

## Provider Invitation Letter for Cancer Care



Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association

May 11, 2017

Dear Michigan Oncology Quality Consortium Participants:

As you may know, Blue Cross Blue Shield Michigan (BCBSM) in coordination with Blue Cross and Blue Shield Association (BCBSA), has started the application process for provider entities to be evaluated for the nationwide Blue Distinction Center for Cancer Care designation.

### ***About the Blue Distinction Specialty Care Program***

The Blue Distinction Specialty Care Program is a national designation program recognizing healthcare provider entities that demonstrate expertise in delivering quality specialty care – safely, effectively and cost-efficiently. The goal of the program is to help consumers find both quality and value for their specialty care needs, while providing a credible foundation for employers to design benefits tailored to meet their quality and cost objectives.

The Blue Distinction Specialty Care Program includes two levels of designation:

- **Blue Distinction Centers (BDC):** Healthcare facilities recognized for their expertise in delivering specialty care.
- **Blue Distinction Centers+ (BDC+):** Healthcare facilities recognized for their expertise and cost-efficiency in delivering specialty care. *Quality is key: only those facilities that first meet nationally established, objective quality measures for Blue Distinction Centers will be considered for designation as a Blue Distinction Center+.*

### ***About the Cancer Care Program***

Blue Distinction Centers for Cancer Care is a new national designation program that recognizes hospitals, as well as being the first Blue Distinction Center program to recognize physician practices, for their efforts in coordinating all types of cancer care. This program incorporates patient-centered and data-driven practices, to coordinate care better and to improve quality of care and safety, as well as affordability. Providers entities in this Program are paid under a provider agreement with their local BCBS Plan that has value-based reimbursement, in addition to traditional fee-for-service, so they must perform against both quality and cost outcome targets in order to receive incentives and rewards for better health outcomes.

A provider entity must meet the below criteria in order to be eligible for the Blue Distinction Centers for Cancer Care designation (see attached Cancer Care Selection Criteria document for details):

- Meet 12 Quality Selection Criteria
- Have a value based reimbursement model with the local Blue Plan that is available to national accounts
- Meet Business Criteria
- Meet Local Plan Criteria

The Cancer Care program is replacing the Complex and Rare Cancers program (a hospital-only designation program), which is ending December 31, 2017. Please note only the Blue Distinction Centers (BDC) designation will be offered for the Cancer Care program. The Blue Distinction Centers+ (BDC+) designation will not be offered.

The initial effective date for designated provider entities as Blue Distinction Centers for Cancer Care is January 1, 2018. However, this is a rolling designation, and a provider entity can be designated after this date.

### ***Value of the Cancer Care Program***

This Blue Distinction Specialty Care Program is a highly respected program. The Blue Distinction Centers for Cancer Care Program affirms that designated provider entities demonstrate expertise in delivering cancer care. Provider entities designated as Blue Distinction Centers for Cancer Care can differentiate themselves from other cancer care provider entities within their own community as well as nationally.

### ***Application Process***

**All provider entities seeking designation under the Blue Distinction Centers for Cancer Care program, will need to complete a provider survey.** This process allows all provider entities to be evaluated against the same national selection criteria used in the designation process. The application process for the Cancer Care program is being administered two ways. The first approach for application submission is through an online Qualtrics survey (the Cancer Care program will not use the standard BD Link system). The Qualtrics survey was sent to contacts through hospitals that participate in our BCBSM Hospital Pay-for-Performance program. The second approach is led by the MOQC Coordinating Center who will distribute paper copies of the provider survey at the MOQC regional meetings.

It is possible your provider entity may receive the survey at both the MOQC regional meeting as well as being forwarded the Qualtrics survey that was sent to Pay-for-Performance contacts at the hospitals on May 5<sup>th</sup>. Both surveys are the same and you may fill it out via either process. It is important to note that each provider entity (i.e. hospital and physician practice) is being designated separately and a survey will need to be submitted for each provider entity you would like evaluated for the Blue Distinction Center for Cancer Care designation.

All surveys must be submitted by 5/26/2017 in order to be evaluated for designation effective 1/1/2018. Please use the link below if you have not submitted your survey already. If you submit your survey after this date, you will still be evaluated for the Cancer Care designation, but your effective date will be on a rolling basis after January 1, 2018.

### **[BDC Cancer Care Provider Survey](#)**

We look forward to your participation in the Blue Distinction Centers for Cancer Care evaluation process. If you have any questions, please contact **Karlie Witbrodt, BDC Administrator, at [kwitbrodt@bcbsm.com](mailto:kwitbrodt@bcbsm.com)**.

Sincerely,

Karlie Witbrodt, MPH, MSW  
BDC Administrator  
Blue Cross Blue Shield of Michigan

### **ATTACHMENTS:**

*The Value of Achieving a Blue Distinction Specialty Care Designation  
Cancer Care Selection Criteria*