



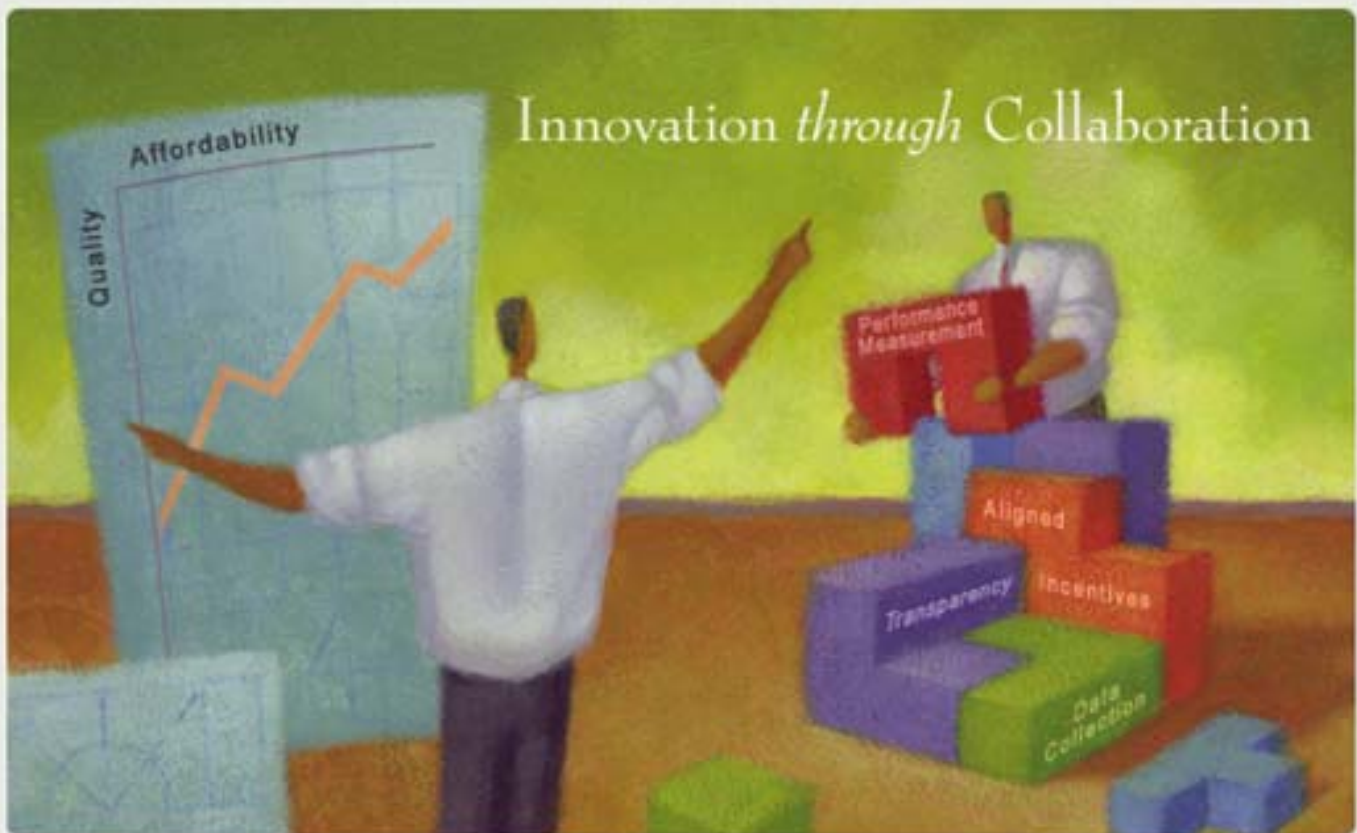
2009 8th Annual  
**Pay for Performance  
Stakeholders Meeting**

**“The Road to Performance-Based Contracting”**

September 24, 2009—Sheraton Gateway Hotel

Los Angeles, California

**PROGRAM GUIDE**



Premier  
Exhibitor:



Major  
Exhibitor:





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# 2009 8th Annual Pay for Performance Stakeholders Meeting September 24, 2009

Dear Colleagues,

Welcome to the 8th Annual Pay for Performance Stakeholders Meeting, a forum for all California P4P stakeholders. Today we will report program results, review new measures, share best practices, and discuss the future direction of the program. We will also describe major changes to the structure of the program and we look forward to hearing your feedback.

Once again, we will recognize and celebrate the accomplishments of two sets of award winners: (1) physician organizations that demonstrated the highest level of overall achievement for the 2008 Measurement Year, and (2) the physician organization in each of eight P4P regions that demonstrated the most overall improvement, as winners of the third annual "Ronald P. Bangasser, MD, Memorial Award for Quality Improvement."

