



INHALE: Inhaler Education Measure for Primary Care Physicians and Specialists

INHALE has developed an Inhaler Education performance-based measure for physicians participating in INHALE. This measure gives providers an opportunity to earn a 5% VBR for a claims-based inhaler education measure provided all participation VBR measures are also met. The 5% INHALE VBR is in addition to any other VBR the physician is receiving.

OVERVIEW

- **Measure Level:** PO Level Measure, combining patients attributed to primary care physicians (PCP) and specialty care physicians (SCP)
- **Measure Population:** All BCBSM PPO, BCN and Medicare Advantage patients with COPD, adult asthma, and pediatric asthma aged 2 years and older who fit the INHALE disease inclusion criteria and are attributed to participating INHALE PCPs and SCPs within the PO.
- **Measure scoring:** For INHALE POs with participating PCPs and SCPs, the 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 in the same PO, the patient is only counted once in the measure. The measure is met for attributable patients if ANY provider (including participating PCPs, SCPs, or non-participating providers) provides inhaler education at least once during the measurement year.
- **VBR Reward:** Practitioners 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 percent of the Standard Fee Schedules. For the INHALE VBR specifically, if both the Inhaler Education and Participation measures are met, the VBR Fee Schedule is set at 105 percent of the Standard Fee Schedules.
 - The INHALE VBR is applied to BCBSM PPO commercial claims only. PCMH Designation is a requirement for INHALE PCP VBR, but not for Specialists. VBR is applied to codes similarly to all other BCBSM-related PCP or Specialist VBR.
- **Claims-based CPT code for Inhaler Education:**
 - **94664-** Demonstration and/or evaluation of patient utilization of an aerosol generator, nebulizer, metered dose inhaler or Intermittent Positive Pressure Breathing device. A modifier 59 must be added to the 94664 CPT code. 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.

Measure Description	Baseline Measurement Period	Target Performance Period	BCBSM VBR reimbursement period (VBR on BCBSM PPO commercial claims only)	Target Performance	Measure Numerator	Measure Denominator
INHALE pediatric asthma, adult asthma and COPD patients aged 2 years and older receiving Inhaler Education	01/01/2023 - 12/31/2023	01/01/2024 - 12/31/2024	PCPs: 09/01/2025 – 08/31/2025 SCPs: 03/01/2026 – 02/28/2027	5% increase in the percentage of patients receiving Inhaler Education in the target performance period compared to the baseline period	Number of patients in the defined denominator population who received Inhaler Education based on the designated CPT code.	Number of patients in the predefined population (Ped Asthma, Adult Asthma, COPD).