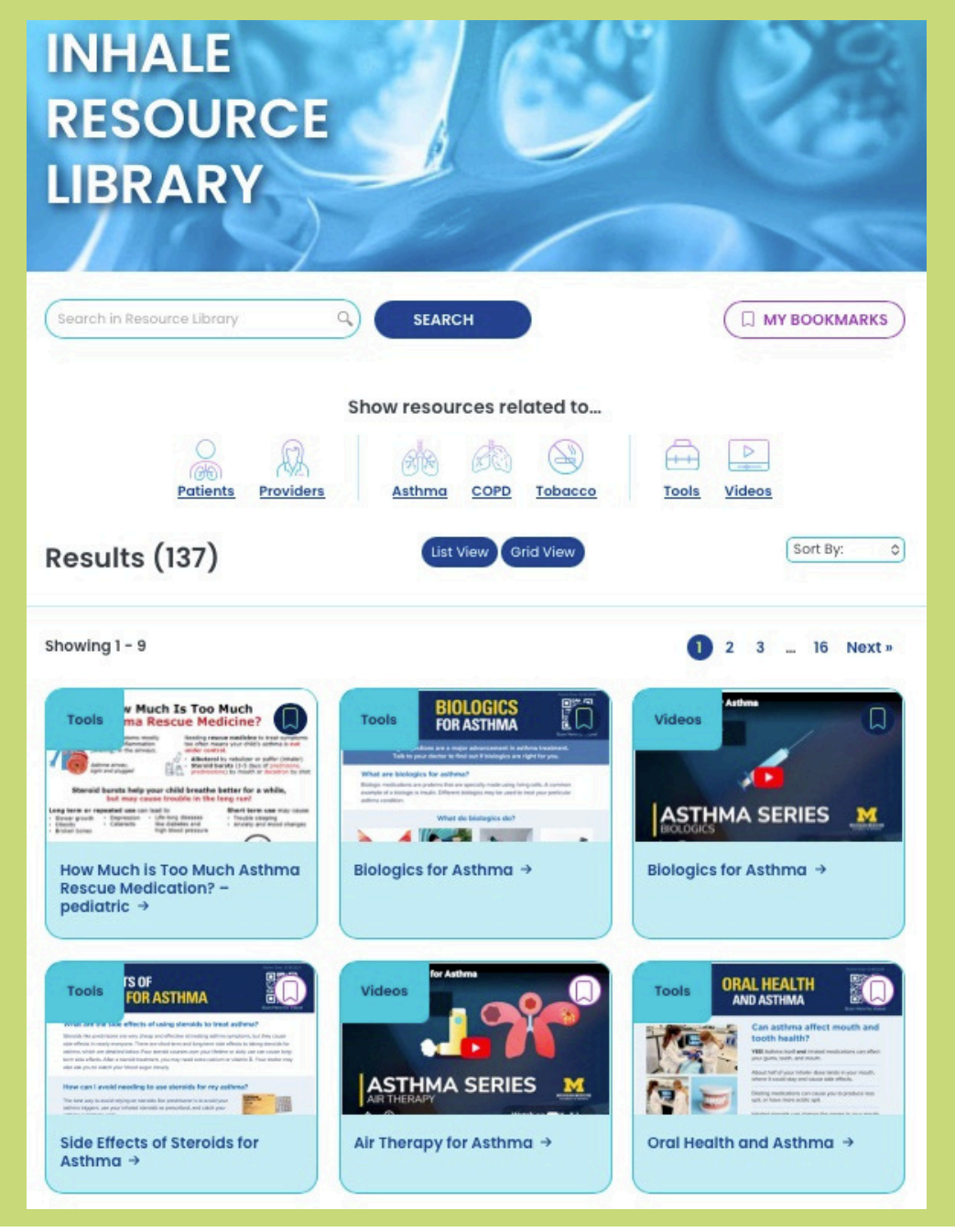
ATTENDANCE POLICIES

- PO Clinical Champions and PO Admins are required to attend the once yearly CW meeting for at least 75% of the meeting duration. A proxy may be requested but must be approved by the Coordinating Center. If a proxy attended on behalf of the PO member for a previous meeting, the substitution is not valid for all meetings. You must obtain approval for a proxy for each individual meeting. Failure to do so, could be a loss of VBR points.
- Practice Clinical Champions are required to attend both Fall and Spring Regional meetings. Dates will be provided at least 45 days in advance. Practice Liaisons are not required to attend but are strongly encouraged to attend. Practice Clinical Champion must attend a minimum of 75% of the meeting to be counted toward meeting the measure. In the event of a virtual meeting, cameras must remain on and directed at the attendee for the entirety of the meeting or attendance will not be counted toward the measure. Adherence to any additional requirements specified for participation in a virtual format is required for attendance to count toward the measure. A proxy may be requested to attend on rare occasions and with at least 72 hours' notice. If a proxy has attended for the Practice Clinical Champion in the previous measurement year, the substitution may not be granted and loss of VBR points may incur.

TOOLS AND RESOURCES:
RESOURCE LIBRARY

Over 100 provider and patient tools and resources curated and developed by the INHALE team.

Download from our resource library. Save to your bookmarks. Share easily with patients.