The P4P Public Comment Period for measurement year 2010 ends October 2, 2009. This is your opportunity to be part of the P4P measure selection and development process for the 2010 Measurement Year, and we urge you to visit [www.ih.org](http://www.ih.org) to review the proposed changes and provide input.

We sincerely thank our speakers, panelists, moderators, and exhibitors that support this event. They represent a wealth of valuable information and services, and we encourage you to take advantage of these resources.

We hope you will find the general session presentations, concurrent breakout sessions, and discussion at the 2009 Pay for Performance Stakeholders Meeting both enjoyable and meaningful! Thank you for your participation!

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Williams", with a horizontal line extending from the end of the signature.

Tom Williams, MBA, MPH  
Executive Director

A handwritten signature in black ink, appearing to read "Dolores Yanagihara", written in a cursive style.

Dolores Yanagihara, MPH  
P4P Program Director

P.S. For your convenience, an electronic meeting evaluation survey will be sent to you after the conference.

# AGENDA

**Thursday, September 24, 2009**

7:30 am Registration and Continental Breakfast

California Foyer

8:30 am - 10:00 am

## GENERAL SESSION

Ballroom B-E

8:30 am Welcome

- Donald Rebhun, MD, MSPH, Regional Medical Director, HealthCare Partners Medical Group, and Board Chair, Integrated Healthcare Association

The State of P4P Address

- Tom Williams, Executive Director, Integrated Healthcare Association

Stakeholder Response Panel Discussion

- Sam Ho, MD, Medical Director, UnitedHealthcare
- Barton Wald, MD, Regional Medical Director, HealthCare Partners Medical Group
- Tom Williams, Executive Director, Integrated Healthcare Association (moderator)

9:45 am The Right Care Initiative

- Cindy Ehnes, Director, California Department of Managed Health Care

10:00 am Refreshment Break and Exhibits

California Foyer

10:30 am - 12:00 pm

## MORNING BREAKOUT SESSIONS

### 1. *Case Studies on Clinical Quality*

Gateway Ballroom

Physician organizations will share approaches to achieving high performance and/or improvement in clinical measures. Best practices related to specific clinical measures (e.g., breast cancer screening), as well as an overall strategic approach to quality improvement will be shared.

Speakers: Paula Friend, Hill Physicians Medical Group – San Joaquin  
Joanne Schottinger, MD, Southern California Permanente Medical Group  
Ruthie Goldberg, Southern California Permanente Medical Group

Moderator: John Ford, MD, MPH, Family Practice Physician

### 2. *Improving the Patient Experience*

Ballroom A & F

Improving performance on patient experience continues to be challenging. Physician organizations that improved their performance on multiple patient experience measures will share what actions helped them achieve success.

Speakers: Stephanie Bamford, RN, BS, Facey Medical Foundation  
Daniel J. Lewis, MD, Facey Medical Group  
Kathryn Fristensky, Monarch HealthCare, A Medical Group, Inc.

Moderator: Diane Stewart, MBA, Pacific Business Group on Health

### 3. *Health IT and the Quality Data Set*

Ballroom B-E

“Meaningful use” of health information technology, as defined by the American Recovery and Reinvestment Act of 2009 (ARRA) and Health Information Technology for Economic and Clinical Health Act (HITECH), will simultaneously drive Electronic Health Record (EHR) adoption and quality measure reporting. Dr. Rosenthal will review current efforts and future plans at the National Quality Forum to automate quality measurement from EHRs, PHRs, HIEs, and registries.

Speaker: Daniel Rosenthal, MD, MSc, MPH, National Quality Forum  
Moderator: Cathie Markow, BSN, MBA, Pacific Business Group on Health

# AGENDA

Thursday, September 24, 2009

12:00 pm - 1:00 pm

## LUNCH AND AWARDS CEREMONY

California Ballroom

12:00 pm

Master of Ceremonies

- Donald Rebhun, MD, MSPH, Regional Medical Director, HealthCare Partners Medical Group, and Board Chair, Integrated Healthcare Association

Healthcare Reform Update

- Kim Belshé, Secretary, California Health and Human Services Agency

Top Performing Physician Groups

- Donald Rebhun, MD, MSPH

Ronald P. Bangasser, MD, Memorial Award for Quality Improvement

- Susan Bangasser, PhD

1:00 pm

Dessert & Coffee, Photo Session and Exhibits

California Foyer

1:30 pm - 3:00 pm

## AFTERNOON BREAKOUT SESSIONS

### 4. *Using IT to Systematically Identify Patients in Need of Additional Care* Ballroom B-E

Health information technology is critical in developing systematic and timely processes of care. Physician organizations will share how they use their data to systematically identify and reach out to members in need of care.

