



PQA

HEALTHCARE QUALITY INNOVATION CHALLENGE

WHO WE ARE

- PQA's mission is *optimizing health by advancing the quality of medication use*.
- PQA has 4 cross-cutting roles: measure developer, researcher, healthcare quality educator, and convener.
- Established in 2006, the Pharmacy Quality Alliance (PQA) is a 501(c)3 designated non-profit alliance with over 200 member organizations including health plans, pharmacies, pharmacy benefit managers, pharmaceutical manufacturers, academic institutions, healthcare technology developers, associations, patient advocacy groups, and state and federal agencies.

WHAT IS THE PQA HEALTHCARE QUALITY INNOVATION CHALLENGE?

- A team-based student competition designed to promote student engagement in leveraging technology to create realistic solutions that improve healthcare quality measurement
- Teams will be provided 3 prompts and will choose 1 to respond to with a business summary (no more than 12 pages).
- The top 3 teams will pitch their solution during the PQA Annual Meeting in May 2018.

WHY SHOULD I PARTICIPATE?

- Recognition and awards
- Showcase innovative and creative ideas that leverage technology
- Use business and entrepreneurial skills
- Collaborate with other students
- Expand your knowledge of healthcare quality and quality measurement
- Various networking opportunities for finalists

Competition sponsored by:



PHARMACY QUALITY SOLUTIONS



PQA HEALTHCARE QUALITY INNOVATION CHALLENGE

COMPETITION DETAILS

Purpose

The PQA Healthcare Quality Innovation Challenge is designed to promote student engagement in leveraging technology to create realistic solutions that improve healthcare quality measurement.

Summary

- Student teams will propose a technology-enabled solution based on 1 of the 3 provided prompts.
- Teams will develop a business summary for their solution.
- The top 3 teams selected as finalists will pitch their solution to a panel of judges from across PQA's membership (e.g., health plans, health information technology companies, community pharmacies, PBMs) at the PQA Annual Meeting in May 2018.

Key Opportunities

Students will have an opportunity to:

- Understand how innovation and technology can impact healthcare quality and performance measurement
- Use business and entrepreneurial skills and work collaboratively

PQA will have the opportunity to:

- Actively support ideas that help organizations achieve excellence on performance measures and optimize patient outcomes
- Showcase student entrepreneurs who aim to improve healthcare quality through technology

Competition Timeline

- Applications must be submitted electronically through the application link, including a PDF upload of the business summary, by **11:59 pm EST on February 26, 2018**.
- The three teams selected as finalists will be notified by April 6, 2018.
- Final presentation materials will be due via email on April 27, 2018.
- The final competition will take place during the PQA Annual Meeting on May 16-18, 2018 in Baltimore, MD.

COMPETITION DETAILS CONTINUED

Eligibility Requirements

- Teams must be from PQA member institutions.
- Teams must be composed of at least 2 and no more than 4 students total. Teams must have at least 1 pharmacy student. Teams may consider an interprofessional approach (e.g., medical, business, engineering, computer science), but this is not required.
- Eligible students must be enrolled full-time or part-time in a degree-seeking program.
- Each team must have 1 team advisor from their University/College or from a PQA member organization.
- If selected as finalists, at least 2 team members must be able to attend the PQA Annual Meeting in May to present.

Application

Applications can be found at the following link: [Healthcare Quality Innovation Challenge Application](#)

On the online application students will provide the following information:

- Descriptive Project Title
- Selected Prompt
- College/University Name
- Team Captain – Name, Year, Program, Email, Phone
- Additional Team Members – Name, Year, Program, Email, Phone
- Team Advisor – Name, Title, Organization, Email
- PDF upload of College/University approval of participation
- PDF upload of the business summary (12 pages maximum) that includes the following components: Executive Summary, Description of Problem (including available evidence/data), Description of Solution, Implementation Strategy, Financial Projections (cost to develop and/or implement and ROI), Market Analysis, Marketing Plan, Potential Challenges and Solutions

Evaluation Criteria

- Business summaries will be evaluated on the components listed above. Reviewers will evaluate logic, clarity, creativity, feasibility, and potential impact of solution.
- The panel of judges at the Annual Meeting will evaluate presentations based on an abbreviated version of the content above as well as the effectiveness of the presentation and Q&A responses. There will also be a fan-favorite section of presentation evaluation in which an audience vote will be factored in as a small portion of the team's final score.

Award Description

Members of the 3 finalist teams will receive complementary registration, travel, and lodging for the 2018 PQA Annual Meeting. Awards will be provided to the schools of the winning teams to be allocated as the schools choose.

- First Place: \$5,000
- Second Place: \$3,500
- Third Place: \$1,500

Questions about the competition can be emailed to nmehas@pqaalliance.org.



PQA HEALTHCARE QUALITY INNOVATION CHALLENGE

PROMPTS

1. **Statin Use in Persons with Diabetes:** Develop a technology-enabled solution to promote interprofessional point of care interventions to increase appropriate use of statins in persons with diabetes.
2. **Addressing Potentially Unsafe Opioid Use:** Develop a technology-enabled solution that can facilitate an intervention to address potentially unsafe opioid use and/or prescribing.
3. **Patient Engagement with the Medicare Prescription Drug Program:** Develop a technology-enabled solution to help Medicare beneficiaries report on their experiences with their Part D plan more easily or to help plan sponsors interact more directly with beneficiaries to improve upon their CMS Star Ratings.

