

INHALE

Inspiring Health Advances in Lung Care

2025 PO Recruitment

Feb 5, 2025



Our Mission





The Inspiring Health Advances in Lung Care (INHALE) is a Collaborative Quality Initiative in partnership with Blue Cross Blue Shield of Michigan that aims to engage and empower Physician Organizations across the state to improve patient outcomes, address inequities in care, and promote high-value health care for children and adults with asthma and adults with chronic obstructive pulmonary disease (COPD).

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



- Overview of CQIs
- Introduction to INHALE
- Participation & Incentives
- Next Steps
- Q&A

Leadership







Dr. Njira Lugogo, MD

Program Director Asthma Content Expert



Dr. Michael Sjoding, MD

Program Co-Director COPD/Data Content Expert



April Proudlock, BBA, RN

Program Manager aprilpro@med.umich.edu

Definitions





- BCBSM Blue Cross Blue Shield of Michigan
- CQIs Collaborative Quality Initiatives
- VBR Value Based Reimbursement; provider earned incentive in the form a fee-schedule increase associated with commercial PPO members.
- Coordinating Center Leadership of the statewide CQI
 - Composed of providers and support staff
 - Set QI agenda and targets for state of Michigan
- PO A physician organization that agrees to participate in a CQI and earns VBR from achieving QI goals
- Clinical Champion Local participating provider
 - Champions QI goals of the CQI at their respective PO/Practice

CQI Background





- Statewide quality initiatives developed and executed by Michigan providers/practices and funded by BCBSM
- Promotes Partnership with physicians, hospitals, and practices to improve outcomes, enhance community well-being, and reduce costs.
 - Goal is to improve adherence to guideline-based care and develop/share best practices
- Set performance measures and targets
- Utilize data dashboards which allow for rapid analysis and dissemination of data
- BCBSM is offering 5% VBR for participation and performance in INHALE

Current CQI Portfolio







- ASPIRE Anesthesiology
- BMC2 Angioplasty/Vascular Sx
- HMS Hospital Medicine
- INHALE Asthma/COPD *
- MAQI2 Anticoagulation
- MARCQI Knee/hip replacement
- MBSC Bariatric Sx
- MCT2D Type 2 Diabetes*
- MEDIC Emergency Department
- MiBAC Low Back Pain*



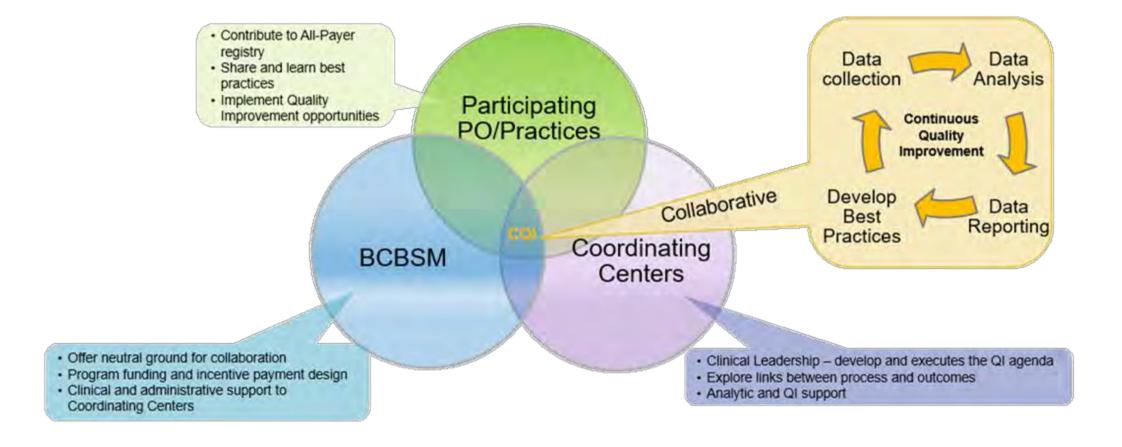
- MiMIND Suicide Prevention*
- MOQC Medical Oncology
- MROQC Radiation Oncology
- MSQC General Surgery
- MSSIC Spine Sx
- MSTCVS Cardio-Thoracic Sx
- MTQIP Trauma
- MUSIC Urology/prostate cancer
- MVC Value Collaborative
- OBI Cesarean Section

