

# FOOD FOR THOUGHT



## The New Science of Healthcare Quality Measurement

April 7, 2026



# TAHP

The Texas Association of Health Plans

# TAHP Team



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# Featured Speaker



**Dr. Will Bruhn, MD**

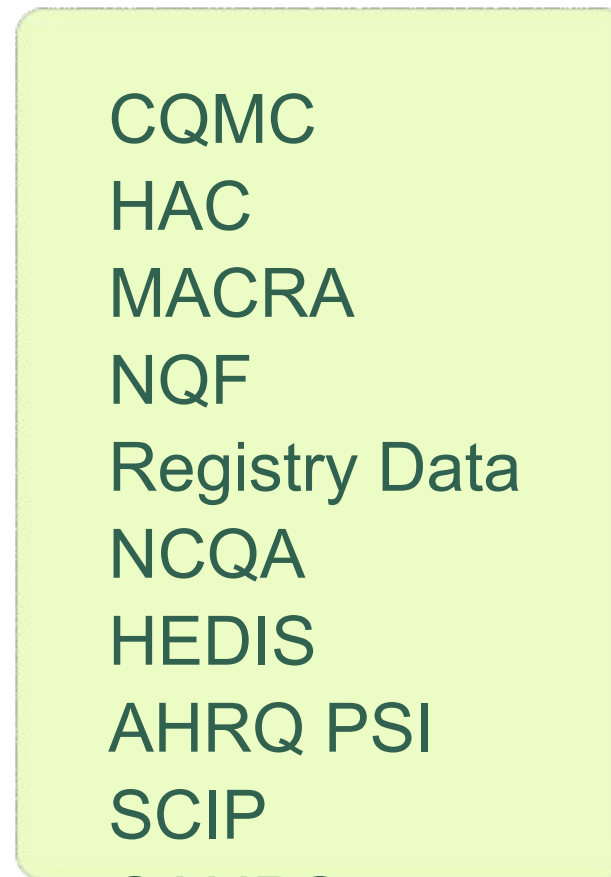
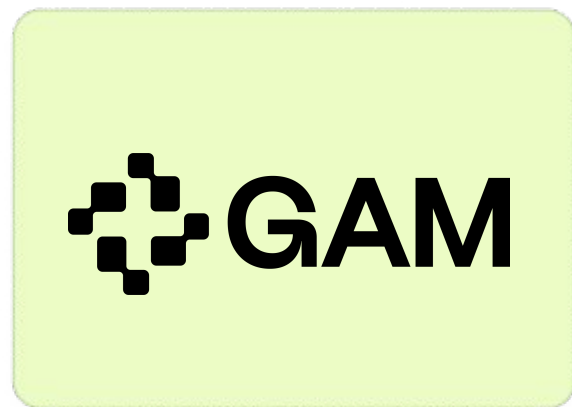
Co-Founder & CEO, Global  
Appropriateness Measures



