Updated 2027 PCP VBR Measures for the Inspiring Health Advances in Lung Care (INHALE) Collaborative Quality Initiative

Scorecard for Practices in the following POs: Answer, CIPA, Genesys, Great Lakes, Holland, HVPA, IHP, McLaren, Mosaic, PCP, PMC, OPNS, UMMG, UPI

Note: VBR Measurement period has changed for the PCP practices

2027 PCP VBR Reimbursement Timeline: 09/01/2027 - 08/31/2028

Measure #	Weight	Measure Description	Points
1	25%	**Practice Clinical Champion attends Fall and Spring Regional Meetings** **PCP measurement period: 9/1/2025 - 06/01/2027**	
		Attend all 4 meetings	**25**
		Attend 3/4 meetings	20
		Attend 2/4 meetings	12
		Attend 1/4 meetings	6
		No Meeting Attendance	0
2	15%	**INHALE participating practitioners (including the Practice Clinical Champion) attends at least one Lung Learning Lab (L3) live or on-demand and submits the survey to mark the requirement as completed.** **PCP measurement period: 9/1/2025 - 06/01/2027**	
		PCP practitioners >80% Attendance	**15**
		PCP practitioners 80% - 60% Attendance	7
		PCP practitioners <60% Attendance	0
3	10%	**Practice Clinical Champion or Practice Liaison logs into the data dashboard once a quarter during the measurement year and shares practice level data with practice participants.** **PCP measurement period: 9/1/2025 - 06/01/2027**	
		PCP practices log-in every quarter tied to the measurement period (6 quarters total)	**10**
		Logs in 5/6 quarters	8
		Logs in 4/6 quarters	5
		Logs in 3/6 quarters	**0**

4	10%	Complete 2 of the following engagement activities: 1. Complete a Best Practice form^ 2. Present at a Regional or Collaborative Wide meeting/participate as a panel member**^ 3. Participate in a Site Visit^ 4. OCS case review form^ 5. Attend/watch an additional L3 6.View the Vaping video **PCP measurement period 9/1/2025 - 06/01/2027**	
		PCP Practice completes 2 activites	**10**
		PCP Practice completes 1 activities	5
		Not Completed	0
Bonus Points (Practices can earn no more than 10 bonus points in total)			
5	n/a	**<u>Bonus Points:</u>** **Nominate/participate as a representative on an INHALE Committee (Executive, Pediatric, Data and Publications, ECHO) or nominate a patient to participate as part of INHALE's Patient Advisory Committee** **PCP Measurement Period: 09/01/2025 - 06/01/2027**	
		Participation complete	**5**
		No Participation	0
6	n/a	**Present a patient case at an ECHO session** **PCP Measurement Period: 09/01/2025 - 06/01/2027**	
		Present more than 1 case at an ECHO	**10**
		Present 1 case at an ECHO	**5**
		No Participation	0
Performance Measures **Measurement Period: 09/01/2025 - 08/31/2026**			
7	20%	**Percentage of Pediatric (≥2 yrs old) / adult asthma and COPD patients receiving Inhaler Education.**	
		5% Increase from previous year	**20**
		≥3% - <5% Increase from previous year	10
		<3% Increase from previous year	0
8	20%	**Percentage of patients receiving ≥2 oral corticosteroid prescriptions in pediatric/adult asthma and COPD patients.**	
		5% Relative reduction from previous year	**20**
		≥3% - <5% Relative reduction from previous year	10
		<3% Relative reduction from previous year	0
		Total points	**100**
		Points Earned	
		Points Threshold:	Earned CQI VBR
		Achieve ≥85	105%
		Achieve ≥70 to <85	103%
		Achieve ≥55 to<70	102%
		Achieve <55	Not Eligible