Speakers: Stuart Levine, MD, MHA, HealthCare Partners Medical Group  
Bill Beighe, Physicians Medical Group of Santa Cruz

Moderator: Michael-Anne Browne, MD, Blue Shield of California

### 5. *Reducing Inappropriate Variation in Care* Gateway Ballroom

With the cost of health care skyrocketing and the viability of the delegated model in jeopardy, it is important to assess whether available resources are being appropriately used. Physician organizations will share recent initiatives to identify and reduce inappropriate variation in low back pain treatment, ER utilization, and other areas of care.

Speakers: Sheila Lyzwa, BSN, MHA, Brown and Toland Physicians  
Michael van Duren, MD, MBA, Sutter Connect

Moderator: Daniel L. Bluestone, MD, MBA, Santé Health System and Santé Community Physicians

### 6. *Coordinated Diabetes Care Best Practices* Ballroom A & F

Taking a comprehensive and coordinated approach to diabetes care has the best chance of creating significant and lasting impact. A physician organization that has successfully improved care in patients with poorly controlled diabetes will share its successful interventions. In addition, results from a statewide diabetes practices study will be shared.

Speakers: Jorge Pelayo-Garcia, MD, Sharp Rees-Stealy Medical Group  
Manasi Tirodkar, PhD, MS, National Committee for Quality Assurance

Moderator: Ellen B. Fagan, CIGNA HealthCare of California

3:00 pm - 4:00 pm

## GENERAL SESSION

Ballroom B-E

3:00 pm

2009 & 2010 Pay for Performance Program Updates and Audience Q&A

- Dolores Yanagihara, MPH, P4P Program Director, Integrated Healthcare Association

4:00 pm

Meeting Adjourns



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# SPEAKER BIOGRAPHIES



**Stephanie Bamford, RN, BS, Administrative Director of Quality Management, Facey Medical Foundation**

Stephanie Bamford is the Administrative Director of Quality Management and oversees the Quality Management and Risk Management Departments, Credentialing, Medical Staff Office and the Facey P4P Program. She is a member of the steering committee for the implementation and spread of the California Quality Collaborative (CQC) – Improving the Patient Experience initiative across all Facey practice sites. She was a member of the planning group and faculty of the first Patient Experience Collaborative under the Breakthroughs in Chronic Care Program (BCCP) in 2006-2007. The BCCP later became CQC. Previously she was Director of Quality Management at Physician Associates of the Greater San Gabriel Valley; managed the Credentialing Department, and coordinated the IMQ accredited Continuing Medical Education Program for physicians, directed the Member and Peer Satisfaction Survey process and acted as the Project Manager for the P4P project. Ms. Bamford received her BS in Health Sciences Nursing Services from California State University at Northridge.



**Bill Beighe, Chief Information Officer, Physicians Medical Group of Santa Cruz**

Bill Beighe is CIO at the Physicians Medical Group (PMG) IPA, a primary sponsor of the Santa Cruz Health Information Exchange; he is responsible for all data and voice systems and led PMG through several major system upgrades from client-server technology to web delivery, as well as a major database platform change. PMG started self reporting P4P in 2005 using a web-based system built and maintained by PMG staff that is integrated into PMG's managed care system. The interactive system is integrated into the secure "PMG Portal" and provides doctors and their staff with the tools to manage patients P4P and other quality measures. He organized PMG's Technology Committee which sets IT standards across the group, and served on the Technology Work Group for CalRHIO and on the Patient Identification Sub-committee. He was formerly IT Chair of the local county-wide disease registry and currently serves on the Steering Committee of the California eHealth Collaborative (CAeHC) and the Access Controls Task Group of the California Privacy & Security Advisory Board (CalPSAB).



**Kimberly Belshé, MPP, Secretary for the State of California, Health and Human Services Agency**

Kimberly Belshé was appointed secretary of the CA Health and Human Services Agency by Governor Arnold Schwarzenegger in November 2003. She serves as a member of the governor's Cabinet and as his chief advisor on health, social services and rehabilitative policies. Ms. Belshé manages an agency with 32,000+ employees and a total state budget of more than \$82 billion. The agency oversees 12 state departments and one board that are responsible for providing Californians with health, developmental, mental, rehabilitative, social and other critical services. She is responsible for providing leadership and oversight of the agency's efforts to promote the health and well-being of the people of California, particularly those most in need and at risk. Prior to joining the Schwarzenegger Administration, Ms. Belshé served in a number of leadership positions in state government under the administration of Governor Pete Wilson, including deputy secretary of the then - Health and Welfare Agency and director of the Department of Health Services. After a decade of public service in federal and state government, Ms. Belshé served as the program director for The James Irvine Foundation, a multipurpose foundation dedicated to expanding opportunities for the people of California. Throughout her career, Ms. Belshé has served in a number of civic capacities. She is a board member of the Great Valley Center, which is dedicated to promoting the sustainability of California's Central Valley region, and served as a founding commissioner of the California Children and Families Commission. Ms. Belshé holds a master's degree in public policy from Princeton University and a bachelor's degree in government from Harvard.



