

Blue Cross & Blue Shield of Mississippi Quality Improvement Program

Blue Cross & Blue Shield of Mississippi's mission of being Mississippi's health and wellness leader requires excellence in the delivery of quality healthcare services to our Members. The Blue Cross & Blue Shield of Mississippi Quality Improvement (QI) Program is an important part of this mission. Through the establishment of a yearly work plan, the QI Program continuously monitors the quality of the services delivered, identifies quality improvement opportunities and continuously monitors quality improvement activities to ensure quality goals are achieved.

Quality Improvement Program Strategies, Activities and Results

Blue Cross & Blue Shield of Mississippi's Quality Improvement (QI) Program focuses on the use of the following key strategies to improve quality:

Expansion of Maternity Quality
Promotion of the Blue Primary Care Home
Promotion of Healthcare Quality Through Quality-Based Provider Distinctions
Management of Chronic and Complex Diseases to Improve Member Health Outcomes
Enhanced Care Coordination
Sharing of Clinical Best Practice Guidelines
Improved Quality of Member Service and Member Experience

The following are examples of quality improvement activities developed using these strategies:



Maternity Quality

Through a joint collaboration with Blue Cross & Blue Shield of Mississippi and its Network Hospitals, Blue Cross & Blue Shield of Mississippi promotes and supports access to resources which promote the Baby-Friendly Designation and implementation of best practice Maternal Care. Baby-Friendly is an evidence-based quality designation designed to promote optimal infant feeding outcomes and mother/baby bonding. To date, there are three Network Hospitals that have achieved the Baby-Friendly designation. Best Practice Maternity Care includes Maternal Safety Bundles which represent best practices for maternity care designed to reduce maternal morbidity and mortality. Blue Cross & Blue Shield of Mississippi continues to monitor adherence to the Medically Indicated Early-Term Deliveries (Prior to 39 Weeks) Medical Policy. To date, the rate of non-medically indicated early term deliveries decreased from 39.2% to 2.88%. Blue Cross & Blue Shield of Mississippi also promotes member engagement in the Well Mother, Healthy Pregnancy education series.



Blue Primary Care Home

Blue Primary Care Home promotes the establishment of a partnership between the Member and their Blue Primary Care Network Provider focused on achieving quality health outcomes based on an individualized health and wellness plan of care. Blue Primary Care Home encourages Members to establish a relationship with a Blue Primary Care Network Provider. A Blue Primary Care Network Provider is the Member's wellness "home," providing the Member's *Healthy You!* visit, managing the Member's blood pressure, cholesterol and blood sugar through the Color Me Healthy! benefit, and coordinating the Member's care with other Network Providers. Blue Cross & Blue Shield of Mississippi's Members have access to a Blue Primary Care Home Network Provider, and this will continue to grow as Blue Primary Care Home expands.



Specialty Care Services

Blue Cross & Blue Shield of Mississippi promotes the delivery of quality healthcare to our Members through quality-based provider distinctions which recognize high performing providers who meet quality standards designed to achieve positive health outcomes. Providers meeting defined quality standards in designated practice areas such as cardiac care, knee & hip replacement and spine surgery are designated as Centers of Excellence, and Members are provided increased benefits when services are received at one of these Centers of Excellence. This designation was originally available only for hospital-based services, but was expanded in 2016 to include certain outpatient services in the ambulatory surgical setting, with the addition of more services planned for the future. An additional Knee & Hip Replacement provider and a Specialty Care Provider for Maternity were added to the growing list of Centers of Excellence in 2017.



Clinical Best Practice Guidelines

Blue Cross & Blue Shield of Mississippi has established and continues to develop clinical practice guidelines for all of the Quality Improvement programs. Guidelines are developed in collaboration with targeted Network Providers based upon the recommendations of recognized sources such as professional medical associations and governmental entities and are utilized in Blue Cross & Blue Shield of Mississippi's clinical care management programs. In 2017, clinical practice guidelines were established for multiple medical and behavioral health conditions. Blue Cross & Blue Shield of Mississippi continues to educate providers on these best practice guidelines to ensure quality care is being provided to our members.