Tobacco Cessation VBR (HBOM VBR) 102% Measurement Period: 09/01/2025 - 08/31/2026			
Measure #	Weight	Measure Description	Points
9	n/a	**Tobacco Cessation Counseling: Percentage increase in tobacco cessation counseling patients - pediatric (>13 yrs) and adult asthma and COPD patients** *Note: Preferred claim code to earn credit for this measure: Z71.6 (ICD-10) for Tobacco Cessation Counseling, or CPT codes: 99406 or 99407.* *Note: CPT cat II codes F400x have varied reliability and may not be captured via the claims, but when they are present, will be counted toward the measure.*	
		Increase by 5% or greater from measurement year baseline period	Eligible for HBOM VBR
		Did not increase by 5% from measurement year baseline period	Not Eligible

NOTES: PCPs Must be designated in the PGIP PA Tool as one of the primary care specialties. PCP provider/practices performance counted in the aggregate performance scoring for Inhaler Education and Oral Corticosteroid Stewardship measure during the measurement period of 09/01/2026-08/31/2027.

And

Must be PCMH designated during the most recent designation cycle

** As available.

^ Form available in INHALE Admin Portal

Measure	Description
General Expectations: Respond to requests from INHALE's Coordinating Center and your PO regarding INHALE related work in a timely manner (3 business days or as specified).	
1	Practice Clinical Champion (as designated in the INHALE Admin Portal, even if not a participating MD/DO) is required to attend both Fall and Spring Regional meetings. Dates will provided in at least 45 days in advance. Practice Liaisons (as designated in the Admin Portal) are not required to attend but are strongly encouraged to attend. Clinical Champion must attend a minimum of 90% of the meeting (in-person/virtual) to be counted toward meeting the measure. In the event the meeting is held virtually, cameras stay on and are 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 year previous, the substitution may not be granted and loss of VBR points may incur. A proxy must be designated as MD, DO, PA, NP, or RN. MA's are not accepted proxies.
2	All practice providers participating providers (including the Practice Clinical Champion) must attend an in-person L3, or view an L3 on-demand during the current measurement period. In addition to viewing the content, completion of attendance survey is required; the CME survey is optional. CME credit will not be counted toward meeting attendance.
3	The Practice Clinical Champion will need to obtain a login from MDC to review the INHALE Data Dashboard at least quarterly throughout the measurement year. The Practice Clinical Champion should be sharing the practice's performance level data with the all other INHALE participating providers at their practice(s). The INHALE Coordinating Center is able to track logins for the INHALE Data Dashboard.
4	**Best Practice Document:** Submit a brief description of an initiative undertaken at the practice to improve a measure from the INHALE Data Dashboard. This form is available in the Admin Portal. **Present at a Regional/Collaborative Wide:** meeting as a presenter or panel member. This may be via volunteering when the Coordinating Center requests participants or by contacting the Coordinating Center and asking to participate. This activity counts for 2 points. **Participate in a Site Visit:** Either by volunteering or at the request of INHALE, have members from the INHALE Coordinating Center visit on-site at your practice. This visit will require at least 1 hour of time. This activity counts as 2 points. **OCS Overuse Case:** From the INHALE MDC Data Dashboard, identify one of the OCS overuse cases. Review the patient chart and complete the OCS Oversuse Case Form in the Admin Portal.
5 (BONUS)	INHALE practicing provider that serves on an INHALE committee (Executive, Pediatric, Data and Publications) or nomintates a patient to participate on the Patient Advisory Board, will receive bonus points. A maximum of 10pts will be awarded for even if participating on multiple committees and/or nominations.
6 (BONUS)	Inhale participating provider presents a patient case at a scheduled ECHO session. Submission and presentation are required to earn bonus points.
7&8	Performance is calculated as an aggregate at the PO level, combining all BCBSM, PPO, BCN and Medicare Advantage patients with COPD and Asthma (adults/peds ≥2 yrs) as defined by the INHALE eligibility attributed to PCPs and SCPs participating in INHALE: **Scoring:** For INHALE POs with participating PCPs and SCPs, performance is calculated at the PO level using both PCP and SCP attributed patients. If an eligible patient is attributed to both a PCP and SCP within the same PO, the patient is only counted once in the measure. The measure is met for attributable patients if ANY provider (participating SCP, PCP, or non-participating provider) provides inhaler education at least once during the measurement year. OCS stewardship is measured utilizing BCBSM, BCN, BCBSM MA claims for ≥2 oral corticosteroids prescription fills during the measurement period for adult/peds asthma and COPD patients. The measure is attributable if any provider (participating SCP/PCP, or any non-participating provider) prescribes the OCS. **Reward Eligibility:** 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: ≥85 Points = 105% VBR ≥70 to <85 Points = 103% VBR <70 to >55 Points = 102% ≤55 Points = Not Eligible Tobacco Cessation Counseling = 102% Inhaler education and OCS Stewardship are applied to BCBSM PPO commercial claims only. PCMH designation is a requirement for INHALE PCP VBR. SCPs (Allergist, Pulmonologist, Pediatric Pulmonologist), must be designated in the PGIP PA Tool as one of these specialties (not critical care). For 3/1/2026 reimbursement, SCPs must be on January 2026, July 2026 and January 2027 PGIP snapshots to receive VBR. VBR is applied to codes similarly to all other BCBSM related PCP VBR. Claims Codes: CPT code for Inhaler Education is CPT 94664 and a Modifier 59 must be added to the CPT code. The Modifier 59 indicates that a procedure is separate and distinct from another procedure on the same date of service. The modifier should not be added to an E/M code if a medically necessary E/M service is provided on the same day as the nebulizer or inhaler education.
9	Provide tobacco cessation counseling at least once in the measurement year to patients (asthma ≥13yrs or COPD patients ≥40 yrs) who are identified as tobacco user by ICD-10 diagnosis code. The 2% VBR uplift is not additive, meaning that providers that already receive VBR through another CQI (MiBAC, MCT2D, etc) will not earn an additional 2%. **Note:** Preferred claim code to earn credit for this measure: Z71.6 (ICD-10) for Tobacco Cessation Counseling, or CPT codes: 99406 or 99407. Note: CPT cat II codes F400x have varied reliability and may not be captured via the claims, but when they are present, will be counted toward the measure. No chart review will be conducted to support the use of CPT cat II codes for VBR.
Reimbursement	PCP reimbursement for VBR year 2026 is 9/1/2027 - 8/31/2028 SCP reimbursement for VBR year 2025 is 3/1/2027 - 2/28/2028

