



TO: NQF Board of Directors

FROM: Neal Comstock  
Vice President for Member Relations

DATE: July 15, 2015

RE: New Members and 2015 Member Relations Results

Below are updates on: membership year-to-date results, new and cancelled Members since the March Board of Directors meeting, Member engagement activities since the last meeting, and the 2016 NQF Annual Conference.

## **BACKGROUND**

### Results

So far this year, NQF has gained 24 new Members. These new Members represent \$263,775 in additional revenue from Member dues. Twenty-one Members have discontinued their membership this year. So far this year, we have gained \$83,525 in net additional revenue from Member dues. NQF currently has 428 Members.

### New Members

Since the March 24 Board of Directors meeting, the following new Members have joined NQF:

- American Association of Nurse Life Care Planners (Salt Lake City, UT) - AANLCP provides education, services, networking opportunities and certification to its members who in turn provide information, resources, and planning for costs of future medical care for catastrophically injured or chronically ill patients.
- Avanir Pharmaceuticals (Aliso Viejo, CA) – Avanir Pharmaceuticals, a growing biopharmaceutical company based in Orange County, CA, has an FDA-approved medicine, Nuedexta, for the treatment of Pseudobulbar Affect, also known as emotional lability or emotional incontinence, the symptoms of which include sudden outbursts of involuntary and uncontrollable crying or laughing in patients with neurological disorders. Avanir co-promotes Nuedexta with Merck. The company has nearly 300 employees in Aliso Viejo, CA and around the country.

- Baxter (Deerfield, IL) – Baxter provides nutritional products, medical supplies and recombinant and blood plasma treatments for hemophilia, renal, immune and blood-related disorders. This month, Baxter spun off its biopharmaceutical business to form a separate company, Baxalta, in which it will retain a minority stake.
- Biogen (Weston, MA) – As the third largest biotechnology company in the world, Biogen develops, manufactures and markets medicines for patients living with Multiple Sclerosis and hematologic and autoimmune diseases. Biogen provides the second and fourth best-selling medicines for MS (Avonex and Tysabri). Earlier this year, Biogen announced preliminary (Phase I) results from a new medicine for Alzheimer’s which significantly reverses build-up of beta amyloid in the brain and reduces cognitive decline. Biogen is interested in the NQF Incubator.
- Carolinas HealthCare System (Charlotte, NC) - Carolinas is the largest healthcare system in North and South Carolina with 41 hospitals, including academic medical centers and a network of nursing homes, physician practices, home health agencies, radiation therapy facilities, and physical therapy facilities. It has more than 60,000 employees at more than 900 care locations. Carolinas is a not-for-profit independent company with an annual budget exceeding \$7.7 billion.
- The Endocrine Society (Washington, DC) - As the professional society for endocrinologists and related healthcare professionals, the Endocrine Society advocates for and promotes research on hormones and the clinical practice of endocrinology.
- Hospice Compassus (Brentwood, TN) - Hospice Compassus owns and runs hospice facilities in 23 states in the Southwest, South and East.
- MaineGeneral Health (Augusta, ME) – MaineGeneral Health (MGH) is a not-for-profit health system in central Maine, serving more than 200,000 people with a medical staff of 400. With hospitals in Augusta and Waterville, MGH’s services span prevention, primary and specialty care, and acute and post-acute care-to-hospice care. MGH is the largest private employer in the 88 cities and towns of the Kennebec Valley region.
- Mercy Medical Center (Baltimore, MD) - Sponsored and founded by the Sisters of Mercy in 1847, Mercy has long served downtown Baltimore, and now has 13 facilities in Baltimore and surrounding communities.
- Momentum Health Strategies (Alexandria, VA) – Momentum Health Strategies is a consulting firm focused on quality improvement, patient engagement and health care reform issues for corporate and non-profit organizations. Areas of expertise include patient engagement, grassroots advocacy, comparative effectiveness research (CER), Medicaid reform, integrated care and medical home, infection prevention and antimicrobial stewardship.
- National Association of Medicaid Directors (Washington, DC) - NAMD coordinates the national policy and advocacy of its members from the 50 states, five territories and DC. NAMD also provides its members with technical assistance, including on quality measurement.
- National Partnership for Hospice Innovation (Washington, DC) – NPHI is a collaboration between more than 35 innovative hospice providers to improve best practices in hospice delivery. NPHI is interested in helping develop quality measures for end of life care.

