Better hospital care isn’t a pipe dream. It’s a reality.

Everybody talks about quality care. But at Anthem Blue Cross and Blue Shield and its affiliated HMOs—that’s HealthKeepers, Inc., Peninsula Health Care, Inc. and Priority Health Care, Inc.—we’re actually doing something about it.

In October 2006 our Quality-In-Sights® Hospital Incentive Program—Q-HIP, for short—won a Best of Blue award for Medical and Pharmacy management from the Blue Cross and Blue Shield Association. Q-HIP provides pay-for-performance incentives to hospitals for improvements in health outcomes, patient safety and patient satisfaction.

In fact, more than 90 percent of our inpatient admissions in Virginia are at facilities that participate in Q-HIP.* Thanks to the program’s success, we are working with other Blue plans nationwide to deploy similar initiatives in their communities.

Why should you care? Hospitals with well-structured, comprehensive care programs have been shown to curb members’ future need for hospital or emergency room care. That helps reduce utilization and contain premium costs for you and your employees.

Ask us about the steps we’re taking to ensure that members receive high-quality care from their providers.

MORE FACTS

- The gold standard for door-to-balloon time is 90 minutes or less. It’s the time it takes for patients who have had a cardiac event to be given a balloon angioplasty.
- Of the 13 pilot cardiac care hospitals, eight performed better than the national average for door-to-balloon time and have demonstrated an improvement of 17 percent against the 90-minute standard over 2003 and 2004. The national average increased 12 percent over the same period.

* Source: Anthem Blue Cross and Blue Shield claims data, April 2006

*Source: American College of Cardiology; Anthem Blue Cross and Blue Shield claims data, April 2006