

# Physician MEMO

To | All Physicians  
From | Bruce Walley, MD Sr. VP Medical Affairs  
Patrick Healy, MD VP Clinical Improvement  
Date | June 28, 2011  
Re | CMS Physician Compare Website and VBP

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The Center for Medicare and Medicaid Services (CMS) has developed a physician compare website ([www.medicare.gov/find-a-doctor](http://www.medicare.gov/find-a-doctor)) which contains information to assist patients in finding and selecting practitioners. Currently this website displays demographic data and indicates whether the physician participates in the Physician Quality Reporting System. CMS is required by the recent health care reform legislation to post physician specific quality metrics as well as information on the patient's experience of care on this website no later than 2013. In all likelihood, this website will display quality data gathered prior to 2013, so at this time it is critical for all of us strive for a high level of performance on the CMS quality measures.

Additionally, starting July 1<sup>st</sup>, 2011, CMS will gather data on clinical quality measures and patient satisfaction surveys for the purpose of determining future hospital reimbursement. Hospital performance on these metrics will continue to be available publically on [www.hospitalcompare.hhs.gov](http://www.hospitalcompare.hhs.gov), but reimbursement will soon be linked to performance as part of CMS's move towards value based purchasing (VBP).

Both VBP and physician compare are part of CMS's efforts to move towards pay-for-performance and increased transparency. As a corporation, Novant has consistently been among the top performers of all hospitals reporting quality data. We ask for your help in continuing at this level of performance. Thank you for your cooperation and please feel free to contact the medical staff office with any questions.