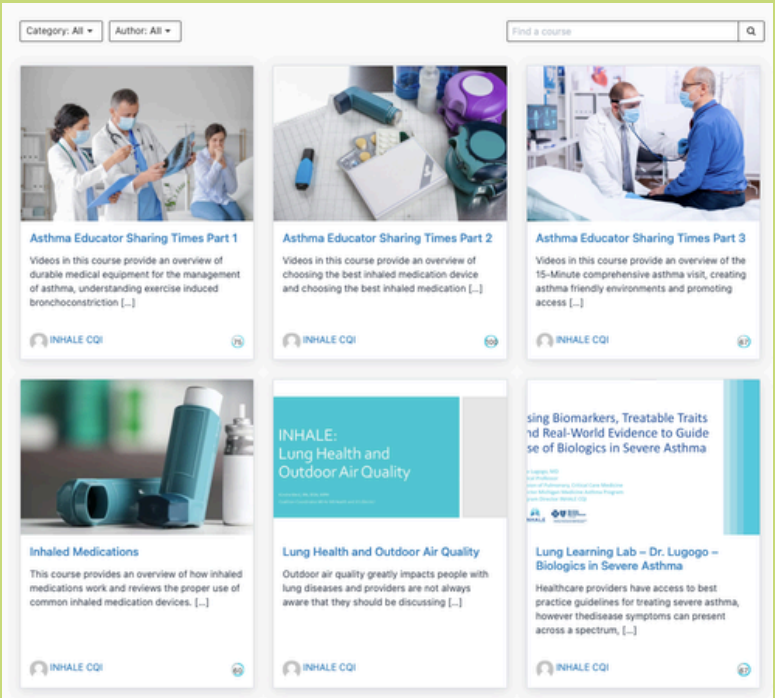
The library was designed to be viewed in multiple ways: sorting options, grid vs table view, and categories all make it easy to find the resource you need from your computer or cell phone.

Documents can be bookmarked, viewed and downloaded for easy sharing with colleagues and patients.

TOOLS AND RESOURCES:
INHALE LEARNING COURSES

INHALE Learning Courses

INHALE is committed to providing ongoing learning opportunities for the medical professionals who care for patients with asthma and COPD. By logging in and completing INHALE Learning activities, you can earn CME credit while staying up to date with the latest asthma and COPD guidelines and research. The courses can be accessed by logging into the Members Hub.



16+ On-Demand Learning Opportunities

- Inhaled Medications overview
- Vaping and Nicotine Addiction
- Biologics in Severe Asthma
- The Burden of Early COPD
- Preschool Wheezing
- Pulmonary Function Testing
- And more!!

TOOLS AND RESOURCES:
TOOLKITS

INHALE has developed toolkits to assist providers in caring for their patients with asthma or COPD. Our hope is that these resources will help guide interactions with your patients to achieve better health outcomes.

Each toolkit contains items such as: provider and patient education, informative videos, and the latest guidelines. The team at INHALE will continuously work to keep these and our resource library up to date in the hopes that it will serve as a one stop shop for providers across Michigan and for patients with asthma and/or COPD.