# The New Science of Healthcare Quality Measurement

Why quality matters and how to measure it





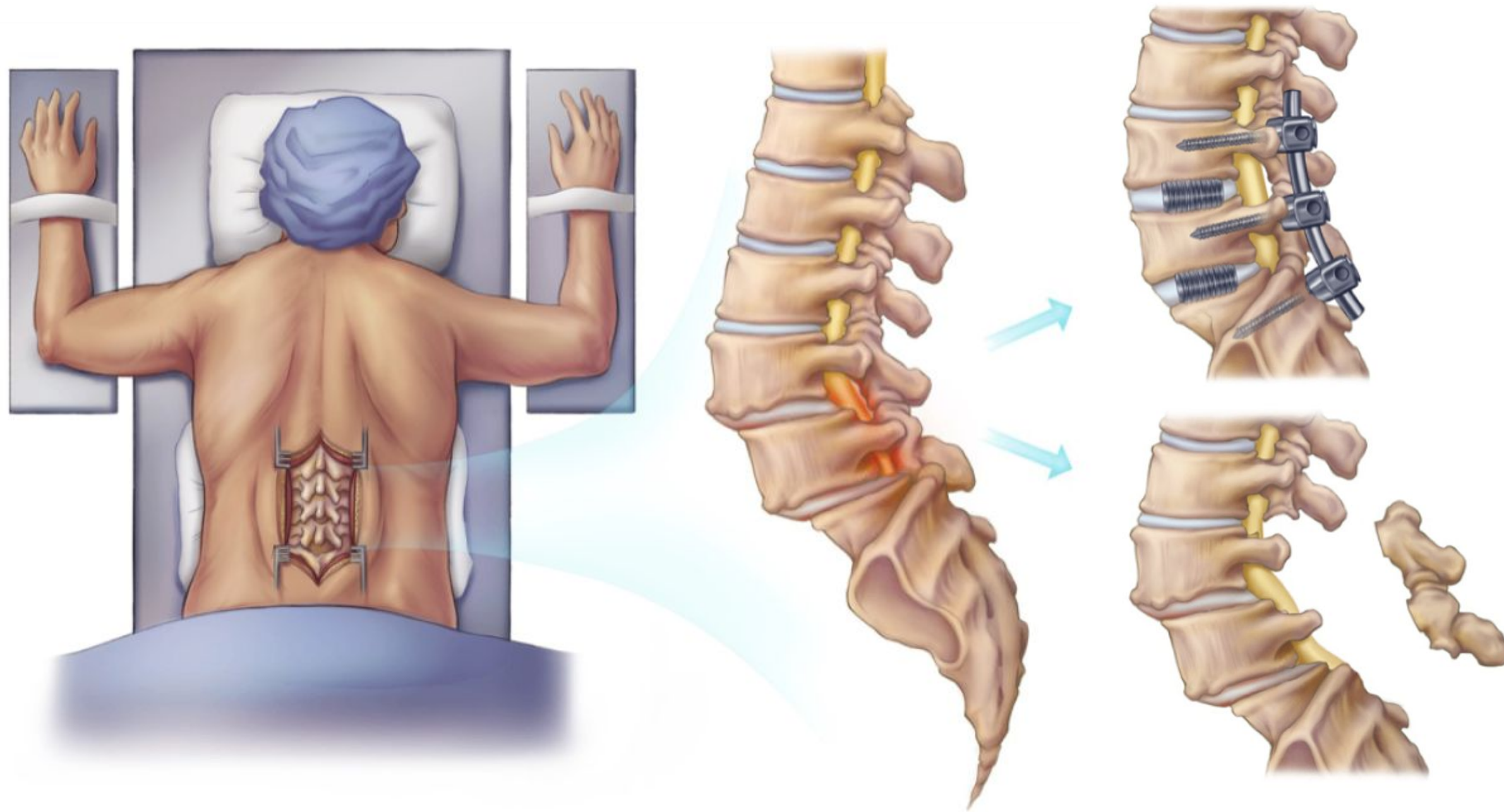
Outcome



# State of Texas

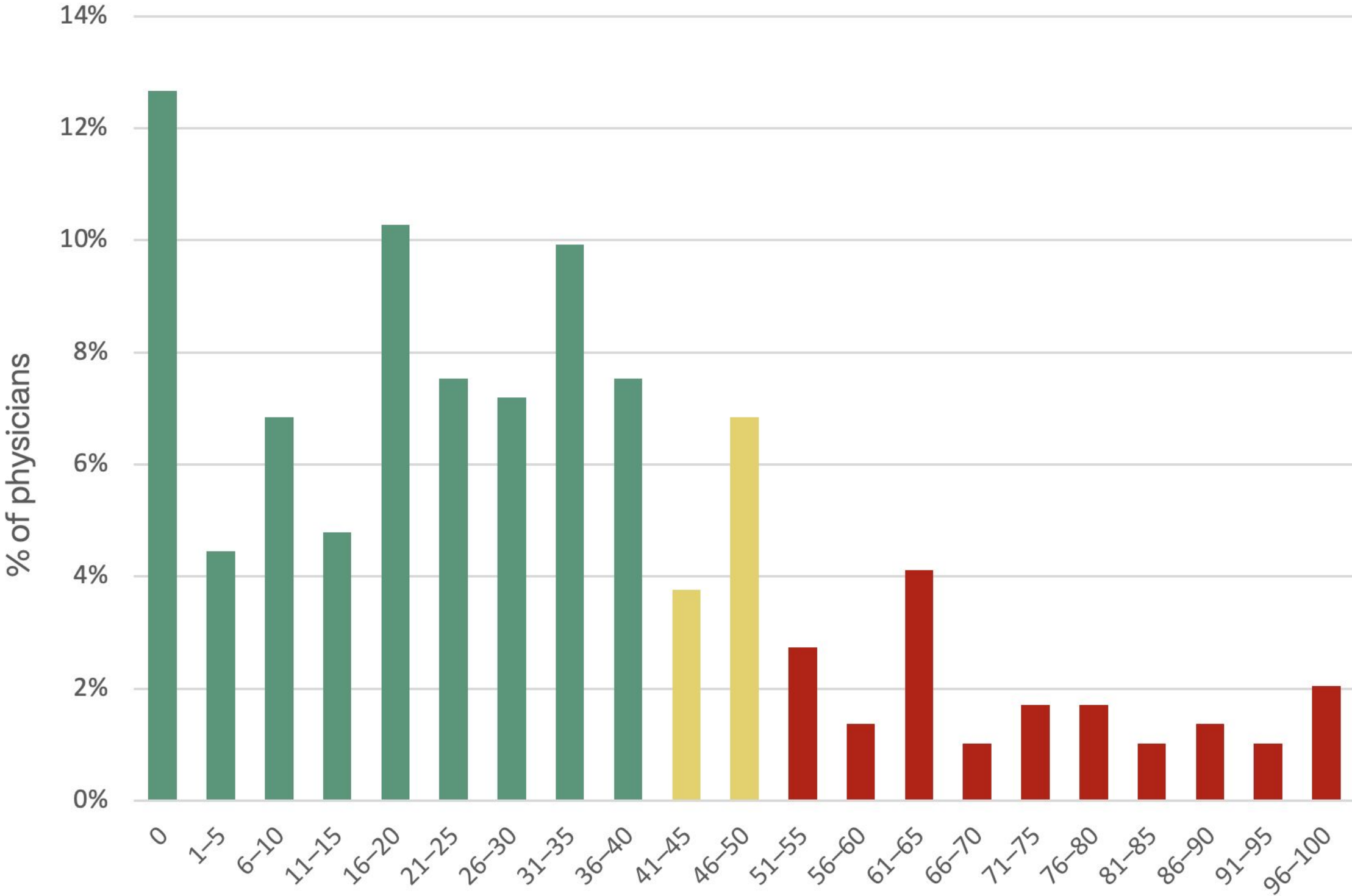
Low-Value Care Review

# Lumbar Fusion Rate



# Lumbar Fusion Rate

Texas Data Review



# of Physicians	292
% Appropriate Care	71%
% Pattern of Concern	11%