**Daniel L. Bluestone, MD, MBA, Chief Medical Officer, Santé Health System; Medical Director, Santé Community Physicians**

Dr. Bluestone is the chief medical officer for Santé Health System, a management services organization that serves Santé Community Physicians, the largest IPA in Central California. As medical director of Santé IPA, Dr. Bluestone oversees the medical care rendered to 110,000 managed care patients provided by 360 Primary Care and 600 Specialist physicians in Fresno, Madera, and Kings counties. Dr. Bluestone received his MD in Chicago, and completed his training in pediatrics, neurology, and pediatric neurology at UC San Francisco. He practiced pediatric neurology for 10 years before obtaining his MBA at St. Mary's College in the Bay Area., while he was Director of Clinical Pediatric Neurology at UCSF. In 1999, Dr. Bluestone joined Santé and has worked in his current role since that time. Dr. Bluestone is also active in several statewide organizations that are working to improve the quality and efficiency of medical care in California, including the Integrated Healthcare Association, the California Association of Physician Groups, and the Pacific Business Group on Health. As a member of the IHA Pay for Performance Steering and Technical Efficiency Committees, Dr. Bluestone is directly involved with the planning and oversight of California's Pay for Performance program.



**Michael-Anne Browne, MD, Medical Director for Quality, Blue Shield of California**

Dr. Browne is the Medical Director of Quality for Blue Shield of California (BSC); her responsibilities include the health plan's medical director level relationships with external facing quality organizations such as Pacific Business Group on Health and IHA. Prior to joining BSC, Dr. Browne was Chief Medical Officer for a healthcare start-up firm specializing in care of frail elderly patients. Dr. Browne also served on the Senior Executive Team of Bay Harbor Hospital, a community hospital with a 10,000-member capitated Medicare HMO program. She manages two teams of nurses that perform oversight of the delegated IPA and medical groups and perform clinical quality review. Additionally, Dr. Browne serves as the clinical lead for the BSC Cardiac Quality Initiative and the Bariatric Quality Initiative. Much of Dr. Browne's career has been spent serving as Medical Director of IPA's in Southern California, working with both Medicare and commercial populations. Dr. Browne began her career with FHP as the Area Chief of the Orange County Senior Center and also worked in FHP's IPA Division. Dr. Browne received her BA degree from Stanford University. At the University of California at Irvine, Dr. Browne received her MD degree and also completed her Family Practice residency.

# SPEAKER BIOGRAPHIES



**Cindy Ehnes, Esquire, Director, Department of Managed Health Care, State of California**

Cindy Ehnes is the Director of the California DMHC, a member of the Governor's Health Care Reform Team, and oversees the California Right Care Initiative – a collaboration of leading academics, health plans, medical groups, and national quality organizations to reduce morbidity and mortality among the 15 million commercial managed health plan enrollees through the application of scientific evidence and continuous quality improvement engineering methodology. She currently serves on the Board of Directors for a number of organizations: CalRHIO, a statewide collaborative effort to build a secure statewide health data exchange system; IHA; the California Health Funders Strategy Project, a collaborative planning effort for community clinics; the Health Information Technology Financing Advisory Commission, tasked with overcoming impediments to access to capital for implementing health information technology; the Privacy and Security Advisory Board, which leads a collaboration of private and public healthcare stakeholders on the privacy and security policies needed to implement exchange of health information; and the E-Health Initiative, a national organization focused on health information technology adoption. In May, 2008, Cindy was named Public Administrator of the Year by the American Society of Public Administration, Sacramento Chapter, for meritorious service and outstanding contributions to the community. In 2007, she was named one of "20 People Who Make Healthcare Better" by HealthLeaders Magazine for being a policy leader who takes on complicated and controversial issues, while creating a culture of accountability in the managed care industry. She is a graduate of George Washington University and Catholic University Law School, both in Washington, D.C.



**Ellen B. Fagan, Director of Provider Group Performance, CIGNA HealthCare of California**

Ms. Fagan is a Sys\*tem\*a\*tion Certified Project Manager and has led company start-ups, large scale system and process conversions, and directed mergers for both regional and large national organizations. She has worked in the education, distribution and aerospace industries but has spent the last 21 years in health care. Ms. Fagan is currently the Director of Provider Group Performance at CIGNA HealthCare of California. She has 26 years in business/systems operations with a focus on process improvement. Ms. Fagan has been on the IHA Appeals Review Panel for 3 years and the IHA Technical Committee for 4 years. She is a talent mentor and leader in numerous volunteer organizations and charities.