Updated 2027 PCP VBR Measures for the Inspiring Health Advances in Lung Care (INHALE) Collaborative Quality Initiative

Scorecard for Practices in the following POs: Northern Michigan Care Partners, GMP, Lakeland, Spectrum, Stellar

VBR Measurement Period:
Measurement Period: 09/01/2025 - 08/31/2026 (unless otherwise specified)
PCP Reimbursement Timeline: 09/01/2027 - 08/31/2028
SCP Reimbursement Timeline: 03/01/2027 - 02/28/2028*

Measure #	Weight	Measure Description	Points
1	25%	**Practice Clinical Champion attends Fall and Spring Regional Meetings PCP measurement period: 9/1/2025 - 06/01/2027**	
		Attend all 4 meetings	**25**
		Attend 3/4 meetings	20
		Attend 2/4 meetings	12
		Attend 1/4 meetings	6
		No Meeting Attendance	0
2	10%	**Practice Clinical Champion and Practice Liaison are designated in the INHALE Admin Portal Measurement period: 09/01/2025 - 08/31/2026**	
		Complete activity	**10**
		Not Completed	0
3	15%	**Practice Clinical Champion completes "Inhaled Medications" learning module on the INHALE Learning Platform and submits the survey form in the Admin Portal to mark requirement as completed. AND Practice Clinical Champion completes "Inhaled Medication Devices: The Missing Link to Control" learning module on the INHALE Learning Platform and submits the survey form in the Admin Portal to mark requirement as completed. PCP measurement period: 9/01/2026 - 6/01/2027**	
		Complete activity	**15**
		Not Completed	0
4	15%	**INHALE participating providers (including the Practice Clinical Champion) attends at least one Lung Learning Lab (L3) live or on-demand and submits the survey to mark the requirement as completed. PCP measurement period: 9/1/2025 - 06/01/2027**	
		PCP providers >80% Attendance	**15**

