



INHALE Recruitment FAQ 2025

Physician Organizations

How can Physician Organizations join INHALE?

Physician Organization (PO) administrative leaders who wish to join the INHALE Collaborative Quality Initiative (CQI) are welcome to fill out our [Recruitment Application](#). Once submitted, the INHALE Coordinating Center (CC) team will respond with the next steps.

For more information or questions, please contact the INHALE CC team at INHALE-support@med.umich.edu.

What are the Participation Requirements for POs when joining INHALE?

Participation requirements for POs are based on several factors including:

- Active engagement with the CC team.
- Recruitment of specialty care providers (SCPs) and/or primary care providers (PCPs) to participate in INHALE.
- Attendance at monthly calls and Collaborative-wide meetings.
- Providing the participating providers with INHALE specific information and updates.

For the complete list of requirements, please visit the INHALE website, under the [Members](#) section.

What are the meeting requirements for the PO?

The PO Administrative Lead and PO Clinical Champion are required to attend the INHALE Collaborative-wide meeting once a year. Attendance at the twice yearly Regional meetings is encouraged but not required. Participation in monthly PO calls with the CC is also required. Additional details can be found on the INHALE website, under the [Current Members](#) section.

What are the required roles for participation at the PO level?

- **Administrative Lead**: The Administrative lead will be responsible for the operations of the program. This involves ensuring any required documents are executed and having general oversight over the PO's participation, including the participating practices. They would be responsible for forming the team at their PO (e.g. coordinating with the Clinical Champion and Quality Assurance Lead and serve as the primary contact for the CC, including participating in collaborative wide calls and meetings. For a list of full expectations see [Members](#) section.
- **Clinical Champion**: The Clinical Champion must be a licensed health care professional (MD, DO, PA, NP, RN, RT) who is responsible for disseminating performance/QI/educational information to participating sites and helping to advance best practices. The Clinical Champion attends Collaborative-wide meetings so that they can take what they've learned at those and educate participating sites. This is similar to the role of a Clinical Champion in other existing CQI programs. For a full list of requirements see the [Members](#) section.
- **Quality Assurance Lead/Quality Data Manager (optional)**: The Quality Assurance lead is responsible for oversight of the data, including working with participating sites to increase the number of data elements shared. They ensure that data meets the CC requirements for all participating practices and work with Michigan Data Collaborative (MDC) to develop and improve the data sharing process.



What are the potential incentives?

POs can earn a full flat payment of \$75,000 or a partial flat payment of \$35,000 by recruiting PCPs and SCs and meeting specific recruitment targets. In addition, POs may receive an annual variable award based on the number of providers and new practices they recruit. Please see INHALE's recruitment slides for more information. There is also an annual multi-CQI reward for POs that participate in multiple CQIs.

What is the INHALEarning Platform and where can I find it?

The [INHALEarning platform](#) is designed to track the completion of various participation requirements for VBR with INHALE. The platform also allows physicians to continue their asthma and COPD related education and earn CME credit through [Beaumont Cloud CME](#). To access the platform, visit the INHALE website and click on the INHALEarning tab at the top of the website. You must create an account to access the learning modules.

What is the Admin Portal and where can I find it?

The INHALE Admin Portal is used to track activities related to VBR. Currently, PO Administrators have log in access to view their practice/provider's progress for that year. Those without a log in can still view all forms, surveys and registrations that are relevant to them, or PO Administrators can share links to the forms/surveys with their practices/providers. To access the portal, visit the INHALE website and click on the Admin Portal tab at the top of the website.

INHALE has developed a user guide to assist with navigating the portal, [please review the guide here](#).

What is the MDC Data Dashboard and where can I find it?

The [MDC Data Dashboard](#) aggregates clinical data sourced from the EHR systems and claims data from participating practices for the initial phase of the dashboard reports. It is where POs can view their data for INHALE initiatives and performance measures. To access the dashboard, visit the INHALE website and click on the Data Dashboard tab at the top of the website.

Please review the [Access and Setup guide](#) to learn how to gain access to the dashboard.

Please review the [INHALE CQI User Guide](#) for more in-depth instructions on how to use the dashboard.

Primary Care Physicians

What are the Participation Requirements for Primary Care Physicians when joining INHALE?

For the complete list of requirements, please visit the INHALE website, under the [VBR Information](#) section.

When does participation begin?

Recruitment for PCPs occurs in early Spring of each year with the deadline for provider-level agreements due to their respective POs by June 1st if they choose to complete said agreements.

As an incentive, practices will receive participation VBR starting 9/1.



What are the required roles for participation at the practice level?