**John Ford, MD, MPH, Family Practice Physician; Medical Director of Quality Management, St. Johns Regional Medical Center/St. Johns Pleasant Valley Hospital**

Dr. Ford is currently in a small group practice in Oxnard, although he previously held clinical and administrative positions in the public, non-profit, and private sectors of health care in California. His history includes international work in England, Sierra Leone, Brazil, Solomon Islands, Mexico, and Western Samoa. Dr. Ford is Medical Director of Quality Management at St. Johns Regional Medical Center/St. Johns Pleasant Valley Hospital in Oxnard and Camarillo, where he is also a past Medical Staff President and department chair. He is a member of the IHA Technical Quality Committee, helping establish the Pay for Performance measures for California. He has spent many years as an instructor of Family Practice residents and is on the clinical faculty at UCLA. Dr. Ford is Chair of the Quality Improvement Committee at Sea View IPA, and serves as Advocate for Physician Incentives. He received his medical degree at University of California, Irvine. He did a residency in Family Medicine at Ventura County Medical Center and his Masters of Public Health at UC Berkeley. Dr. Ford has been a practicing, board certified Family Physician for 25 years.



**Paula Friend, Regional Director, Hills Physicians Medical Group – San Joaquin**

Paula Friend has been Regional Director of Hill Physicians Medical Group in San Joaquin since 2004. Prior to joining Hill Physicians, for the past 15 years, Ms. Friend was the Chief Executive Officer of a large independent practice association in Stockton, California.



**Kathryn Fristensky, Director of Quality Management, Monarch HealthCare, A Medical Group, Inc.**

Ms. Fristensky has over 16 years of experience in the managed care industry. She joined Monarch HealthCare in 2006, as its Director of Quality Management where she is responsible for Quality and Performance Improvement. Prior to her role at Monarch, Ms. Fristensky served as Director of Product Development at the National Committee for Quality Assurance (NCQA) where she was responsible for establishing and maintaining key relationships between NCQA and key California stakeholders, customers and activities. While with NCQA, Ms. Fristensky collaborated with the IHA in the development of quality and efficiency measures, as well as having the responsibility for overseeing data collection and reporting of results data for California's Pay for Performance program. Ms. Fristensky also spent 10 years at Aetna where she was Regional Quality Manager for Aetna's West Region, covering 9 western states. Kathryn earned her degree in Psychology with an emphasis on testing and statistics at California State University, Sacramento.

# SPEAKER BIOGRAPHIES



**Ruthie Goldberg, Leader for Regional Outreach and Cancer Screening, Southern California Permanente Medical Group**

Ruthie Goldberg is the Group Leader for Regional Outreach and Cancer Screening for Kaiser Permanente in Southern California. Through her work on breast cancer screening for over 400,000 women in Southern California, Ruthie has helped shape a world-class, integrated mammography program that has driven earlier cancer detection and gained national attention. Prior to her current role, Ruthie completed Kaiser's post-graduate Administrative Fellowship leadership training program and served as a project manager for a variety of initiatives related to outpatient quality, access and affordability. She holds a B.S. in Biopsychology and Cognitive Sciences from the University of Michigan in Ann Arbor and a Master's in Healthcare Administration from the Carlson School of Management at the University of Minnesota.



**Sam Ho, MD, Executive Vice President and Chief Medical Officer for UnitedHealthcare**

Dr. Ho is currently Executive Vice President and Chief Medical Officer for UnitedHealthcare, UnitedHealth Group's commercial medical insurance division, responsible for the clinical advancement of 26 million members. He is specifically responsible for the execution of the quality improvement, medical management, performance measurement, and health care affordability programs throughout UnitedHealth Group. Previously, he was the EVP and CMO for PacificCare Health Systems, and led all quality improvement and clinical management programs, medical informatics, and established innovative programs and results in such areas as provider profiling; consumer transparency; value-based networks and product design; pay for performance; consumer incentives for healthier behavior; disease management; and health IT. In 2003, Dr. Ho received the HIAA 2003 Innovator Award. He is nationally recognized in the areas of health policy, program innovation, and operational execution with continuously improved results; and has served on several IOM committees focused on improving health care in America, including aligning incentives in Medicare or P4P. Dr. Ho has extensive experience in academic and family medicine and has held faculty appointments at both the Schools of Medicine and Nursing at UC San Francisco. He founded the San Francisco Family Health Programs, a multi-disciplinary NGO providing clinical service to a neighborhood most underserved by health care resources. He received his undergraduate degree from Northwestern University; medical degree from Tufts University School of Medicine; and completed his residency in family medicine at UC San Francisco.