% Outlier	18% (53)

Unnecessary Fusions	310
Excess Cost of Fusions	\$30.3M

# Cost Comparison: Lumbar Fusion Rate

© Dr. [Redacted]

Lumbar Fusion Rate	14%
Location	Houston, TX
Avg. Cost per Patient	\$44,369



© Dr. [Redacted]

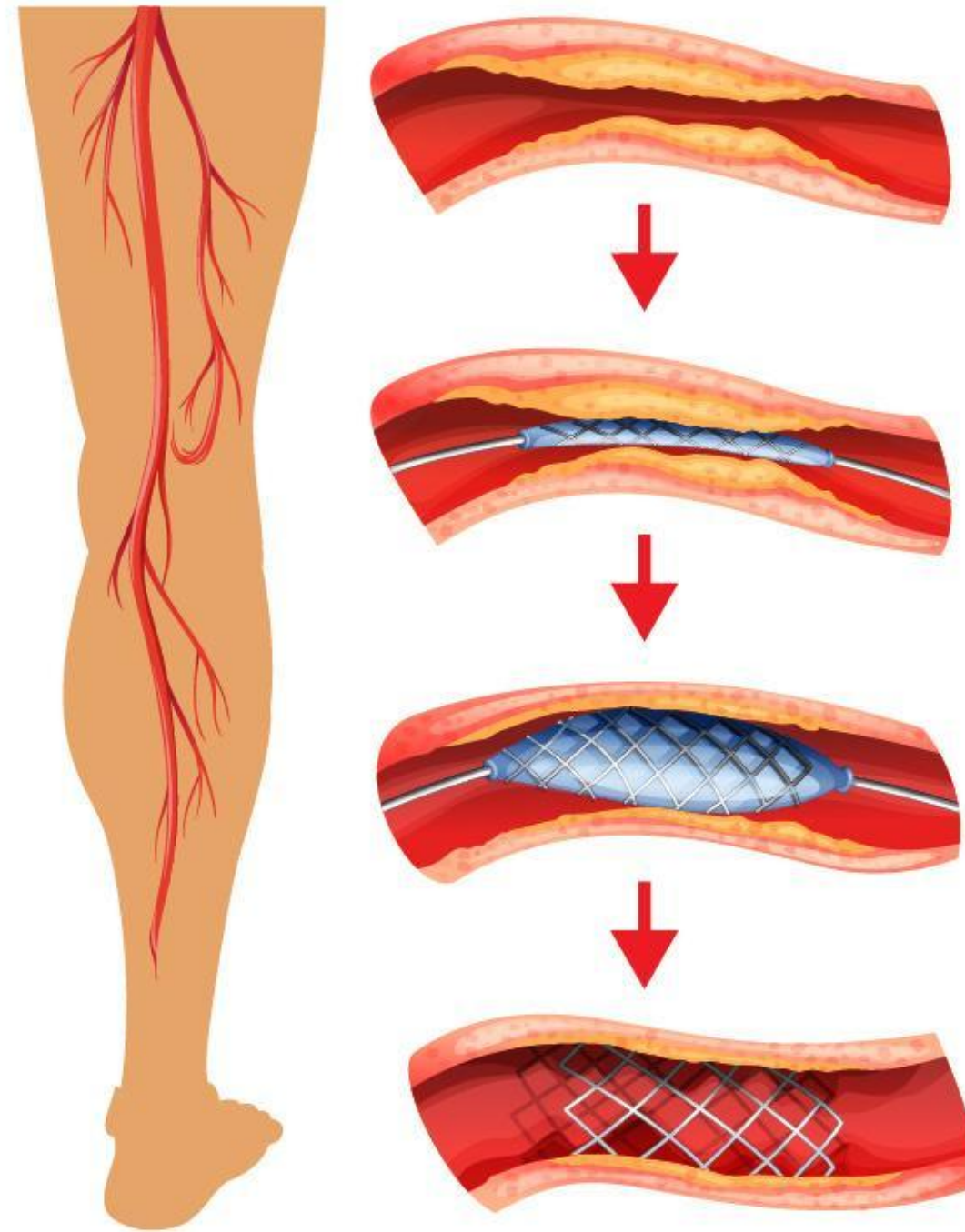
Lumbar Fusion Rate	92%
Location	Houston, TX
Avg. Cost per Patient	\$82,070