		PCP providers 80% - 60% Attendance	7
		PCP providers <60% Attendance	0
5	15%	**Practice Clinical Champion or Practice Liaison logs into the data dashboard once a quarter during the measurement year and shares practice level data with practice participants.** **PCP measurement period: 9/1/2025 - 06/01/2027**	
		PCP Clinical Champion or Practice Liaison log-in every quarter tied to the measurement period (6 quarters total)	**15**
		Logs in 5/6 quarters	8
		Logs in 4/6 quarters	5
		Logs in 3/6 quarters	**0**
6	20%	**Complete 2 of the following engagement activities:** **1. Complete a Best Practice form^** **2. Present at a Regional or Collaborative Wide meeting/participate as a panel member** **3. Participate in a Site Visit** **4. OCS case review form^** **5. Attend/watch an additional L3** **6.View the Vaping video** **PCP Clinical Champion completes 1 additional activity between 9/1/2026 - 6/01/2027**	
		Completes 2 activities	**20**
		Completes 1 activity	10
		No activities completed	0
Bonus Points (Practices can earn no more than 10 bonus points in total)			
7	n/a	**<u>Bonus Points:</u>** **Nominate/participate as a representative on an INHALE Committee (Executive, Pediatric, Data and Publications, ECHO); nominate a patient to participate as part of INHALE's Patient Advisory Committee.**	
		Complete	**5**
		Not Complete	0
8	n/a	**Present a patient case at an ECHO session.**	
		Present more than 1 patient case at an ECHO	**10**
		Present 1 patient case at an ECHO	5
		Total points	**100**
		Points Earned	
		Points Threshold:	Earned CQI VBR
		Achieve >/=80 points	105%
Tobacco Cessation VBR (HBOM VBR) 102% **Measurement period: 09/01/2025 - 08/31/2026**			

Measure #	Weight	Measure Description	Points
9	n/a	**Tobacco Cessation Counseling: Percentage increase in tobacco cessation counseling patients - pediatric (>13 yrs) and adult asthma and COPD patients** *Note: Preferred claim code to earn credit for this measure: Z71.6 (ICD-10) for Tobacco Cessation Counseling, or CPT codes: 99406 or 99407.* *Note: CPT cat II codes F400x have varied reliability and may not be captured via the claims, but when they are present, will be counted toward the measure.* *PCP providers/practices included in the aggregate scoring at the PO level 09/01/2026-08/31/2027*	
		Increase by 5% or greater from measurement year baseline period	Eligible for HBOM VBR
		Did not increase by 5% from measurement year baseline period	Not Eligible

NOTES: PCPs Must be designated in the PGIP PA Tool as one of the primary care specialties. PCP provider/practices performance counted in the aggregate performance scoring for Inhaler Education and Oral Corticosteroid Stewardship measure during the measurement period of 09/01/2026-08/31/2027.
And
Must be PCMH designated during the most recent designation cycle

