



# ANNUAL REPORT

YEAR 2020



## OUR MISSION

Improving the safety, quality, and affordability of health care for everyone.



## PRESIDENT & CEO

As President & CEO of the New Jersey Health Care Quality Institute, [Linda Schwimmer, JD](#) drives policies that advance health care safety, access, and affordability. She is committed to change that improves health care for every person in New Jersey. Under Linda's leadership, the Quality Institute focuses on collaboration and innovation to accelerate policies that make health care more person-centered, transparent, and equitable.

## BOARD MEMBERS



**Suzanne M. Miller,  
PhD  
Board Chair**



**Fred M. Jacobs,  
MD, JD  
Board Vice Chair**



**Donald Bryan,  
JD  
Board Secretary**



**Ian Ruegg,  
MBA, CEBS  
Board Treasurer**



**Kemi Alli,  
MD**



**Robert Andrews,  
JD**



**Mary Campagnolo,  
MD, MBA**



**Mary Ann  
Christopher, MSN,  
RN, FAAN**



**Shereef Elnahal,  
MD, MBA**



**James Florio,  
JD**



**Charlene Holzbaur,  
MBA**



**Heather Howard,  
JD**



**Linda Sloan Locke,  
CNM, MPH, LSW,  
FACNM**



**Christine Stearns,  
JD**



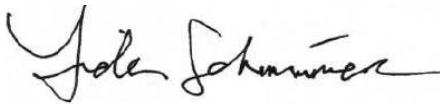
## A MESSAGE FROM THE PRESIDENT & CEO

Dear Quality Institute Members,

I remain in awe of the ways our members have worked to save lives, cared for those with COVID-19, and invested in the health and wellness of their communities during this past challenging year. We are forever indebted to our health care workers for their courage and dedication to fighting this virus. At the Quality Institute, we will continue to support all our members impacted by COVID-19 by bringing together experts and creating valuable [resources](#) and [webinars](#) — and working behind the scenes in every way we can.

We are fortunate to work closely with the State to advance policies and education around accessing high-quality care during the pandemic. We know our strength comes from you, [our members](#). We create our best work when we bring all your voices together. We have accomplished so much in the past year despite the extraordinary battles we faced, and we look forward to continuing that great work in 2021. I hope you take pride in all the accomplishments described in this impact report. We could not have achieved so much without you.

Sincerely,  
Linda Schwimmer



**We are forever indebted to our health care workers for their courage and dedication to fighting this virus.**



# OUR WORK



## EDUCATION

- Hosted virtual learning opportunities for members and the public throughout the year on topics ranging from telehealth to advance care planning to reproductive health access.
- Created the following [resources](#) to help Quality Institute members navigate their pandemic response:
  1. [Mayors Wellness Campaign A Call for Community Action](#)
  2. [Supporting New Jerseyans in Need of Healthcare Coverage](#)
  3. [Quality Institute Prescription Assistance Guide](#)
  4. [Recommendations of the New Jersey Perinatal Care During COVID-19 Work Group](#)
  5. [Projections for New Jersey Medicaid Eligibility Trends During COVID-19](#)
  6. [Advance Care Planning: Preparing for the Unexpected](#)
- In partnership with the New Jersey Reproductive Health Access Project Steering Committee, the Quality Institute developed and disseminated the [New Jersey Reproductive Health Access Project \(NJ-RHAP\) Provider Access Commitment Toolkit and 10 additional resources](#). These materials support providers (clinical and administrative) in better understanding policies and best practices for comprehensive and quality contraceptive care. Topics range from effective billing and coding and contraceptive counseling to community engagement strategies.



## POLICY

[Medicaid Policy Center \(MPC\)](#): Received the [Integrated Care for Kids \(InCK\)](#) cooperative agreement from the Centers for Medicare and Medicaid Services (CMS). We serve as a co-lead organization, alongside [Hackensack Meridian Health \(HMH\)](#) and the [Visiting Nurse Association \(VNA\) of Central Jersey](#) to test an Alternative Payment Model (APM), for NJ Family Care programs, by providing payment for screening and provision of integrated community-based core child health services.

- As a response to the steep decline in enrollment for New Jersey's small group market in recent years, the Quality Institute convened subject matter experts and thought leaders to develop short-term and long-term solutions to stabilize the current market and address related overall affordability and coverage issues. As a result of this work, the Quality Institute released [Short and Long-Term Strategies to Support Health Care Affordability and Price Transparency for Small Employers and Consumers in New Jersey](#), a white paper providing background on the market and proposed solutions to improve its viability.





## COMMUNITY HEALTH

### Mayors Wellness Campaign (MWC):

1. Published the [Mayors Wellness Campaign \(MWC\) Handbook](#) to help Mayors develop or grow their MWC program. The handbook includes instructions to start a MWC program, an annual checklist to guide activities, resources to help conduct a health needs assessment, a press toolkit, and guidance to plan, implement, and evaluate programs. The 2020 Edition of the MWC Handbook was generously sponsored by [The Russell Berrie Foundation](#).
2. Hosted focus groups in all 21 counties with over 75 mayors participating along with Public Health Officers and many volunteers to gain an understanding about MWC programming best practices and challenges during the pandemic.