\$37,701

Avg cost of care difference  
per patient

# Tibial Artery Stenting



# Report: Texas Hospitals Use Too Many Stents

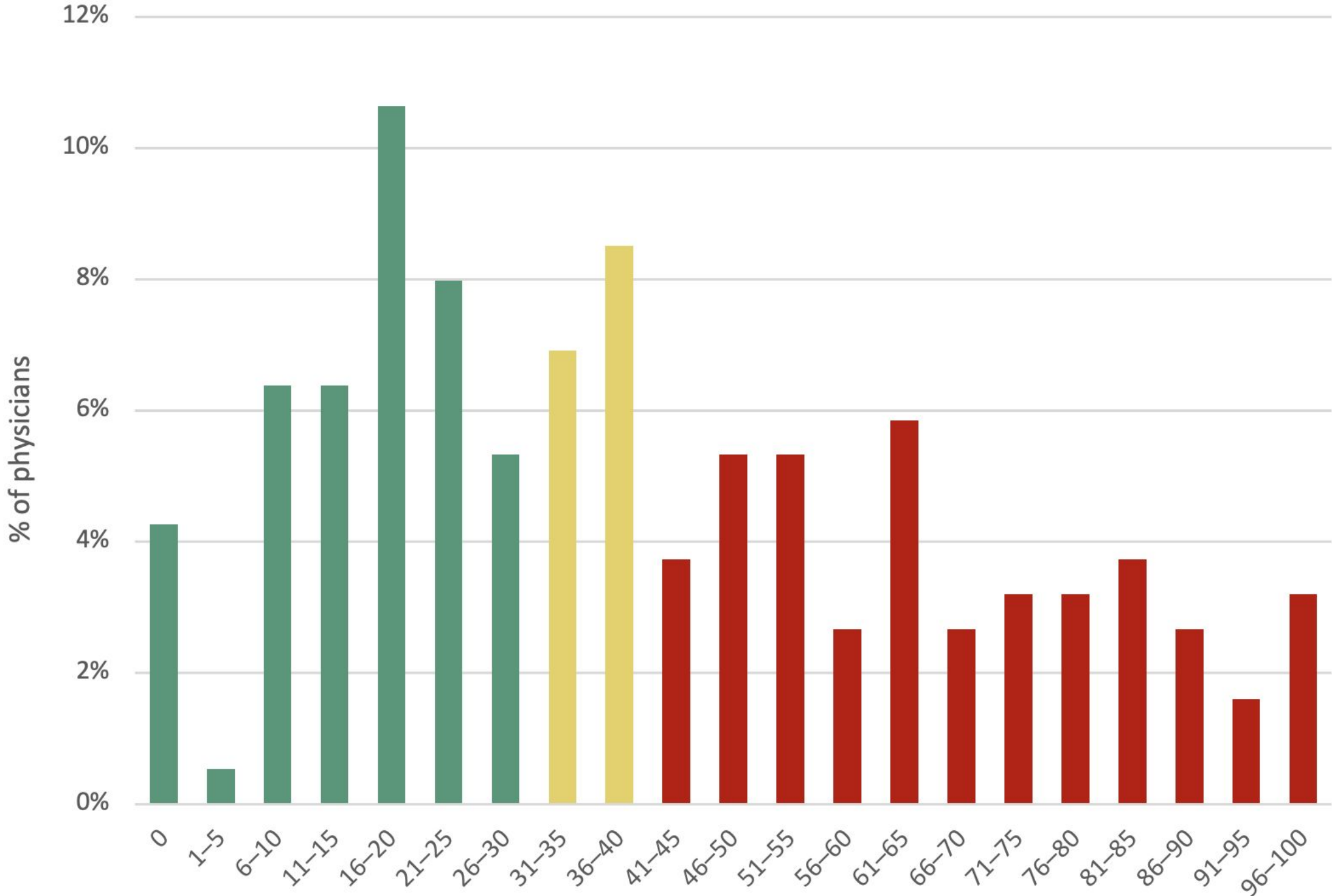
Stent overuse costs Medicare \$800 million per year and UTSW's Clements University Hospital is among the ten worst offenders in the country.