- Otsuka (Rockville, MD/Tokyo) - Otsuka Pharmaceutical Development & Commercialization, Inc. is part of the U.S. arm of the large Japanese biopharmaceutical and business conglomerate. Otsuka's ABILIFY, an antipsychotic for schizophrenia marketed with Bristol Myers-Squibb, was the best-selling prescription medicine in the U.S. in 2013 with \$6.5 billion in sales before its patent expired this year. The company's other approved medicines include treatments for leukemia, low blood sodium, Tourette's disorder and claudication.
- Piedmont Clinic (Atlanta, GA) - Piedmont is a clinically integrated network of more than 1,100 physicians in the Greater Atlanta metro area.
- Pharmacy Patient Advocacy Network (Sherman Oaks, CA) – PPAN is a non-profit organization that improves the quality of care through advocacy for pharmacy patients and through education of patients, consumers and healthcare professionals.
- Q-Centrix (Chicago, IL) – Q-Centrix provides quality data abstraction services and technology to hospitals and other providers. Q-Centrix's nursing and quality experts help providers gather and prepare their data for federal, state and commercial measures, as well as registries.
- Service Employees International Union (Washington, DC) - SEIU is the largest healthcare union in the country representing, physicians, nurses, technicians, home care workers and home health aides.
- Society of American Gastrointestinal and Endoscopic Surgeons (Los Angeles, CA) – The Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) is the professional medical organization for GI surgeons and has more than 6000 members worldwide. SAGES offers its members continuing medical education and advocacy and it promotes minimally invasive laparoscopic surgery.
- Texas Scottish Rite Hospital for Children (Dallas, TX) - Texas Scottish Rite is a non-profit hospital that focuses on orthopedic conditions, including: scoliosis, clubfoot, hand disorders, hip disorders and limb length differences, as well as certain related neurological disorders and learning disorders, such as dyslexia.

### Cancelled Members

Since the March 24 Board Meeting, the following organizations have discontinued their membership in NQF:

- Brain Injury Association of America
- GE Healthcare
- Israel National Program for Quality Indicators in Community Healthcare
- P2 Collaborative of Western New York
- Quality Outcomes, LLC
- Rockford Health System
- Society for Cardiovascular Angiography and Interventions
- Syus
- University of North Carolina-Program on Health Outcomes
- VeriMedic.com

- Virginia Business Coalition on Health
- WellStar Health System

### Member Engagement

NQF's Members-only engagement activities and benefits are designed to "make membership more meaningful" and substantially enhance our Member retention efforts. Our Member engagement activities include:

- Member Education – We now have an active program providing Members with regular and frequent educational webinars on the fundamentals of healthcare quality and quality measurement as well as on topical and more advanced aspects of quality measurement.
- Member Networks – NQF Member Networks allow any executive or staff of an NQF Member to opt in to an NQF-hosted community organized around topics of particular interest to them. Participating Members gain a better understanding of how particular clinical and cross-cutting issues are being addressed through NQF's efforts and, above all, how they can get involved. Activities include:
  - Periodic webinars to review status of NQF work streams;
  - Early opportunities for involvement and input;
  - Problem-solving and consensus-development discussions; and
  - Insights into related committee activities.
- Member Meet-Ups – NQF now offers quarterly in-person (as well as virtual) events to highlight NQF's work in key areas and to connect Members with each other and with NQF executives and staff. These Member Meet-Ups provide substantive information on key NQF projects along with opportunities to get to know other participants.
- Regional Fora – In order to hear high-level perspectives from Members based outside of Washington, Christine Cassel has been having dinner discussion meetings with small numbers of CEOs/top executives of NQF Members around the country. These informal policy-based discussions on healthcare quality have provided valuable input to NQF's work and have enhanced Member retention.

We have undertaken the following Member engagement activities *since the March Board meeting*:

- April 15 - Christine Cassel trip to St. Louis to speak at new NQF Member Centene.
- April 16 – Member Education webinar, "Quality Measurement 101: The Basics."
- April 20 – NQF Renal Member Network kickoff webinar.
- April 23 – Member Education Policy Briefing, "Sustainable Growth Rate Repeal and Physician Payment Reform" with Ann Greiner.

- April 30 – Member Web meeting, “What’s New? What’s Different? What’s Next?” hosted by the Supplier, Industry, and Life Sciences Council.
- May 4 – Member Meet-Up, “Driving Innovation at NQF: National Quality Partnership, Measure Incubator, and a Pipeline for Great Ideas.”
- May 15 - Meeting at NQF with six facility-based physician specialty society Members and CMS.
- May 20 – National Quality Partners Antibiotic Stewardship Action Team kickoff webinar.
- May 21 – Member Education webinar, “How to Make the Most of Your NQF Membership.”
- June 12 – Christine Cassel remarks at the “Cracking the Code on Healthcare” conference in Rochester, NY.
- June 23 – Member Meet-Up, “The Health Information Imperative: Expanding Data for Improvement” at AmeriHealth Caritas in Philadelphia.
- June 23 – NQF Philadelphia Regional Forum with Christine Cassel and top executives NQF Members from the greater Philadelphia area.
- June 26 – Launched the NQF Health Information Technology Member Network.
- July 7 – NQF HIT Member Network kickoff webinar.
- July 20 – Member Education webinar, “Why Quality?”
- July 22 – Launch of new bi-monthly newsletter for Members, “The Quality Community.”

### 2016 NQF Annual Conference

NQF’s 2016 Annual Conference will focus on topics around, “Re-engineering Quality Data for Value” and will be held at the Washington Hilton on April 7-8. Planning is underway and additional information will be provided ahead of the next Board meeting. Please mark your calendar and plan on joining us. NQF will have a Board of Directors meeting in conjunction with the Annual Conference.