*Population Health CQIs

Population Health CQI Partnership



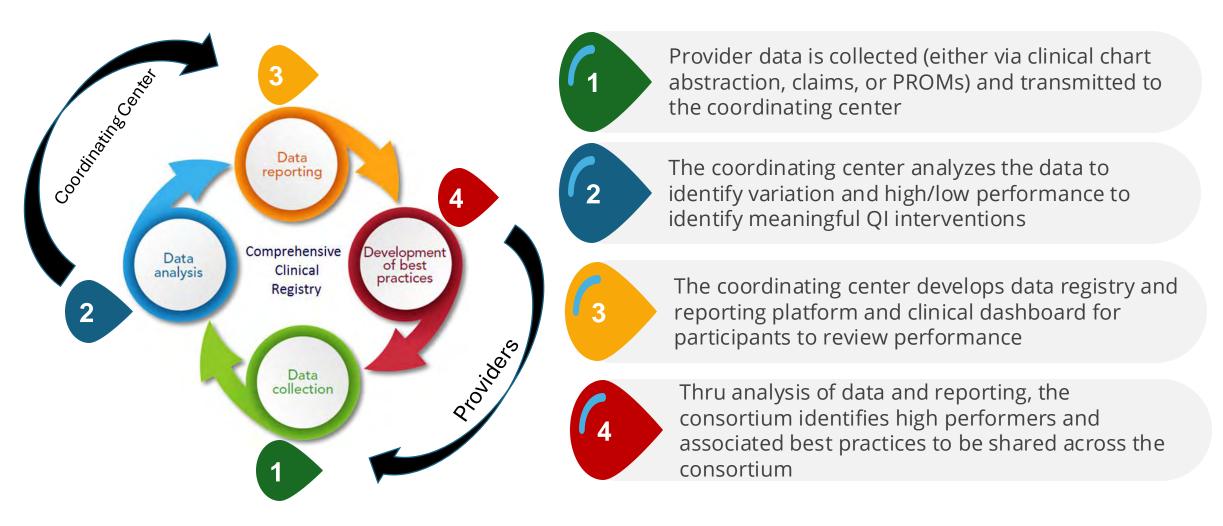




Population Health CQI Operational Model







The CQI's locus of control for quality of care is maintained within the consortium's participant community

Population Health CQI Structure







- ▶ Interfaces with BCBSM
- ▶ Develops/executes QI agenda
- ► Explores processes/outcomes
- ► Provides analytic and QI support

Participating

PO A

- Clinical Champion (MD)

晶

- Administrative Lead

MD MD MD MD MD MDMDMD

▶ Housed at UM / HF

CQI Coordinating Center

- **Program Director**
- Program Manager
- Registry/Analytics

► Contribute to QI goal setting

- ► Educate local team on QI work/goals
- ▶ Provide data to CQI

► Participating Practices

- ► Frontline providers carrying out OI goals

Participating PO B

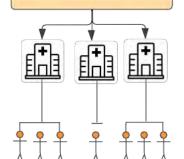
Clinical Champion (MD)

MD MD

Administrative Lead

POC - Clinical Champion (MD) - Administrative Lead

Participating

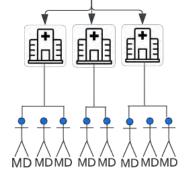


MD

MDMDMD

Participating PO D

- Clinical Champion (MD)
- Administrative Lead



Population Health vs Legacy CQIs







INHALE (Population Health)

- Large patient population
- Includes adult AND pediatric patients
- Focus on Primary Care and Specialists
- Includes POs, practices, and hospital systems
- MDC data hub

Legacy

- Have smaller population
- Mostly focused on adults
- Typically, episodic/procedural care
- Focus on Specialists
- Most participate at the hospital level
- Use medical record abstracted registry data
- No PO involvement

