



**Integrated Healthcare Association
Pay for Performance Stakeholders Meeting**

TOP PERFORMER and MOST IMPROVED AWARDS

2011 Physician Organization Media Guidelines

The Integrated Healthcare Association (IHA) is providing the following guidelines to support physician organization communications and assist with promotions, advertising, or other public announcements related to the Pay for Performance (P4P) awards.

Use of IHA Name or Logo

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 Performer and/or Most Improved awards requires IHA review and approval to ensure accuracy. Please send your requests to the IHA communications contact.

Advertising and Promotional References

There are 44 physician organizations for Measurement Year 2010 that will receive 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 their overall performance meets a comprehensive threshold based on the top 25% score for each measure included in P4P. Communications should use terms that absolutely compare the physician organization to others, as indicated in the agreement between IHA and physician organizations that participate in the P4P program. For example: stating that a physician organization is “#1” or “the” top performer or “the best” is not permissible. It is also not permissible for a physician organization to distinguish itself from any other specific physician organization.

General Methodology to Determine Awards

“Top Performing” award winners are identified by calculating composite scores 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.

Communications Contact

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