**Stuart Levine, MD, MHA, Corporate Medical Director, HealthCare Partners Medical Group**

Dr. Levine is the Corporate Medical Director for HealthCare Partners Medical Group, and is involved in most of the clinical activities of the medical group with special focus on initiatives that include care management redesign and the care of the high risk, frail and senior patient, new clinical programs, HCC/P4P programs and M&A/business development. Dr. Levine is also currently an Assistant Clinical Professor of Internal Medicine at University of California, Los Angeles, David Geffen School of Medicine and is the Behavioral Health Director for the Primary Care Internal Medicine Residency Program at St. Mary's Medical Center - UCLA Internal Medicine Residency Program. He is also in the California Health Care Foundation fellowship Cohort 7, and is a Principal Investigator for the IMPACT and CALM Studies in collaborative care between behavioral health and primary care. Previously, Dr. Levine was Medical Director at SCAN. Dr. Levine graduated from SUNY at Stony Brook in 1975 with a degree in bioecology; completed his Masters Degree in Health Care Administration from George Washington University in 1978; and graduated from the University of Illinois, Chicago Medical School in 1985. He did an internship in Internal Medicine and Pediatrics at LAC-USC Medical Center. He also completed a residency at UCLA-NPI in 1989 in psychiatry and specialized in consultation liaison psychiatry for which he was Chief Resident.



**Daniel J. Lewis, MD, Facey Medical Group**

Dr. Lewis is a Board Certified internist at the Canyon Country office of Facey Medical Group, a large multi-specialty group based in the Northern San Fernando, San Gabriel and Santa Clarita Valleys. He joined Facey in 1999 and from 2005-2008 he served as the Regional Medical Director for the Santa Clarita Valley area. Today, he plays an active role in shaping the direction of the medical group, particularly in the fields of finance, compliance and improving doctor-patient relations. He recently (February '09) gave a presentation on the California Quality Collaborative's patient experience improvement project for the IPE Outcome Conference. Dr. Lewis is a graduate of the University of California at Los Angeles School of Medicine. He did his residency at New York University Downtown Hospital in New York, NY.



**Sheila Lyzwa, BSN, MHA, Director Case Management and Referral Services, Brown & Toland Physicians**

Ms. Lyzwa joined Brown & Toland Physicians in 2001 and is Director of Case Management and Referral Services. Previously, Ms. Lyzwa practiced clinical nursing at Stanford University and Lucille Packard Children's Hospital. After obtaining her MHA degree, she launched a new career in Managed Care at Health Net and Tenet Health Systems focusing in the area of Case Management, Quality Improvement, and later management role. She has a certification in Health Care Quality (CPHQ) and Electronic Health Record Implementation (CPEHR). She recently published an article in *CAPG Health* (Spring 2009) on managing patient transition from hospital to home. Ms. Lyzwa is married with three children. She graduated from Hunter College in New York City and earned a Master's degree in Healthcare Administration in 1994 from San Jose State University.

# SPEAKER BIOGRAPHIES



**Cathie Markow, BSN, MBA, Senior Manager, Pacific Business Group on Health**

Ms. Markow joined PBGH in November 2005 as Senior Manager, CCHRI. In this role, she manages the California Cooperative Healthcare Reporting Initiative - a statewide initiative to promote collaboration instead of competition in health plan and provider-level data collection and performance reporting. Accordingly, she manages the health plan HEDIS reporting project and the Consumer Assessment of Health Plans Survey. Ms. Markow also supports the California Physician Performance Initiative. Prior to joining PBGH, she led clinical data repository, quality improvement and office redesign projects for NAS Consulting. She has successfully led teams through business process improvement in both the payer and provider environment. With over 20 years experience in the health care industry, she has held senior management positions leading product development for various healthcare information technology systems including practice management, disease management, and eHealth. As VP for Product Management at Velos, Ms. Markow led the effort to develop web based tools for primary investigators to more effectively manage the recruitment and data collection processes for pharmaceutical clinical trials. Ms. Markow has a BS in Nursing and BA in Sociology from Hartwick College and an MBA from Northeastern University.



**Jorge Pelayo-Garcia, MD, Family Medicine Physician, Sharp Rees-Stealy Medical Group**

Dr. Pelayo-Garcia joined Sharp Rees-Stealy (SRS) Medical Group in January of 2000. He became the Physician Site Leader for Diabetes Management in Otay Ranch and Chula Vista sites for SRS in 2007, representing over 4000 patients with diabetes. In 2008, Dr. Pelayo-Garcia received Sharp Healthcare's highest awards for Quality, the Core Award and Pillar Award for Individual Quality (among 14,000 members) for his involvement and results with patients with diabetes in SRS Medical Group. Prior to joining SRS, he was Director of the Family Practice Program Sequoia Pathway at UCSF-Fresno. He was elected member of the Board of Directors for the Behavioral Diabetes Institute, a non-profit organization. Dr. Pelayo-Garcia graduated from medical school at the Autonomous University of Baja California, Mexico in 1985 and practiced general medicine in Tijuana until 1995. He finished his Family Medicine Residency program at UCSF-Fresno in 1998 where he received the Intern of the Year Award and the Resident Teaching Award, while becoming Chief resident during his third year. He then became Assistant Clinical Professor at the residency program while completing a Faculty Development Fellowship at UCSF.



