



# The National Exemplary Practice Program

## Call For Entries

Sponsored by the American Association of  
Health Plans (AAHP) and the Employers'  
Managed Health Care Association (MHCA)

The National Exemplary Practice Program Award is administered  
by the program office of Taking on Diabetes, a joint initiative of the  
American Association of Health Plans (AAHP) and the American  
Diabetes Association (ADA).



American Association of  
**HEALTH PLANS**



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# Purpose

The American Association of Health Plans (AAHP) and the Employers' Managed Health Care Association (MHCA) developed the National Exemplary Practice Program to identify exemplary practices in the management of chronic conditions. The goal of the National Exemplary Practice Program is to encourage the rapid adoption or adaptation of innovative ideas and approaches to chronic care delivery throughout the managed care industry.

The Exemplary Practice Program has selected the chronic conditions of diabetes, cardiovascular disease, and asthma for evaluation in 2000. The program offers the award winner a cash prize to support the continuation and evaluation of their exemplary program.

A successful practice:

- ensures continuity, coordination, and monitoring of the disease condition;
- provides care that contributes to superior clinical outcomes and enhances quality of life; and
- results in a satisfying experience for the member and an economical expenditure of resources for the plan.

The intervention should address a significant portion of the care management process for the clinical condition, and should demonstrate improvement in outcomes.

## Scope & Eligibility

Submissions should reflect outstanding and innovative chronic care delivery models that are currently in place and/or have recent evaluation data (within two years). Initiatives currently in place should include at least preliminary findings.

Evaluation data may focus on process (how well a system is being implemented), outcomes (how well an initiative is working) or both.

All AAHP member health plans and MHCA member organizations are eligible and encouraged to submit entries for the National Exemplary Practice Program awards.

Previous National Exemplary Practice Program award winners are encouraged to submit entries. These entries must reflect initiatives, programs or projects that differ substantially from their award winning entry.

Previous applicants who were not award winners are encouraged to submit either new or previously-submitted entries, particularly if new data are available.

## Entry Guidelines

The following guidelines are applicable to all applicants. There is no obligation on the part of AAHP and the Awards Selection Committee to review incomplete entries.

Entries should highlight an innovative initiative, specific program or project addressing chronic care delivery in any of the three target conditions that was developed in or initiated from a managed care setting.

Organizations may submit more than one entry. Each entry must be unique and a separate Entry Form must be completed for each submission.

# Criteria for Submission

*All entries should contain the following information:*

- **Completed Application Cover Page**
- **One-Page Abstract:** The abstract should capture all basic elements of the initiative. It should be submitted both in hard-copy and electronically (either on a PC-compatible diskette in Microsoft Word or WordPerfect or by email to [jarent@aahp.org](mailto:jarent@aahp.org)). This abstract may be used in print materials related to the awards program and will be reprinted as submitted.
- **Letter of Support:** A letter of support or endorsement from a chief executive officer, chief medical officer or medical director of the health plan must accompany each entry. If the entry describes a collaborative initiative between a health plan and an employer, a letter of support from the employer(s) must also accompany the entry. Please send an original plus 5 photocopies of any letters of support.
- **Description of the Intervention:** A clear, concise program description, not to exceed five double-spaced pages. Print must be at least 11-point size.

**The description should address the following:**

## **Design** [30 points]

- What were the intervention objectives?
- What strategies were used? (e.g., outreach, education, incentives)
- How were the strategies implemented?
- What materials/information were developed and/or obtained for the intervention?
- If the intervention included partnerships with employers, public/community organizations, or other relevant entities, how were partners involved?

## **Rationale** [20 points]

- What factors led to the development of the intervention?
- Why was the particular population targeted? Describe any needs assessment that may have been conducted to identify the target population.
- Why were particular strategies chosen?
- To what extent does the intervention address important and challenging effects of the issue?

## **Evaluation and Results** [30 points]

- How was the evaluation conducted? Include descriptions of data collection instruments, measures and processes. Specifically state the approach/methodology for the evaluation of the intervention.
- What do the data show? Do your data support an exemplary approach, if so how?
- How were the results calculated?
- Do current evaluation results reflect program objectives?
- How will the results of the evaluation be used to improve or enhance the intervention?

## **Sustainability and Replicability** [20 points]

- How will the intervention be sustained over time?
- What plans are in place to track and monitor the effectiveness of the intervention?
- To what extent is the initiative replicable in other managed care settings? Adaptable to other health plan models?
- To what extent is the intervention implemented in various settings?
- What are plans to extend the intervention beyond the initial health plan/site?