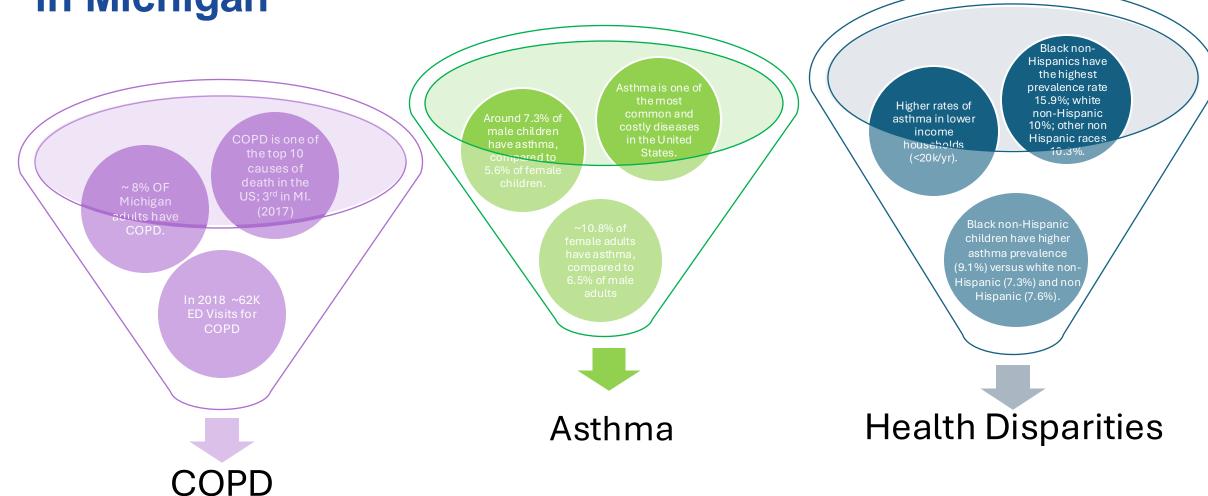


Asthma & COPD in Michigan





Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association









- INHALE recruits PGIP Physician Organizations to participate
- POs then enroll eligible PCP/Pediatric, Allergy, and Pulmonology providers/practices.
 - Each practice is required to have a Clinical Champion and Practice Liaison.
 - Providers must be enrolled in PGIP, PCPs must be PCMH designated and designated in PGIP PA Physician Tool as combined specialty allergy or pulmonology(SCPs).
- Coordinating Center partners with POs and designated Clinical Champions on quality improvement initiatives, sets QI targets, and provides resources and educational materials.

Data Collection





- INHALE contracts the Michigan Data Collaborative (MDC) to build and maintain our data dashboard
 - Statewide, multi provider, multi-payor (future-state) claims data
 - Currently only have BCBSM PPO, BCN, and BCBSM PPO Medicare Advantage and BCNA (MA) data
 - Medicaid data projected 4Q25
 - Will eventually include SDOH and potentially PROs
- Data dashboard refreshed 5x per year
- Allows both POs and Providers to see how their performance compares to others within the PO and to the collaborative (blinded).

Current Areas of Focus





SPIROMETRY	PATIENT AND PROVIDER EDUCATION	IMPROVE PATIENT OUTCOMES	MEDICATION OVER RELIANCE
Improving access to and the appropriate use of spirometry as a tool to accurately diagnose both Asthma and COPD.	Education for both providers and patients on proper inhaler use; recognition of good disease control and measures to reduce acute exacerbations	Proactively focusing on risk mitigation and exacerbation reduction in addition to enhancing our ability to achieve disease control	Reduce reliance on short acting beta agonists (SABA) and oral corticosteroid overuse (OCS) to improve disease control, reduce exacerbations and longterm adverse effects.

Participating POs

































PO General Expectations





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Category	Description	Responsible
Administrative	Sign and Return all documents within 30 days: 1. Participation Agreement 2. Data Use Agreement 3. Business Associate Agreement	Admin Lead
Administrative	Form a Team to work on INHALE 1. PO Administrative Lead 2. PO Clinical Champion	Admin Lead
Administrative	Communicate with Coordinating Center	Admin Lead
Data	Allow data to be used in peer-reviewed publications to advance QI efforts	Included in DUA
Data	Share required data elements with MiHIN	Included in DUA
Data	Review INHALE Data Dashboard to review relevant measures and performance	Clinical Champion
Quality	Advance best practices	Admin Lead and Clinical Champion
Attendance	Participate in calls and meetings 1. Participate in PO monthly calls 2. Attend Collaborative Wide Meeting 3. Attend Regional Meetings	Admin Lead and Clinical Champion
Practice Engagement	Recruit both SCPs and PCPs to participate	Admin Lead
Practice Engagement	Communicate INHALE information to practice level	Admin Lead
Practice Engagement	Participate in INHALE programs such as discussions, trainings, education.	Clinical Champion and other providers

PO Roles





Administrative Liaison (~5% -10% FTE):