**Don Rebhun, MD, MSPH, Regional Medical Director, HealthCare Partners Medical Group**

Dr. Rebhun is the Regional Medical Director of HealthCare Partners Medical Group and HealthCare Partners San Fernando Valley Physician Association. He oversees physician and patient education and is active in the medical network in areas of legislation and advocacy. He also continues with an active clinical practice. Prior to joining HealthCare Partners in 2001, Dr. Rebhun was Vice President, Physician Affairs at Cedars-Sinai Medical Network. He received his bachelor's degree in Biology at UCLA, Master of Science degree in Public Health (Epidemiology), medical degree from U.C.L.A. Medical School, and performed his residency at the VA in West Los Angeles. He is board-certified in Internal Medicine and has numerous publications in various journals. He is Assistant Clinical Professor of Medicine at the UCLA School of Medicine, and Chairman of IHA.



**Daniel Rosenthal, MD, MSc, MPH, Internist and Senior Advisor of HIT, National Quality Forum**

Dr. Rosenthal is an Internist and Senior Advisor of Health Information Technology at the National Quality Forum (NQF). He received a BS from Duke University, an MD from the University of South Florida, an MSc in Biomedical Informatics from MIT and an MPH from Harvard. After an NIH Medical Informatics fellowship at the Massachusetts General Hospital Laboratory of Computer Science, he completed his clinical training at George Washington University where he is now Clinical Instructor and consultant for their outpatient HER product. Dr. Rosenthal directed the NQF Health IT Expert Panel (HITEP), the Health IT Structural Measures project, and is currently overseeing the Quality Data Set (QDS) at NQF.



**Joanne Schottinger, MD, Assistant Medical Director of Quality & Clinical Analysis, Southern California Permanente Medical Group**

Dr. Schottinger is the Assistant Medical Director of Quality and Clinical Analysis for the Southern California Permanente Medical Group (SCPMG). Her main areas of responsibility include new technology assessment, clinical practice guidelines, the regional cancer program, the regional cancer screening and outreach program, lab and radiology utilization, and biotechnology drugs. Dr. Schottinger also practices as an oncologist in the Kaiser Permanente Panorama City Medical Center, where she previously served as Chief of the Internal Medicine Department. She earned her undergraduate and MD degrees from Boston University and completed training in internal medicine at St. Elizabeth's Hospital in Boston and in hematology/oncology at the University of California, Irvine.



**Diane Stewart, MBA, Director Performance Improvement, Pacific Business Group on Health**

Ms. Stewart joined PBGH in 2001. She directs the California Quality Collaborative - a statewide program to re-engineer care in the outpatient setting in partnership with health plans, medical groups and employers. She directs the California Improvement Network, a program funded by the California HealthCare Foundation to foster practice improvement across all delivery systems in California. Previously, she led the technical development team for the IHA P4P program. Prior to joining PBGH, Ms. Stewart was Director of Quality and Planning at the Palo Alto Medical Foundation, where she initiated the quality program driving improved outcomes in patient satisfaction, clinical performance, financial performance and staff satisfaction. She has held management positions at Harvard Community Health Plan as well as other IPAs and medical groups on the east coast. Ms. Stewart received a BA in Biology from Dartmouth College and an MBA from the Yale School of Management.

# SPEAKER BIOGRAPHIES



**Manasi Tirodkar, PhD, MS, Research Scientist, National Committee for Quality Assurance**

Dr. Tirodkar is a Research Scientist in Performance Measurement at NCQA. In this role, she works primarily in the areas of cardiovascular care and survey measure development. She is currently managing the re-evaluation of cardiovascular measures for HEDIS health plan, and the re-evaluation of Race/Ethnicity and Language collection for HEDIS measures. Her other projects include assessing diabetes best practices in medical groups in California with qualitative interviews, and the development of a readmissions and ambulatory care sensitive conditions (ACSC) measures for Special Needs Plans (SNPs). During Dr. Tirodkar's post-doctoral fellowship in health services research at Northwestern University, she worked on a mixed methods project to assess knowledge of heart disease in the South Asian immigrant community and developed culturally appropriate educational materials. Dr. Tirodkar received her doctoral degree in medical anthropology from the University of Chicago.