** As available.
^ Form available in INHALE Admin Portal

Measure	Description
General Expectations: Respond to requests from INHALE's Coordinating Center and your PO regarding INHALE related work in a timely manner (3 business days or as specified).	
1	Practice Clinical Champion (as designated in the INHALE Admin Portal, even if not a participating MD/DO) is required to attend both Fall and Spring Regional meetings. Dates will provided in at least 45 days in advance. Practice Liaisons (as designated in the Admin Portal) are not required to attend but are strongly encouraged to attend. Clinical Champion must attend a minimum of 90% of the meeting (in-person/virtual) to be counted toward meeting the measure. In the event the meeting is held virtually, cameras remain on and are 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 year previous, the substitution may not be granted and loss of VBR points may incur. Proxy may be MD, DO, PA, NP, or RN. MAs do not quailfy as proxies. Measurement Period for PCPs includes the 2026 Fall Regional meetings.
2	Provide names and valid email addresses for Practice Clinical Champion and Practice Liaison. Practice Clinical Champion needs to be a clinically licensed professional (MD, DO, PA, NP, RN, RT). Practice Clinical Champion is responsible for disseminating performance/QI/educational information to relevant members of the practice and helping to advance best practices. The Practice Clinical Champion attends regional meetings and shares what they have learned from the meetings and educates their practice. The Practice Clinical Champion also participates in training programs required by the PO and Coordinating Center. Practice Liaisons do not need to be clinically licensed and may be an office manager, QA staff, etc. A Practice Liaison should be designated for each practice unless otherwise approved by INHALE's Coordinating Center.
3	The practice Clinical Champion is required to watch the ***"Inhaled Medications"*** Learning module and completes the survey located in the Admin Portal.
4	Champion) must attend an in-person L3, or view an L3 on-demand during the current measurement period. In addition to viewing the content, completion of
5	Practice Clinical Champion obtains INHALE Data Dashboard login from MDC and logs into Data Dashboard two different quarters throught the measurement year and shares the current performance status with peers at their practice.
6	**Best Practice Document:** Submit a brief description of an initiative undertaken at the practice to improve a measure from the INHALE Data Dashboard. This form is available in the Admin Portal. **Present at a Regional/Collaborative Wide:** meeting as a presenter or panel member. This may be via volunteering when the Coordinating Center requests participants or by contacting the Coordinating Center and asking to participate. This activity counts for 2 points. **Participate in a Site Visit:** Either by volunteering or at the request of INHALE, have members from the INHALE Coordinating Center visit on-site at your practice. This visit will require at least 1 hour of time. PCP practices required to submit 1 additional item between 9/01/2026 - 6/01/2027.
7 (BONUS)	INHALE practicing provider that serves on an INHALE committee (Executive, Pediatric, Data and Publications, ECHO) or nominates a patient to participate on the Patient Advisory Board, will receive bonus points. A maximum of 10pts will be awarded for even if participating on multiple committees and/or nominations.
8 (BONUS)	Inhale participating provider presents a patient case at a scheduled ECHO session. Submission and presentation are required to earn bonus points.
9	Provide tobacco cessation counseling at least once in the measurement year to patients (asthma >13yrs or COPD patients >40 yrs) who are identified as tobacco user by ICD-10 diagnosis code. The 2% VBR uplift is not additive, meaning that providers that already receive VBR through another CQI (MiBAC, MCT2D, etc) will not earn an additional 2%. Note: Preferred claim code to earn credit for this measure: Z71.6 (ICD-10) for Tobacco Cessation Counseling, or CPT codes: 99406 or 99407. Note: CPT cat II codes F400x have varied reliability and may not be captured via the claims, but when they are present, will be counted toward the measure. No chart review will be conducted to support the use of CPT cat II codes for VBR.
Reimbursement	**Scoring:** For INHALE POs with participating PCPs and SCPs, performance is calculated at the PO level using both PCP and SCP attributed patients. If an eligible patient is attributed to both a PCP and SCP within the same PO, the patient is only counted once in the measure. **Reward Eligibility:** 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: Inhale Participation = 105% Tobacco Cessation Counseling = 102% PCMH designation is a requirement for INHALE PCP VBR. SCPs (Allergist, Pulmonologist, Pediatric Pulmonologist), must be designated in the PGIP PA Tool as one of these specialties (not critical care). For 3/1/2027 reimbursement, SCPs must be on January 2026, July 2026 and January 2027 PGIP snapshots to receive VBR. VBR is applied to codes similarly to all other BCBSM related PCP VBR.