- Responsible for program operations
- Return signed documents
- Recruit eligible providers to participate in INHALE
- Primary contact for INHALE
- Disseminate information from INHALE to participating practices/providers (e.g. upcoming meetings, requirements)
- Develop a QI log with input from Clinical Champion/Quality Assurance
- Attend Collaborative Wide Meeting (1x/year)
- Attendance at Regional Meetings is optional but encouraged

PO Roles





PO Clinical Champion (~5% FTE):

- MD/DO preferred, but may be another licensed medical professional (PA, NP, RN)
- Disseminates performance/educational materials/QI to sites and helps identify/advance best practices
- Participate in INHALE education sessions and train other participating providers in what they learn.
- Assist Administrative Liaison with QI Log
- Assist Administrative Liaison in practice recruitment
- Attend Collaborative Wide meeting (1x/year)

Practice Roles





Practice Liaison <5% FTE:

- Oversight of Practice participation in INHALE
- Responsible for forming the team at the Practice level
- Primary contact for the PO and INHALE
- Responsible for ensuring Practice participation requirements are met
- Responsible for disseminating information (meetings, newsletters, etc)
- Attendance at Regional Meetings 2x/year is optional but encouraged

Practice Roles





Clinical Champion (10-12 hrs/yr):

- MD/DO preferred for this role, but may be another licensed medical provider (PA, NP, RN)
- Responsible for disseminating performance/QI/educational information to advance best practices
- Shares INHALE educational information/materials with participating providers
- Attends Regional Meetings 2x/year

Participating Providers





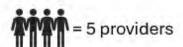
Stats:

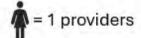
14 POs

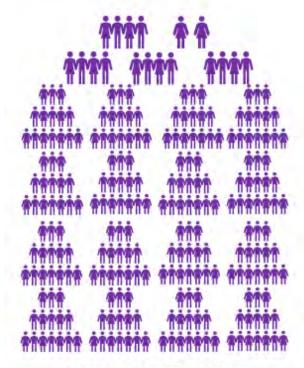
242 Practices

714 Providers

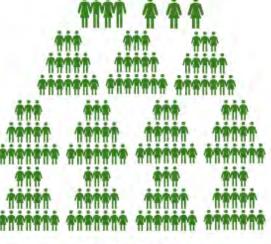








Primary Care Providers 342



Pediatricians 228



Pulmonologists 78



Allergist 55



Pediatric Pulmonologist

1

PCP/SCP Participation Expectations





Category	Description
Administrative	Identify practice contacts for communicating with POs
Administrative	Communicate with the PO
Administrative	Communicate to the PO pulmonologists and allergist practice refers patients to inform the Coordinating Center
Data	Share required data elements with MiHIN
Data	Provide missing data; submit data corrections as needed
Data	Allow data to be used in publications
Quality	Provide feedback and target QI on INHALE's quality initiatives
Quality	Provide feedback and share best practices
Engagement	Participate in INHALE educational and MOC opportunities
Engagement	Attend INHALE meetings

Eligibility





Practices:

■ Must have ≥10 BCBSM patients with a diagnosis of Asthma/COPD (PPO, PPO-MA, BCN, BCNA) over a 2-yr period identified by BCBSM claims analysis.

PCPs/Pediatricians/Geriatrics:

- Participating in PGIP
- Must already have PCMH designation

SCPs:

- Participating in PGIP
- Designated in PGIP PA Physician Tool as combined specialty allergy or pulmonology

PO Scorecard





2025 Joining PO Scorecard

Inspiring Health Advances in Lung Care (INHALE) Collaborative

Quality Initiative POs Joining 2025

Measurement Period: 05/01/2025 - 08/31/2025 (unless otherwise specified)
PGIP Reward Payment Dates: January 2026, July 2026

PGIP Reward Payment Dates: January 2026, July 2026				
Measure #	Weight	Measure Description	Points	
1	33%	PO Practitioner enrollment - related to enrollment of existing practitioners and recruitment of new practitioners during the measurement period. PCPs (primary care physicians) and SCPs (specialist care physicians - allergists and pulmonologists) PCPs must be PCMH designated POs with PCPs and SCPs - participation of more than 50% of eligible SCPs or POs with only PCPs - participation of more than 25% of PCPs POs with PCPs and SCPs - participation of more than 20% to less than 50% of eligible SCPs or greater than 25% of PCPs or POs with only PCPs - participation of more than 10% to less than 25% of PCPs NOTE: Failure to meet any portion of this measure means your PO is	50 25	
		NOT Eligible for any related PO reward	Reward	
		Sign and return all documents related to PO recruitment within 45 days of committing to participate		
2	5	Returned within 45 days	10	
		Returned within 60 days	5	
		Returned > 60 days	0	

