



**Integrated Healthcare Association
Pay for Performance Stakeholders Meeting
September 24, 2009**

**TOP PERFORMANCE and MOST IMPROVED AWARDS
MEDIA GUIDELINES**

The Integrated Healthcare Association (IHA) strives to provide accurate, reliable, and timely information and resources to assist the media and our member organizations with their reporting about the IHA programs and awards. The following guidelines are available to support physician organization communications and assist with media inquiries.

IHA Logo and Materials

Permission to use the IHA name or logo in media releases, advertisements, or other public documents that refer to the winners of the P4P Top Performance and/or Quality Improvement awards requires IHA review and approval to ensure accuracy. Please send your requests to the IHA media contact.

Award Winners – Advertising and Promotional References

There are 46 physician organizations that performed in the top 20% overall for Measurement Year 2008 that received recognition as the “Top Overall Performing Physician Organizations.” Physician organizations recognized by IHA as top performers must be clear in their advertising and promotional communications that they are among the top 20% of physician groups. Communications should not reflect any relative figure that absolutely compares the physician organization to others, which is included in the agreement between physician organizations that participate in the P4P program and IHA. For example: stating that a physician organization is “#1” or “the” top performer or “the best” is not permissible.

General Methodology to Determine Awards

Top performing award winners are identified by calculating a composite score in each of the four P4P measurement domains, which are then weighted according to the recommended P4P payment weightings to compute an overall composite score. The four P4P measurement domains include: clinical quality, patient experience, information technology-enabled systemness, and coordinated diabetes care.

Most improved award winners are determined by calculating the relative improvement for each physician group on the overall composite score for this year compared to the overall composite score for last year. The physician group in each of the eight P4P regions that has the highest relative improvement score for overall performance is recognized as the most improved group in that region.

Media Contact

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