**Michael van Duren, MD, MBA, Sutter Connect**

Dr. van Duren is the Chief Medical Officer for Sutter Connect. He leads the affordability strategy of the Sutter Medical Network and chairs the Over/Under-Use of Clinical Services Work Group. He has over 10 years experience as a managed care executive serving at hospitals, health plans, and physician groups in roles that include VP of Clinical Services for Hill Physicians Medical Group, Chief Medical Officer for the San Francisco Health Plan, Regional Medical Director for PacifiCare, and Medical Director for the Contra Costa Health Plan. Dr. van Duren sits on the CAPG P4P Committee and chairs their Northern California Medical Policy Committee. He represents the physician groups on the IHA Technical Efficiency Committee, participates in the planning group of the Efficiency Collaborative of the California Quality Collaborative, and is a member of the Symmetry Medical Advisory Board for Ingenix. He is a regular presenter at national conferences on innovative use of informatics in the areas of efficiency, performance measurement, and predictive modeling. Dr. van Duren received his MD from the University of Pittsburgh, School of Medicine, and his MBA from the Paul Merage School of Business at the University of California at Irvine. He practiced 10 years in family medicine and obstetrics and has received advanced training in change management and group process facilitation.



**Barton Wald, MD, Regional Medical Director, HealthCare Partners Medical Group**

Dr. Wald is Regional Medical Director for the HealthCare Partners San Gabriel Valley region providing care to over 200,000 patients through a combination of staff model clinics and IPA networks. Until its merger with HealthCare Partners in 2008, Dr. Wald was the founding CEO of Physician Associates, an IPA providing care to 120,000 HMO members in Southern California. He is currently on the executive committees of the California Cooperative Healthcare Reporting Initiative and the California Quality Collaborative and participates on the IHA P4P Payment Committee. Dr. Wald speaks extensively on topics related to health care leadership, physician group development and governance, medical management systems, quality-based incentive programs and managed care. Previously, Dr. Wald was the Senior VP of Medical Affairs for UniMed Physician Practice Management Company and President of the Huntington Provider Group. He also held the positions of Regional Medical Director for Health Net of California and VP of Medical Affairs and Business Development for Children's Hospital Los Angeles. Dr. Wald served on the boards of the National IPA coalition (NIPAC) and IHA. He also chaired the Executive Committee and currently serves on the board of the CAPG. Dr. Wald received his MD from the State University of New York-Downstate Medical Center, an MBA from Pepperdine University and is board certified in pediatrics and pediatric hematology-oncology. He has practiced pediatrics, neonatology, and pediatric hematology-oncology and held the position of Professor of Clinical Pediatrics at University of Southern California.



**Tom Williams, MBA, MPH, Executive Director, Integrated Healthcare Association**

Tom Williams serves as Executive Director of the Integrated Healthcare Association, promoting quality improvement, accountability and affordability of health care in California. He is engaged in management of IHA's programs and initiatives, including the statewide pay for performance program, medical technology value-based purchasing initiative; and healthcare affordability. Mr. Williams has extensive executive-level experience in medical group management, managed healthcare, and health insurance, including 15 years as an executive at Aetna. He has served on numerous private company and non-profit boards involved in healthcare and the environment. Mr. Williams received a B.S. in environmental biology from the University of California at Santa Barbara and earned his Masters in Business Administration and Public Health from the University of Hawaii. He is currently a doctoral candidate at the University of California at Berkeley in public health with a focus on quality improvement in healthcare.



**Dolores Yanagihara, MPH, Director, Pay for Performance Program, Integrated Healthcare Association**

Dolores Yanagihara is director of the California P4P Program. Her work includes overall administration of the program, guiding the governance committees for the expansion and enhancement of the statewide collaborative program, negotiating contracts to meet the program's technical needs, spearheading data exchange and data quality improvement efforts, and promoting quality and efficiency measurement and improvement nationally by sharing expertise through committee membership, publications and speaking engagements. Ms. Yanagihara has over fifteen years' experience developing, managing and evaluating cutting edge public health programs, many of them customized for diverse cultures and educational levels. Her interest in public health was sparked by her tour of duty in the Peace Corps in Sierra Leone, West Africa. She has worked in a variety of non-profit settings, from a small substance abuse prevention agency to the largest health plan in Hawaii. In 2004, she relocated to northern California and joined IHA. She earned a Masters in Public Health in Health Education and International Health from the University of Hawaii at Manoa, and a Bachelor of Science in Biology from the University of Notre Dame.

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The Integrated Healthcare Association would like to thank all of the following Pay for Performance Committee chairs, members, consultants and staff that dedicate their time and energy to the success of the P4P Program.

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### P4P Public Comment Period Ends October 2, 2009

The public comment period for the Pay for Performance 2010 proposed measures will end on October 2, 2009! We would like to remind all P4P stakeholders to visit the IHA web site ([www.iha.org](http://www.iha.org)) to review proposed measures and submit your comments. This is your opportunity to be heard!

### Save the Date! March 8-10, 2010 National P4P Summit—San Francisco



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