By Will Maddox | November 15, 2023 | 11:56 am



# Tibial Artery Stenting

Texas Data Review



# of Physicians	113
% Appropriate Care	42%
% Pattern of Concern	15%
% Outlier	43% (49)

Unnecessary Procedures (2024)	375
Excess Cost of Tibial Stents (2024)	\$16M

# What is the solution?

**Advocacy  
& Patient  
Awareness**

**Quality  
Improvement**

**Care Navigation /  
Network Design**

Health Care

# Unstoppable: This Doctor Has Been Investigated at Every Level of Government. How Is He Still Practicing?

by Annie Waldman  
Aug. 9, 5 a.m. EDT



The New York Times

OPERATING PROFITS

## They Lost Their Legs. Doctors and Health Care Giants Profited.

Medical device makers have bankrolled a cottage industry of doctors and clinics that perform artery-clearing procedures that can lead to amputations.

LIFE & WORK | YOUR HEALTH

## Doctors Sound an Alarm Over Leg-Stent Surgery

Johns Hopkins researchers analyzing Medicare data say they've detected physicians performing what look like unnecessary vascular procedures



By [Sumathi Reddy](#) [Follow](#)

Sept. 10, 2019 10:54 am ET

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[Gift unlocked article](#)



## In the "Wild West" of Outpatient Vascular Care, Doctors Can Reap Huge Payments as Patients Risk Life and Limb

By Annie Waldman, 1 day ago



ProPublica is a nonprofit newsroom that investigates abuses of power. Sign up to receive our biggest stories as soon as they're published.

## Steak Dinners, Sales Reps and Risky Procedures: Inside the Big Business of Clogged Arteries

Text messages, a whistleblower lawsuit and an internal investigation reveal the lengths to which Medtronic, the world's largest medical device company, allegedly "groomed" doctors to overuse its vascular products in patients at a veterans hospital.

by Annie Waldman, Feb. 16, 5 a.m. EST



Health Care

# **This Researcher Warned of Unnecessary, Risky Vascular Procedures. She Was Called a “Nazi” and Accused of “Fratricide.”**