			Ensure PO Administrative Lead and PO Clinical Champion are identified and added to the Admin Portal within 45 days of committing to participate	
	3	10	Added within 45 days	20
			Added within 60 days	10
			Added >60 days	0
			PO Clinical Champion and/or PO Admin obtain a MDC Log In in preparation for upcoming measurement year	
	4	10		15
Obtained login Did not obtain login Attend 1 of 2 Monthly PO calls 5 10 Attend 4 Attend 3 Attend 3	15			
			Did not obtain login	0
			Attend 1 of 2 Monthly PO calls	
	5	10	Attend 4	25
			Attend 3	15
			Attend <3	0
			PO Clinical Champion attends INHALE Collaborative Wide Meeting	15
	6	15	Attends	15
			No attendance	0
	6	20	PO Admin attend Collaborative Wide meeting	15
	0	20	Attends	15
			No attendance	0
			Did PO meet one of the participation criteria in measurement #1 (yes or no)	Yes or No

For the complete scorecard click here

Practitioner Rewards

INHALE Value-based Reimbursement (VBR) Opportunities

Provider VBR





INHALE offers VBR for Providers (PCPs/SCPs)

- 105% VBR follows same VBR fee schedule rules as other PGIP VBR
- This is in addition to any other BCBSM VBR the provider is eligible to earn.
- Additional 102% VBR for Tobacco Cessation Counseling INHALE + HBOM measure (performance)
 - Not additive if participating in multiple CQIs offering the 2% Tobacco Cessation Measure.
- To incentivize PCPs joining in 2025, participation VBR will be awarded 9/1/2025 (Specialist VBR will start 3/1/2026)
- To earn and maintain INHALE VBR, eligible practitioners, both PCPs and SCPs must meet participation and engagement criteria for their first year, as well as meet performance targets for the Tobacco Cessation VBR.

Provider VBR





Providers Types eligible for INHALE VBR

PCPs w/PGIP Combined Specialty of:

- Family Med
- Family Medicine and OMT
- Internal Med
- Internal medicine Pediatrics (dual-boarded)
- Pediatrics
- Geriatric Med
- Gerontology
- Preventative Med
- Adolescent Med

SCPs w/PGIP Combined Specialty of:

- Allergy
- Pulmonology
- Peds Pulmonology

Provider VBR Scorecard PCPs







INHALE Adult and Pediatric Primary Care Physician (PCP) 2025 VBR Measures

	Measure	Responsibility	Measurement Date	Target/Assessment	Points	Category
	Submit the names of Clinical Champion and Practice Liaison	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
	Practice Clinical Champion attendance at Spring and Fall INHALE Regional Meetings	Practice Clinical Champion	01/01/2024 - 08/31/2024	No Attendance Attend 1 mtg Attend 2 mtgs	0 2 4	Participation
	PO Admin Leads, PO Clinical Champions, & PO Primary Contacts attend annual Collaborative Wide meeting	PO	01/01/2024 - 08/31/2024	No Attendance Attend	0 2	Participation
	All participating adult/peds PCPs in each practice attend 1 of 4 planned INHALE speaker sessions, live or on demand in 2024	Practice	01/01/2024 - 08/31/2024	<50% Attend 50%-80% Attend >80% Attend	0 1 2	Participation
j.	Complete Practice Resource Assessment survey	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
5.	Practice Clinical Champion completes Inhaled Medication Learning Module on the INHALearning Platform	Practice Clinical Champion	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
7.	BONUS Points: Complete one INHALE Engagement Activity: Case summary, resource library feedback, best practice document, patient experience feedback, Executive Committee nomination	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
				Total	Possible pts: 16*	
	* The participation score must meet a threshold of 11/16 points to be	e considered for the	INHALE VBR reward. PCMH design	ation is a requirement of any P	CP VBR.	
25	INHALE PCP VBR Performance Measure (this performance me	asure must be met	t to qualify for the VBR)			
3.	Pediatric asthma, adult asthma, and COPD patients ≥2yrs receiving Inhaler Education**	All Providers	01/01/2024 - 08/31/2024	5% Increase in patients receiving Inhaler Ed	5%	Performance
9	Pediatric/adult asthma and COPD smokers ≥13yrs receiving tobacco cessation counseling	All Providers	01/01/2024 - 08/31/2024	5% Increase in patients receiving TC counseling	2%	Performance