### Conversation of Your Life (COYL):

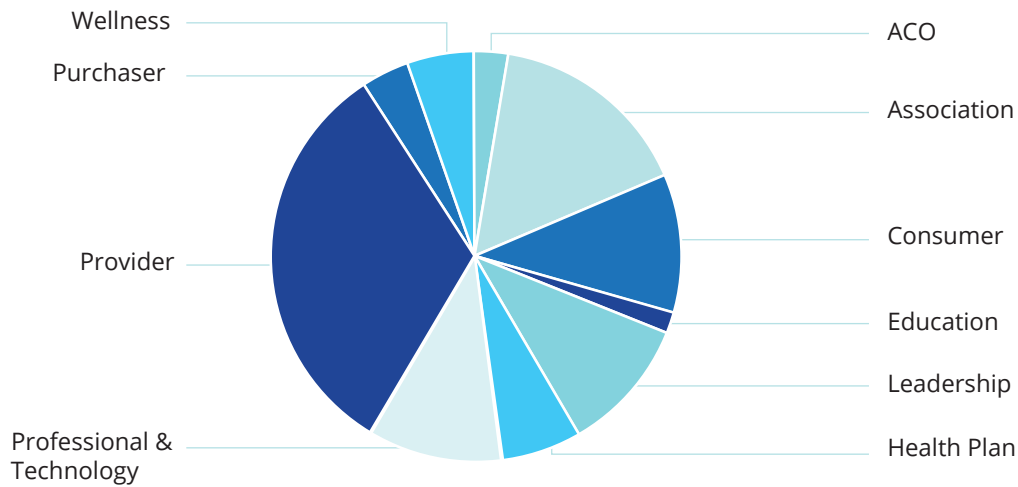
1. Partnered with the State Health Benefits Program to provide crucial advance care planning information to State employees and their family members using COYL workshops and other resources.
2. As COYL continues to expand we want to ensure the program is culturally sensitive and incorporates New Jersey residents of all cultures in these important conversations. Therefore, we introduced COYL programming in languages other than English to meet the needs of the diverse residents of New Jersey. Programs have since been held for Hispanic, Korean, Chinese, Polish, and Urdu communities in their native language. We have also introduced programming to the Veteran community and continue to incorporate other diverse communities in New Jersey.



## QUALITY IMPROVEMENT

- Became the [Leapfrog Group](#) Regional Leader for the State of New York. We also proudly supported our New Jersey hospitals to achieve 100% participation in the [Leapfrog Group's annual Hospital Survey](#).
- Published [Quality Briefings](#) to educate members on the [Leapfrog Group Top Hospital Best Practices](#) and [Early Elective Deliveries](#).
- At the request of the State and several foundations, we convened and led the Perinatal Care During COVID-19 Workgroup, which included many of our members, and released [Recommendations for Perinatal Care During COVID-19](#), which were incorporated into the New Jersey Department of Health's (NJDOH) guidance to hospitals and health care providers.
- We joined Rutgers Project ECHO to actively recruit nursing homes in New Jersey to join an interactive training program to advance improvements in COVID-19 preparedness, safety and infection control, and nursing home resilience. In partnership with the NJ Department of Health, [Robert Wood Johnson Medical School](#), and [Trinitas Regional Medical Center](#) and subject matter experts from around the state, [Project ECHO](#) will deliver a year-long program of classes and quality consultation.

## OUR MEMBERS



**110** member organizations  
across **10** councils



## NEW MEMBERS





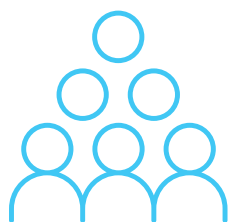
# TESTIMONIAL



"Amerihealth New Jersey has been a proud member of the New Jersey Health Care Quality Institute for nearly 20 years. Our missions are closely aligned, sharing an ongoing commitment to improving the quality and protecting affordability of health care for New Jersey residents."

- **Frank Urbano, MD, MBA, FACP, Senior Medical Director, AmeriHealth NJ**

## BY THE NUMBERS



# 990

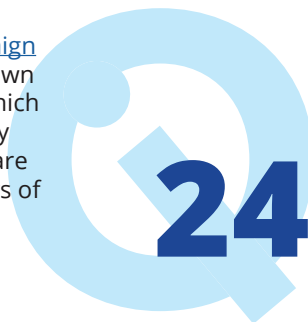
Our [NJ-RHAP Provider Access Commitment Toolkit](#), has been read, shared, and downloaded over **990** times.



# 90

Featured in more than **90** unique [press hits](#).

Our [Mayors Wellness Campaign](#) awarded **24** 2019 Healthy Town Awards to communities in which mayors have made healthy lifestyles a top priority and are actively engaging all members of their community.



Welcomed **14** new Quality Institute [members](#).

# 20



Hosted **20** [Quality Institute webinars](#) attended by over **2,000 people**.