by Annie Waldman

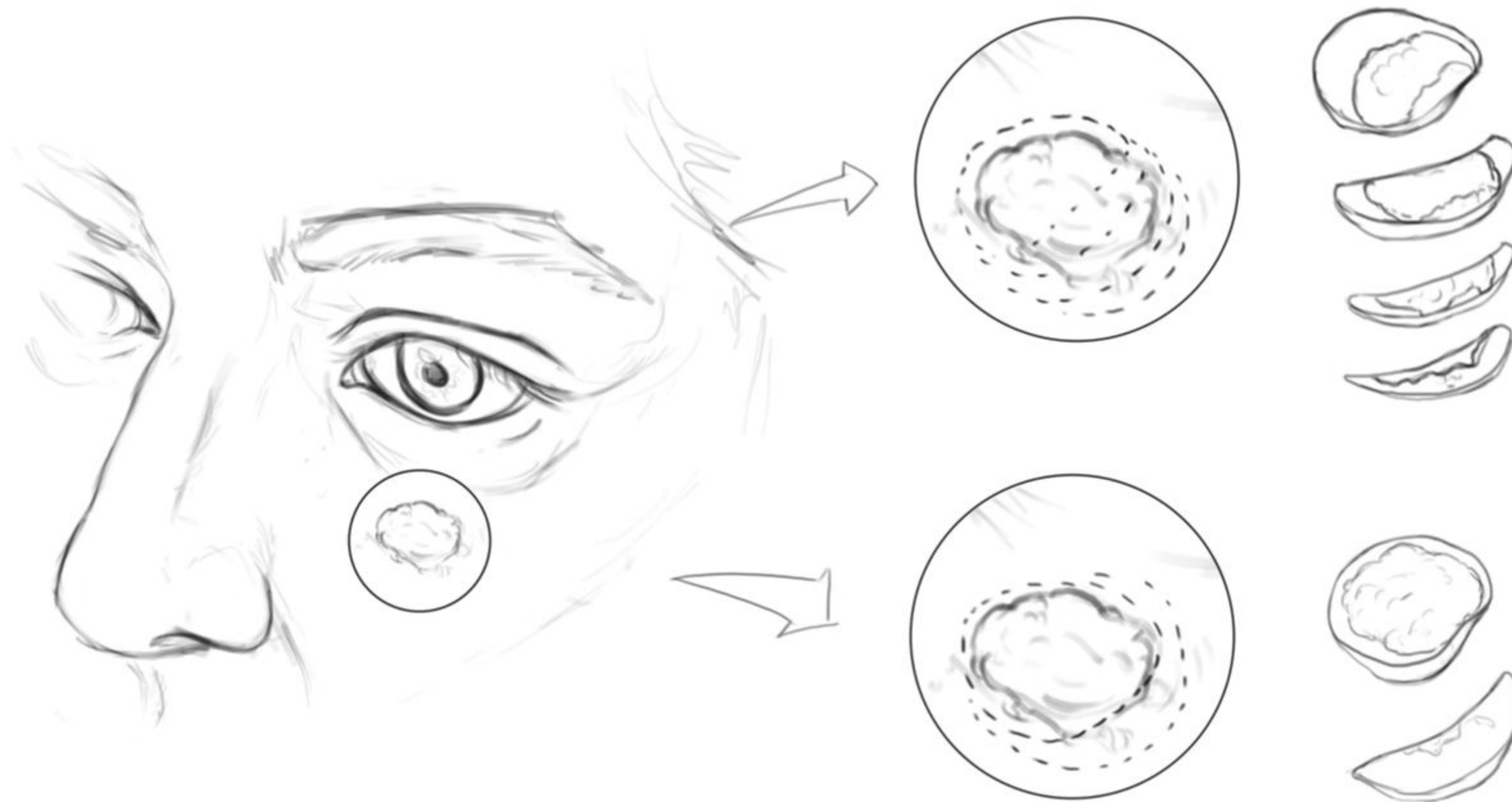
Dec. 12, 2023, 5:10 a.m. EST



# Society for Vascular Surgery appropriate use criteria for management of intermittent claudication

[Karen Woo, MD, PhD](#) <sup>a</sup>  · [Jeffrey J. Siracuse, MD, MBA](#)<sup>c</sup> · [Kyle Klingbeil, MD, MS](#)<sup>b</sup> · ... · [Matthew J. Scheidt, MD](#)<sup>v</sup> · [Jessica P. Simons, MD, MPH](#)<sup>w</sup> for the [Society for Vascular Surgery Appropriateness Committee](#) ... [Show more](#)