Provider VBR Scorecard (SCPs)









INHALE Adult and Pediatric Allergy/Immunology and Pulmonary Disease Specialty Care Physician (SCP) 2025 VBR Measures

	Measure	Responsibility	Measurement Date	Target/Assessment	Points	Category
1.	Submit the names of Clinical Champion and Practice Liaison	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
2.	Practice Clinical Champion attendance at Spring and Fall INHALE Regional Meetings	Practice Clinical Champion	01/01/2024 - 08/31/2024	No Attendance Attend 1 mtg Attend 2 mtgs	0 2 4	Participation
3.	PO Admin Leads, PO Clinical Champions, & PO Primary Contacts attend annual Collaborative Wide Meeting	PO	01/01/2024 - 08/31/2024	No Attendance Attend	0 2	Participation
4.	All participating adult/peds SCPs in each practice attend 1 of 4 planned INHALE speaker sessions, live or on demand in 2024	Practice	01/01/2024 - 08/31/2024	<50% Attend 50%-80% Attend >80% Attend	0 1 2	Participation
5.	Complete Practice Resource Assessment survey	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
6.	Practice Clinical Champion completes Inhaled Medication Learning Module on the INHALearning Platform	Practice Clinical Champion	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
7.	BONUS Points: Complete one JNHALE Engagement Activity: Case summary, resource library feedback, best practice document, patient experience feedback, Executive Committee nomination	Practice	01/01/2024 - 08/31/2024	Not Completed Completed	0 2	Participation
				Total	Possible pts: 16*	
	* The participation score must meet a threshold of 11/16 points to	be considered for	the INHALE VBR reward.			
2025	NHALE SCP VBR Performance Measure					
8.	Pediatric asthma, adult asthma, and COPD patients >2yrs receiving Inhaler Education **	All Providers	01/01/2024 - 08/31/2024	5% Increase in patients receiving Inhaler Ed	5%	Performance
9.	Pediatric/adult asthma and COPD smokers ≥13yrs receiving tobacco cessation counseling	All Providers	01/01/2024 - 08/31/2024	5% Increase in patients receiving TC counseling	2%	Performance

INSPIRING HEALTH ADVANCES IN LUNG CARE

INHALE Support & Resources

What INHALE Provides





Collaboration

- Opportunity to learn from peers across the state
- Leverage a network of practitioners to improve patient outcomes

Tools and Resources

- Develop new and curate existing tools to assist both patients and providers
- Resource bags for practices

Guidance

- Sharing of best practices, guidelinebased standard of care
- Clinical updates
- Quality Improvement methods
- Overcoming barriers

Data

- Track progress toward QI performance measures
- Assess areas for improvement
- Identify high performers and share best practices

Education

- Lung Learning Lab webinar series
- Earn CME
- INHALE Learning Platform
- Patient Education Resources

INHALE Resources





CAT

When I walk up a hill or a flight of stairs I am completely out of breatl



Asthma and COPD Medications

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CPT 94664

Demonstration and/or evaluation of patient utilization of aerosol generator, nebulizer, metered dose inhaler or intermittent positive pressure breathing device.

Assessment & Education

Providers may delegate the inhaler technique evaluation and education to staff such as nurses and respiratory therapists.

Common reasons for billing 94664 include:

- · training a new nebulizer or inhaler user
- · a prescription for a new type of device - moving from one type to another
- · assessing and reeducating appropriate technique if a patient poorly controlled

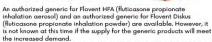


Documentation Requirements

- · There must be a signed, written order in the chart for the education, which documents medical necessity.
- · Documentation should clearly indicate that the service provided was the



FLOVENT DISKUS BRAND NAMES HAVE BEEN DISCONTINUED AS OF **DECEMBER 31, 2023**



- · Although generic alternatives are available, insurance coverage will
- · Insurance plans that previously covered Flovent brand may/may not necessarily cover the generic version

Qvar RediHaler (beclomethasone)

only available as a RediHaler (breath-actuated),

· Additional details regarding alternatives are provided below, followed by specific dosing recommendations:

Metered-dose inhaler

- · Fluticasone HFA
- generic Alvesco HFA (ciclesonide) Asmanex HFA
- Recommended to be used with spacer +/- mask

