

Special Bulletin



An Independent Licensee of the Blue Cross and Blue Shield Association.

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To: Preferred Medical Doctors
Subject: Alabama Health Improvement Initiative

Blue Cross and Blue Shield of Alabama and the Medical Association of the State of Alabama (MASA) are pleased to announce a new statewide physician quality and rewards program. The Alabama Health Improvement Initiative (AHII) focuses to unite the efforts of health care providers, employers, and Blue Cross and Blue Shield of Alabama in a collaborative approach to reward physicians who demonstrate superior patient care.

The Alabama Health Improvement Initiative will initially focus on diabetic patient care and is designed to include multiple components in the future. The goal of the physician diabetes reward program is to recognize and reinforce PMD physicians in the specialties of Family Practice, General Practice, Internal Medicine, Pediatrics and Endocrinology who have attained recognition through the National Committee for Quality Assurance (NCQA) Diabetes Physician Recognition Program (DPRP). After receiving NCQA recognition, each qualified physician will be publicly recognized, receive a \$1500 recognition reward and become eligible for annual incentives of up to \$20,000 per year or a maximum of \$50,000 over a three year period.

Based on physician acceptance and success of this program, future opportunities could include a greater number of physicians through extended focus on quality or value components such as improved wellness through preventative health screenings, increased generic drug utilization and early adoption of electronic prescribing.

Physicians who qualify for the physician diabetes reward program may receive an invitation letter providing more information in a few weeks. We are excited about this collaborative effort and the opportunity it establishes for quality care and physician recognition.

A handwritten signature in black ink, appearing to read "D. Briggs III".

Dow Briggs, M.D.
Medical Director
Blue Cross and Blue Shield of Alabama

A handwritten signature in black ink, appearing to read "James D. Chambers III, M.D.".

James Chambers, III, M.D.
President
Medical Association of the State of Alabama

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