Teams will select 1 prompt to respond to with their solution. More details about each of the prompts are found on the following page.

PROMPT DETAILS

1. Statin Use in Persons with Diabetes

The American College of Cardiology/American Heart Association guidelines recommend moderate- to high-intensity statin therapy for persons aged 40-75 years with diabetes. PQA has developed a quality measure, endorsed by the National Quality Forum, to assess this recommendation at the health plan level. Multiple healthcare professionals, including physicians and pharmacists, are involved in ensuring patients are on the appropriate therapy.

Develop a technology-enabled solution to help pharmacists and/or other healthcare professionals educate patients with diabetes or their caregivers at the point of care about the guidelines and/or to communicate with prescribers about these guidelines to consider appropriate medication management.

2. Addressing Potentially Unsafe Opioid Use

Amid the U.S. opioid epidemic, one of the federal priorities is advancing better practices for pain management. The *CDC Guideline for Prescribing Opioids for Chronic Pain* contains prescribing recommendations to ensure patients have access to effective chronic pain treatment without increasing their risk of opioid dependence.

PQA has developed various opioid measures intended to identify unsafe opioid prescribing: Use of Opioids at High Dosage in Persons Without Cancer, Use of Opioids from Multiple Providers in Persons Without Cancer, Use of Opioids at High Dosage and from Multiple Providers in Persons Without Cancer, and Concurrent Use of Opioids and Benzodiazepines.

Develop a technology-enabled solution that can facilitate an intervention to address potentially unsafe opioid use and/or prescribing.

3. Patient Engagement with their Medicare Prescription Drug Program

Each year CMS publishes the Part C and D Star Ratings to measure quality in Medicare Advantage (MA) and Prescription Drug Plans (PDPs or Part D plans) and to assist beneficiaries in comparing plans.

For Medicare Advantage Prescription Drug (MAPD) plans, these Star Ratings are tied to quality bonus payments, established by the Affordable Care Act. Higher bonus payments are paid to plans with higher Star Ratings based on their performance on select quality measures. Higher Star Ratings also correlate with a plan's ability to attract new enrollees, keep premiums competitive, and enhance beneficiaries' experience with their plan.

There are several measures in the CMS Star Ratings that assess patients' experience with their Medicare Part D plan. These measures of patient-reported experiences are used in quality assessment programs to help determine value-based payments. When gathering this type of information from patients, it is important to consider factors such as the ability to efficiently capture patients' perspectives, patients' health literacy, and the ability to utilize results.

Develop a technology-enabled solution to help Medicare beneficiaries report on their experiences with their Part D plan more easily or to help plan sponsors interact more directly with beneficiaries to improve upon their CMS Star Ratings.

FREQUENTLY ASKED QUESTIONS

What is a business summary?

For the purposes of this competition, a business summary is less detailed than a full business plan and should contain the components listed in the application section.

Are teams permitted to discuss and receive input from professors or other healthcare professionals?

Ideas should be student-generated; however, discussion with professors and/or other professionals is encouraged.

Is there a requirement for the length of the business summary?

The business summary should be no more than 12 pages. The plan should effectively and efficiently communicate the team's ideas in each of the business summary sections.

Who can serve as a team advisor?

Faculty from students' schools or individuals from PQA member organizations can serve as team advisors.

How can I find out what organizations are members of PQA?

A list of PQA member organizations can be found here:

<https://pqaalliance.org/membership/organizations.asp>.

How can my school become a PQA member?

The PQA membership application and more information can be found here:

<http://pqaalliance.org/membership/application.asp>.

Who can I contact if I cannot find a team advisor?

Please reach out to PQA if you need assistance connecting with an advisor.

What is a technology-enabled solution?

We are looking for ideas that leverage existing technology in an innovative way, improve or add to existing technology, and/or create a new technology that can improve healthcare quality. Examples include, but are not limited to, applications, cloud-based solutions, platforms, big data solutions, wearable technology, and EMR/EHR solutions.

What resources are available to help students understand healthcare quality and the prompts?

Resources include the PQA website and government websites. We encourage teams to do more research into the scenarios described in the prompts and technology-based solutions currently being used. Please note any assumption(s) made in the appropriate section of the business summary.

How can I find out more information about the presentation portion of the competition?

The primary contact and team advisor for the top three teams will be notified and provided additional presentation details. For more information regarding the live presentations, please contact PQA.

Are my ideas confidential?

Submitted business summaries are distributed to various individuals from PQA member organizations for evaluation. The 3 teams selected for the final competition will pitch their solution to a panel of judges and an audience of approximately 500 individuals from PQA member and non-member organizations. Protection of any proprietary materials is the sole responsibility of the participating team. We encourage teams to reach out to their schools as resources, if necessary. There will no recording or photography allowed during the final presentations.