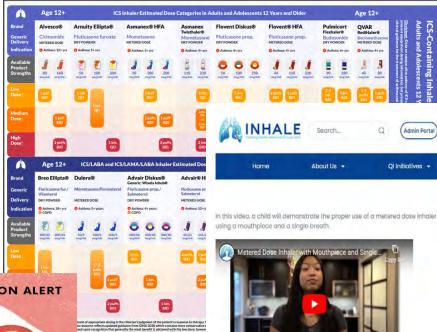
so adequate inspiratory flow and lip seal is required for optimal drug delivery. Not recommended to be used with spacer +/- mask

Breath-actuated MDI

- · ArmonAir Digihaler (fluticasone
- propionate) Arnuity Ellipta
- Asmanex Twisthale

Dry powder inhaler (DPI) Alternatives

- (mometasone) Pulmicort Flexhaler
- used with spacer



(Admin Portal) (Data Dashboard) (INHALEarning) (Ask the Pharmacist) (Contact

INHALE

Ask the Pharmacist

INHALE

- . Explore clinical scenarios and answer patient specific clinical questions (note: PHI not
- . Discuss INHALE COI operational logistics relevant to your practice site
- . Open forum for other clinical questions or specific INHALE related topics

participating in the INHALE COL Nada serves on the INHALE education workgroup and can help ces specific to your practice site. General educational reso are available to all practices (regardless of participation in the COI) at https://inhalecal.org/

Details: Slots are 30 minutes long and there is a maximum at 2 slots per month. Prior to your ession, please complete the following form as well: Consult Questionnaire.

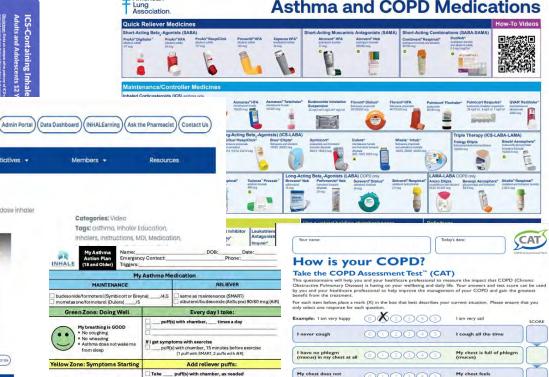
Sign Up Here ->



Age 12+

About the Expert

Nada Farhat, PharmD, BCPS, BCACP is a



do not improve after 5-10 mins, take more pullis

ed my maximum total puffs for more than 2 days in a weel

AND my symptoms are not improving

Go to Orange Zone

Call my doctor:

Continue vellow zone stens while waiting for doctor

1 nebulizer treatment, every 4 hours as needed

Go to the closest FR or call 911

Sit upright and try to stay calm I will see my doctor right away, even if my symptoms get better, and after any visit to the urgent care or EF

until you get help

If albuterol is available, may try 2-4 puffs with chamber of

If my symptoms are quickly getting worse AND

Go to Red Zone

Get help NOW:

Take 2 reliever puffs with chamber as often as needed

ay take up to 12 total puffs per day

American

I am having trouble

. Shortness of breatt

Orange Zone: In Trouble

I am still having trouble

breathing and my reliever

medicine is not working

. Difficulty with daily activities

My breathing is BAD

Breathing hard and fast

Ribs show when breathing

Constant coughing

Chest tightness

Red Zone: In Danger

to get sick

Coughing
 Wheezing

INSPIRING HEALTH ADVANCES IN LUNG CARE

I sleep soundly





- Recruit 2-4 new POs in 2025
- If more than 4 POs interested will prioritize:
 - Geographic Diversity
 - Population Size
 - Patient Mix
 - Level of Engagement

Next Steps





- Recruitment window is Feb 10th through April 18th
 - Email <u>INHALE-Support@med.umich.edu</u> expressing interest in joining
- Complete the INHALE application
 - https://inhalecqi.org/po-application/
- Meet with the Coordinating Center
- Once recruitment confirmation received from INHALE:
 - Return signed agreements to INHALE
 - Begin recruiting PCPs for participation
 - Identify a PO Clinical Champion and Administrative Lead
 - PO maintains recruited provider participation agreements
- Provider participation begins September 1, 2025



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Thank you for your interest!

Contacts







INHALE-support@med.umich.edu



www.inhalecqi.org



INHALE_cqi



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