## LOOKING AHEAD



We have been awarded the Maternal Health Innovation Program grant from the [New Jersey Department of Health](#) (NJDOH) to increase awareness of the [Recommendations for Perinatal Care During COVID-19](#) among New Jersey residents, with a special focus on vulnerable populations.

Our [Mayors Wellness Campaign](#) will release a *Reducing Social Isolation Toolkit*, generously funded by [Amerigroup](#), to help towns create a volunteer-based match program to connect older adults who are experiencing social isolation to a member of their community.



We have partnered with [BioNJ](#), the life sciences trade association in New Jersey to create the multi-stakeholder *Lessons from COVID-19 Work Group*. The work group will release an actionable report that identifies our strengths, examines our weaknesses, and offers best practices along with consensus recommendations to guide State and federal health policy leaders in addressing regulatory and process issues.





# LIST OF QUALITY INSTITUTE MEMBERS BY COUNCIL

## Leadership Council

Dialyze Direct  
Eagleton Center for Public Interest  
Polling at Rutgers University  
Horizon BlueCross BlueShield of NJ  
Medical Society of New Jersey  
New Jersey Department of the Treasury  
NJ Innovation Institute  
NJM Insurance Company  
NJ State Chamber of Commerce  
NJ State League of Municipalities  
NJ State Nurses Association  
Planned Parenthood of Northern, Central & Southern NJ  
RWJBarnabas Health\*

## ACO Council

Aledade  
Camden Coalition of Healthcare Providers  
Greater Newark Health Care Coalition  
Healthcare Coalition of Passaic County  
Partnership Health Centers LLC  
Trenton Health Team

## Association Council

American Physical Therapy Association of NJ  
Employers Association of New Jersey  
Garden State Pharmacy Owners  
Health Care Association of New Jersey  
Hospital Alliance of New Jersey  
New Jersey Academy of Family Physicians  
New Jersey Chapter of the National Association of Hispanic Nurses  
NJ Association of Community Providers  
NJ Association of Health Plans  
NJ Association of Health Underwriters  
NJ Association of Mental Health and Addiction Agencies  
NJ Association of Nurse Anesthetists  
NJ Business & Industry Association  
NJ Dental Association  
NJ Doctor-Patient Alliance  
NJ Education Association  
NJ Family Planning League  
State and Local Government Benefits Association

## Consumer Council

AARP of New Jersey  
American Cancer Society  
American Heart Association

## Consumer Council (Cont.)

Goals of Care Coalition of NJ  
Housing and Community Development Network of NJ  
March of Dimes  
Medina Community Clinic  
Mental Health Association in NJ  
NJ YMCA State Alliance  
Partnership for a Drug-Free NJ  
Parker Family Health Center  
Robert Wood Johnson Foundation  
The Burke Foundation  
The Nicholson Foundation

## Education Council

Hackensack Meridian School of Medicine  
Rutgers Center for State Health Policy  
Rutgers Ernest Mario School of Pharmacy  
Rutgers Robert Wood Johnson Medical School  
Rutgers University School of Nursing

## Plan Council

AmeriGroup  
AmeriHealth Caritas  
AmeriHealth New Jersey  
Clover Health  
UnitedHealth Employer and Individual  
WellCare

## Professional & Technology Council

Applied Medical Software  
Aunt Bertha  
Brach Eichler  
Community Health Law Project  
Conventus Inter-Insurance Exchange  
EMET Realty  
Family Health Initiatives  
Fox Rothschild LLP  
Teladoc

## Provider Council

**System Level\*** (System Level memberships include multiple hospitals and other facilities.)

Atlantic Health System\*  
Hackensack Meridian Health\*  
Inspira Health Network\*  
Jefferson Health\*  
St. Joseph's Health\*  
Virtua Health\*

## Provider Council (Cont.)

AtlantiCare Health Solutions  
Axia Women's Health  
Bergen New Bridge Medical Center  
Capital Health Medical Center - Hopewell  
CarePlus NJ  
Catholic Charities, Diocese of Trenton  
CentraState Medical Center  
Cooper University Hospital  
DaVita  
Englewood Health  
Hackensack Meridian Carrier Clinic  
HealthySteps  
Henry J. Austin Health Center, Inc  
Holy Name Medical Center  
Lifeline Medical Associates  
Nurse-Family Partnership  
Preferred Behavioral Health Group  
Quest Diagnostics  
Regional Cancer Care Associates LLC  
Rutgers Behavioral Health Care  
Saint Clare's Denville  
Saint Peter's University Hospital  
St. Francis Medical Center  
Salem Medical Center  
Samaritan Life-Enhancing Care  
Summit Medical Group  
Trinitas Regional Medical Center  
University Hospital  
VNA Health Group

## Purchaser Council

Northeast Carpenters Funds  
Tabula Rasa Healthcare

## Wellness Council

1906  
Bayer  
Cannabis Education and Research Institute  
Garden State Dispensary  
Genentech  
GlaxoSmithKline (GSK)  
MM411  
Novo Nordisk  
Pfizer  
Sanofi

As of March 2021



NEW JERSEY  
HEALTH CARE  
**QUALITY  
INSTITUTE**



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*March 2021*

New Jersey Health Care Quality Institute  
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