BOARDS AND COMMITTEES OVERVIEW

PATIENT ADVISORY BOARD

At the center of our work is a group of patients and caregivers who meet six times a year to discuss and share their experiences. Our PAB members meet others and work with the INHALE team to:

- Help us understand the issues facing people with asthma and COPD
- Brainstorm ideas for how to better support patients and their communities
- Give input on tools and services
- Work together with other patients, families and caregivers
- Help us make programs and services that work for patients with asthma or COPD
- Discuss data and share ideas about using data to improve care
- Work with the community to help people understand how best to take care of their lungs

If you have a patient who would be a good fit for the PAB, please complete a Nomination Form.

EXECUTIVE COMMITTEE

Launched in the Summer of 2024, the INHALE Executive Committee members provide input and critical feedback that will assist with decision making by the Coordinating Center Leadership team on aspects of the quality improvement process including but not limited to:

- Data
- Governance
- Regulatory decisions
- Measures
- Patient engagement and education initiatives

BOARDS AND COMMITTEES OVERVIEW

PEDIATRIC COMMITTEE

As one of two Collaborative Quality Initiatives that serve pediatric patients, INHALE has established a Pediatric Committee to address the unique needs of this population. The Pediatric Committee will focus on items such as:

- diagnosis of asthma in children under 5
- self-management skills in controlling and managing pediatric asthma
- identifying triggers in pediatric asthma
- use of biologics in pediatric asthma
- social drivers of health concerns
- decision and escalation algorithms
- refining current measures with pediatric asthma population in mind
- sharing pediatric asthma information to the wider collaborative
- making pediatric asthma guidelines easier to understand

DATA AND PUBLICATION COMMITTEE

INHALE has launched a data and publications committee that will focus on:

- reviewing data
- establishing guidelines for publishing
- assisting in special project requests

If you or someone you know is interested in joining any of these committees, please complete a Nomination Form.

INHALE PARTNERSHIPS

Michigan Data Collaborative

The Michigan Data Collaborative (MDC) is a healthcare data organization at the University of Michigan. They support care delivery transformation initiatives across the state of Michigan by providing solutions for data collection, aggregation and visualization, measure calculation, and reporting. MDC produces dashboards to support the mission of INHALE.

AIM Asthma Initiative of Michigan FOR HEALTHY LUNGS

The Asthma Initiative of Michigan's (AIM) asthma focused work is accomplished through grants from the Centers for Disease Control and Prevention (CDC) and other organizations, and through the many hours of work with their partners. They use EXHALE strategies to assist communities, organizations, and help people with asthma achieve better health and improved quality of life.

HBOM

HBOM works with other CQIs to help their participating POs, hospitals, practices, and providers to make the healthy choice the easy choice. They are proud to be a part of the CQI network, more than 20 statewide collaboratives focused on improving health care and outcomes for patients in Michigan and across the nation.

MVC Michigan Value Collaborative

The goal of MVC is to improve the health of Michigan through sustainable, high-value healthcare. Working in conjunction with INHALE and the many specialty-specific Collaborative Quality Improvement (CQI) programs in BCBSM's Value Partnership Program, MVC aims to understand variation in healthcare use, identify best practices, and lead interventions for improving care before, during, and after hospitalization.

MSHIELD

MSHIELD's mission is to empower CQIs to lead the future of quality improvement which achieves whole health for all people by integrating social care and clinical care, using data to drive health equity, and fostering a culture of anti-racism.

Project ECHO®

INHALE has partnered with the Extension for Community Healthcare Outcomes (ECHO) group at the University of New Mexico to start the INHALE ECHO series. ECHO's are designed to provide training and mentorship to transform and sustain strong health systems where every person has fast access to the highest quality health care.

CONTACT INFORMATION

We trust that this guidebook will be a valuable resource for assisting your practices and providers in onboarding with INHALE. Should you have any questions or need additional support, please feel free to reach out to us.

inhale-support@med.umich.edu

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@inhale_cqi

@INHALE-BreatheBetter

INHALE

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Updated 7/2026