*The application may also include any attachments/supporting materials (if applicable). Please send 5 copies of any supporting materials, such as pamphlets, posters, videos, or other tools. Please limit attachments to 10 pages.*

## Judging Process

An Awards Selection Committee, an independent review panel of experts in chronic care and quality improvement, will select the award winner. Members of the Awards Selection Committee will include AAHP member health plans, MHCA member organizations, and MHCA staff.

The Awards Selection Committee will evaluate each entry based on all of the components listed under the Criteria for Submission. These include: Design (30 points), Rationale (20 points), Evaluation and Results (30 points), and Sustainability and Replicability (20 points).

## Timeline

All applications are due by August 10, 2000.

The award winner will be notified by September 11, 2000.

Awards will be presented at the American Association of Health Plans Annual Quality Conference, October 11-13, 2000, at the Sheraton Towers-Chicago, in Chicago, Illinois.

## Award Winners Will Receive

The award winner will be invited as a VIP guest to an awards presentation during the AAHP 2000 Quality Conference in Chicago, Illinois. The winning organization will receive one complimentary registration to this conference and assistance with travel expenses directly related to the conference, as well as an award plaque and a cash prize to support the continuation and evaluation of their exemplary program.

All winners will receive assistance with public communication of their winning programs, including dissemination of a press release, a conference handout featuring the award winning program abstract, announcements in Healthplan magazine, the AAHP Medical Affairs Issues Report and Taking on Diabetes Newsletter, and assistance with local press announcements.

## Deadline & Mailing Information

All entries and accompanying materials must be received by AAHP no later than 5:00pm (EST) Thursday, August 10, 2000. There will be no extensions to the deadline. No exceptions will be made. You will be notified of the receipt of your entry by either mail or e-mail within two days of its delivery. *All materials become the property of AAHP and will not be returned.*

# The National Exemplary Practice Award

## 1999 Winner:

### HealthPartners Medical Group– Diabetes Care Program

The National Exemplary Practice Program is a joint initiative of the American Association of Health Plans (AAHP) and the Employers' Managed Health Care Association (MHCA). The goal of the program is to encourage the rapid adaptation and adoption of proven strategies in the treatment and management of chronic conditions throughout the managed care industry. The 1999 Program targeted three specific conditions: diabetes, cardiovascular disease, and asthma.

The Program defines an exemplary practice as one that:

- ensures continuity, coordination, and monitoring of the disease condition;
- provides care that contributes to superior clinical outcomes and enhances quality of life; and
- results in a satisfying experience for the member and an economical expenditure of resources for the plan.

The 1999 winner is HealthPartners Medical Group in Minneapolis, MN, for their Diabetes Care Program. HealthPartners Medical Group uses a collaborative, patient-centered team to care for its population of patients with diabetes and those at risk of developing the disease. Applying the chronic care model developed by HPMG, individuals with diabetes are identified and personal risk is assessed to allow more focused care. Care delivery is proactive and collaborative with an emphasis on self-management support and clinical decision making based on scientific guidelines and protocols. Prevention of diabetes through lifestyle modification based on readiness to change is also stressed. Data on the population is continuously monitored and updated, and performance feedback to care team members is an essential aspect to the care process.

# Application Cover Page

## The National Exemplary Practice Program

All entries must be received no later than August 10, 2000.

### Contact Information:

Health Plan Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### **Please check one of the following descriptors:**

- Health plan serves 200,000 enrollees or less and is not a subsidiary or affiliate of another corporation.
- Health plan serves over 200,000 enrollees and/or is a subsidiary or affiliate of another corporation.

### **Brief Description of the Health Plan**

This statement will be used to describe the health plan in future publications, communications, and promotional activities. Attach an additional page if necessary.

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By submitting this entry form, the applicant agrees that AAHP may use information about the submitted initiative in AAHP newsletters, *HealthPlan Magazine* and in other public relations materials. Applicant also agrees to share materials and discuss recommendations with health plans interested in replicating the award-winning initiative.

**Application Checklist:**

- Five legible copies of the following:
  - A completed **Application Cover Page**
  - A one-page **abstract** about the applicant program (also provide via email or on a PC-compatible diskette the abstract in either Microsoft Word or WordPerfect format). Your abstract will be used as submitted and should provide a description of your program, briefly addressing the selection criteria of the award.
  - A clearly written **program description** of the initiative (not to exceed five pages, at least 11-point size)
  - Letter(s) of support**
  - Any **supporting materials**

Please attach the official entry form with your completed submission and return it to:

National Exemplary Practice Program Award  
Attention: Jill Arent  
c/o AAHP  
1129 20th Street, NW  
Suite 600  
Washington, DC 20036

**Questions?**

For additional information contact Jill Arent, senior analyst, medical affairs/program manager, Taking on Diabetes Initiative, at 202/778-3234 or jarent@aahp.org.