# Quality Improvement



# Quality Improvement

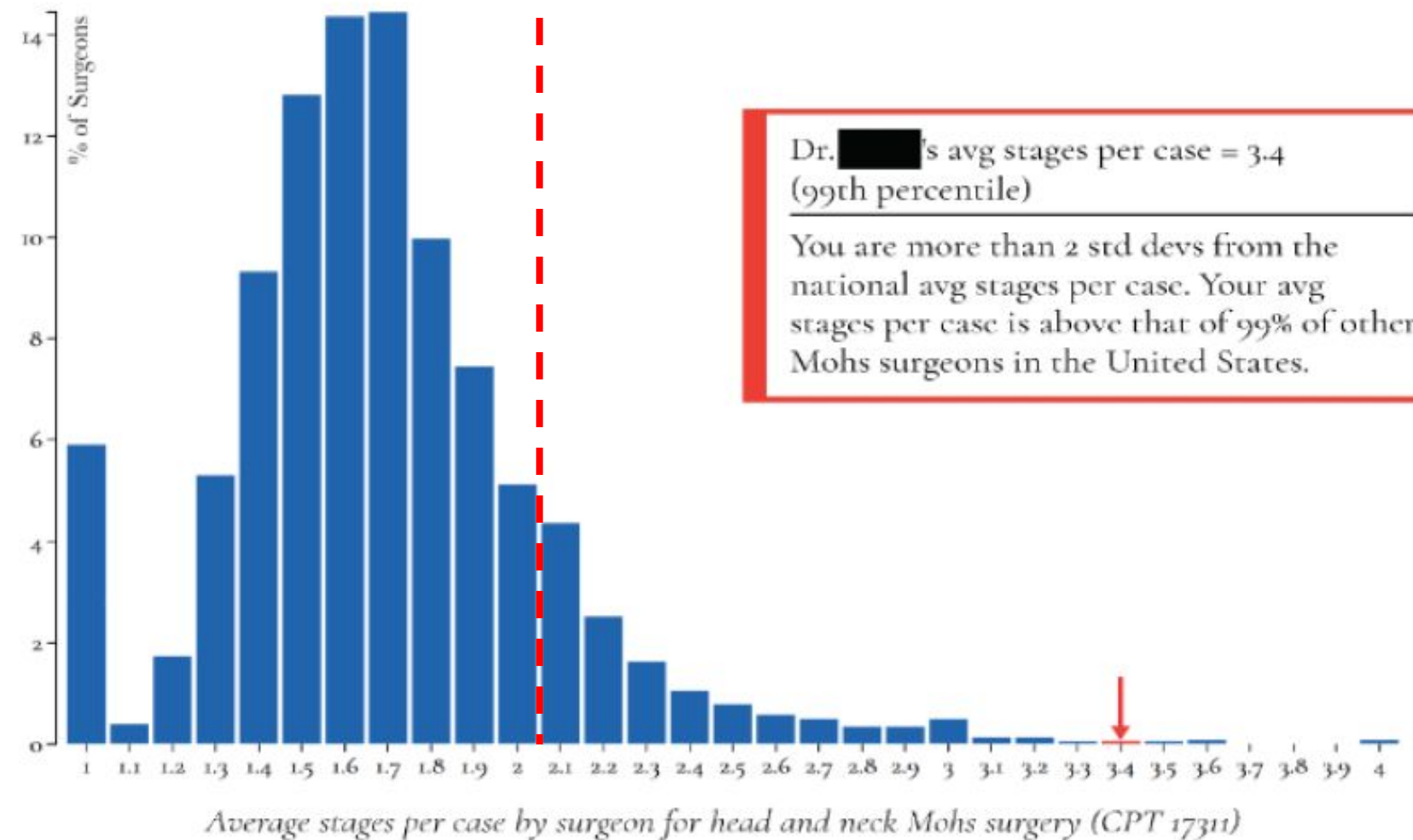
Improving Wisely Quality Collaborative  
Benchmarking Performance Among Peers Using an ACMS-Endorsed Metric



Data for Dr. [REDACTED] (NPI: [REDACTED]):

The graph represents the distribution of physicians performing Mohs surgery in the U.S.†