- **Practice Liaison**: The Practice Liaison is the person responsible for the operations of the program. This involves ensuring required documents are reviewed and signed, in addition to having general oversight of the practice's participation. The ideal candidate for this role is an Office manager or equivalent role.
- **Practice Clinical Champion**: The Practice Clinical Champion will be responsible for disseminating performance/QI/educational information to relevant members of the practice and helping to advance best practices. The Clinical Champion attends Regional meetings and shares what they have learned from the meetings and educates their practice. Clinical champions may be either a MD, DO, PA, NP, PharmD, RN or RN Care Manager.

Each practice should designate a Practice Liaison and a Practice Clinical Champion, unless otherwise approved by the PO and INHALE's CC.

What are the meeting requirements?

The Practice Clinical Champion is required to attend 2 Regional Meetings a year (Spring/Fall). Additional educational series may be required but will be offered with sufficient notice and frequently have virtual/recorded options. Failure to attend meetings does result in a reduction of points awarded on the measurement year scorecard.

What is the potential VBR for participating in INHALE?

Providers who participate in BCBSM's Physician Group Incentive Program (PGIP) and INHALE and PCMH designated are eligible for reimbursement in accordance with the Value Based Reimbursement (VBR) Fee Schedule. The VBR Fee Schedule sets fees at greater than 100% of the Standard Fee Schedules. The following Fee Schedules apply for participation in INHALE (subject to change with new scorecard development):

- INHALE Participation + Inhaler Education and/or Oral Corticosteroid Stewardship = 105%.
- Tobacco Cessation = 102%.

Tobacco Cessation is an additional 2% which is in addition 5% offered by INHALE. The 2% VBR uplift is not additive, meaning that POs that already receive the VBR through another CQI (i.e. MiBAC) will not get an additional 2%.

Are Pediatricians and Gerontologists eligible to participate in INHALE?

Yes. Asthma is a medical condition that affects individuals of all age groups, including adults and children. INHALE is one of only two CQIs that serve both adult and pediatric populations, with the goal of improving patient outcomes, addressing care inequalities, and promoting high-value healthcare.

Does INHALE offer any continuing education credits?

Yes, CME is offered at various points throughout the year (Lung Learning Labs, Regional meetings, etc.).



Specialty Practices

What are the Participation Requirements for Specialty Physicians (Pulmonology, Pediatric Pulmonology, and Allergy) when joining INHALE?

For the complete list of requirements, please visit the INHALE website, under the [VBR Information](#) section. To be eligible for VBR, SCPs must be listed in the Winter 2025, Summer 2025 and Winter 2026 PGIP snapshots.

When does participation begin?

Recruitment for SCPs occurs in early Fall of each year and participation begins with the next designated Measurement Year (usually September 1st of that year).

What are the required roles for participation at the practice level?

- **Practice Liaison**: The Practice Liaison is the person responsible for the operations of the program. This involves ensuring required documents are reviewed and signed, in addition to having general oversight of the practice's participation. This person is typically an office manager or equivalent role
- **Practice Clinical Champion**: The Practice Clinical Champion will be responsible for disseminating performance/QI/educational information to relevant members of the practice and helping to advance best practices. The Clinical Champion attends Regional Meetings and shares what they have learned from the meetings and educates their practice. Clinical champions may be either a MD, DO, PA, NP, PharmD, RN or RN Care Manager.

A Practice Liaison/Clinical Champion should be designated for each practice unless otherwise approved by the PO and INHALE's CC.

What are the meeting requirements?

The Practice Clinical Champion is required to attend 2 Regional Meetings a year (Spring/Fall). In addition, there may be educational opportunities that will be communicated well in advance. Failure to attend meetings does result in a reduction of points awarded on the measurement year scorecard.

What is the VBR being offered by INHALE?

Providers who participate in BCBSM's Physician Group Incentive Program (PGIP) and INHALE are eligible for reimbursement in accordance with the Value Based Reimbursement (VBR) Fee Schedule. The VBR Fee Schedule sets fees at greater than 100% of the Standard Fee Schedules. The following Fee Schedules apply for participation in INHALE (subject to change with new scorecard development):

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Tobacco Cessation is an additional 2% which is in addition 5% offered by INHALE. The 2% VBR uplift is not additive, meaning that POs that already receive the VBR through another CQI (i.e. MiBAC) will not get an additional 2%.



When does INHALE's SCP VBR begin?

To incentivize SCP participation in INHALE, they will begin being reimbursed for participation on 3/1.

Does INHALE offer any continuing education credits?

Yes, CME is offered at various points throughout the year (Lung Learning Labs, Regional meetings, etc.).