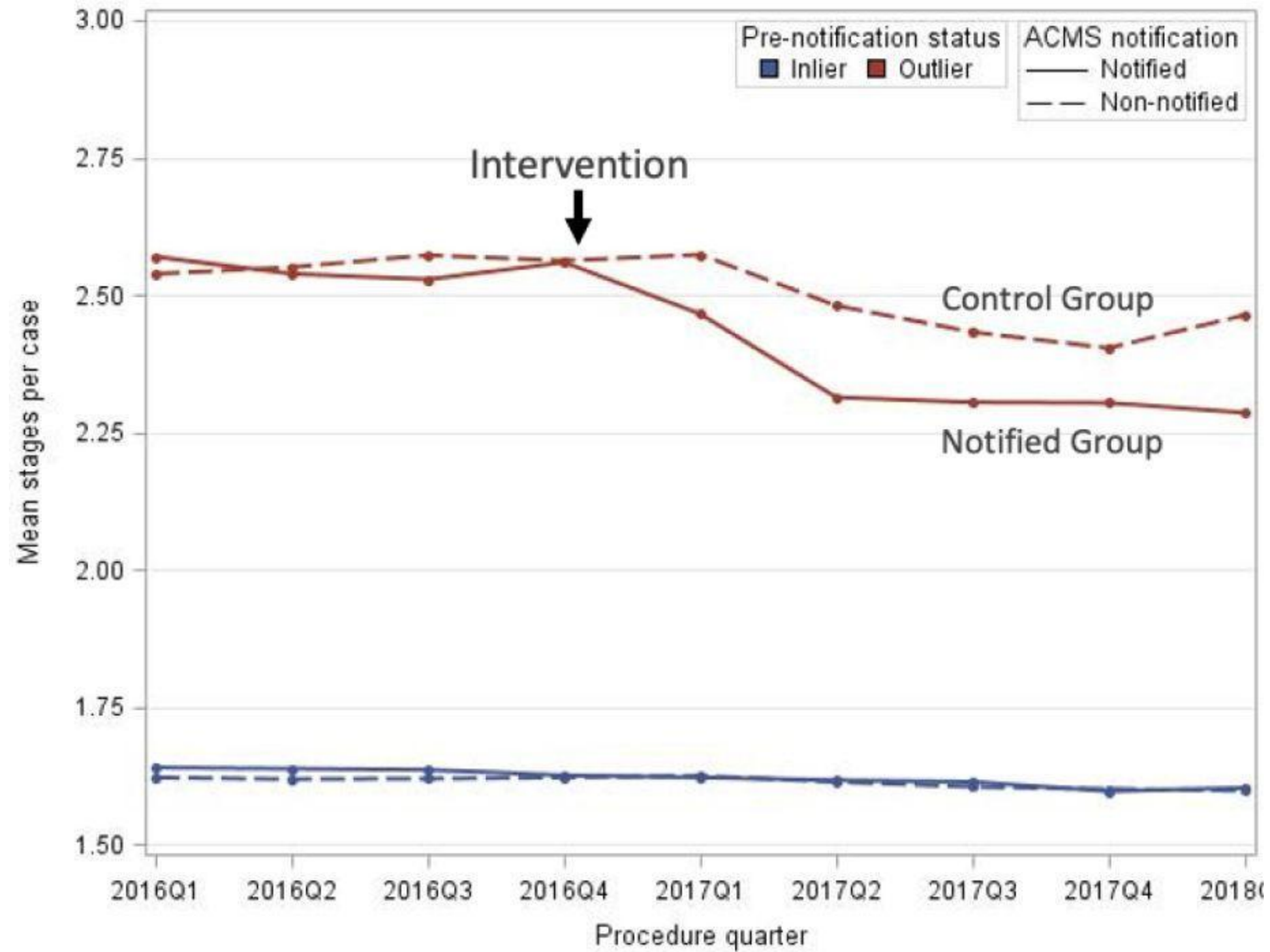
The average number of stages per case for a surgeon in the U.S. = 1.7 stages per case  
Your avg stages per case = 3.4 stages per case (outlier)



Albertini JG, et al. A Peer-to-Peer Data Transparency Program to Reduce Overuse in Mohs Surgery. JAMA Dermatology, 2019



# Impact of “Dear Doctor” Letters



**83%**  
of outlier physicians  
corrected their practice  
pattern

**\$92M**  
in savings from 2018-2020


Albertini JG, et al. A Peer-to-Peer Data Transparency Program to Reduce Overuse in Mohs Surgery. JAMA Dermatology, 2019.




# Care Navigation

## Cost Difference - Appropriate Care vs Outlier

Specialty	Appropriate Care Physician (PMPY)	Outlier Physician (PMPY)	PMPY Delta
Cardiology	\$3,110	\$5,724	\$2,615
Obstetrics & Gynecology	\$12,414	\$16,758	\$4,344
Orthopedic Surgery	\$13,830	\$19,415	\$5,585
Primary Care	\$1,108	\$1,904	\$796

 Doctor Search

 Group Search

# GAM Vision

 Settings

Doctor Search

Group Search

Facility Search

Settings

Specialty: **1 selected**
 Insurance: **All**
 Metric: **All**
 Search by CPT Code

Rating: **All**
 Language: **All**
 Provider Gender: **All**

192 Result Found

**Michael E Carley**

NPI: #1225053622

Overall Rating:

★★★★☆ 4.2

Obstetrics & Gynecology  
Dallas, TX

**Muriel K Boreham**

NPI: #1346273034

Overall Rating:

★★★★☆ 3.7

Obstetrics & Gynecology  
Dallas, TX

**Rachel L Kurian**

NPI: #1619026655

Overall Rating:

★★★★☆ 3.4

Obstetrics & Gynecology  
Dallas, TX

**Clark W Griffith**

NPI: #1588666242

Overall Rating:

★★★★☆ 3.9

Obstetrics & Gynecology  
Dallas, TX

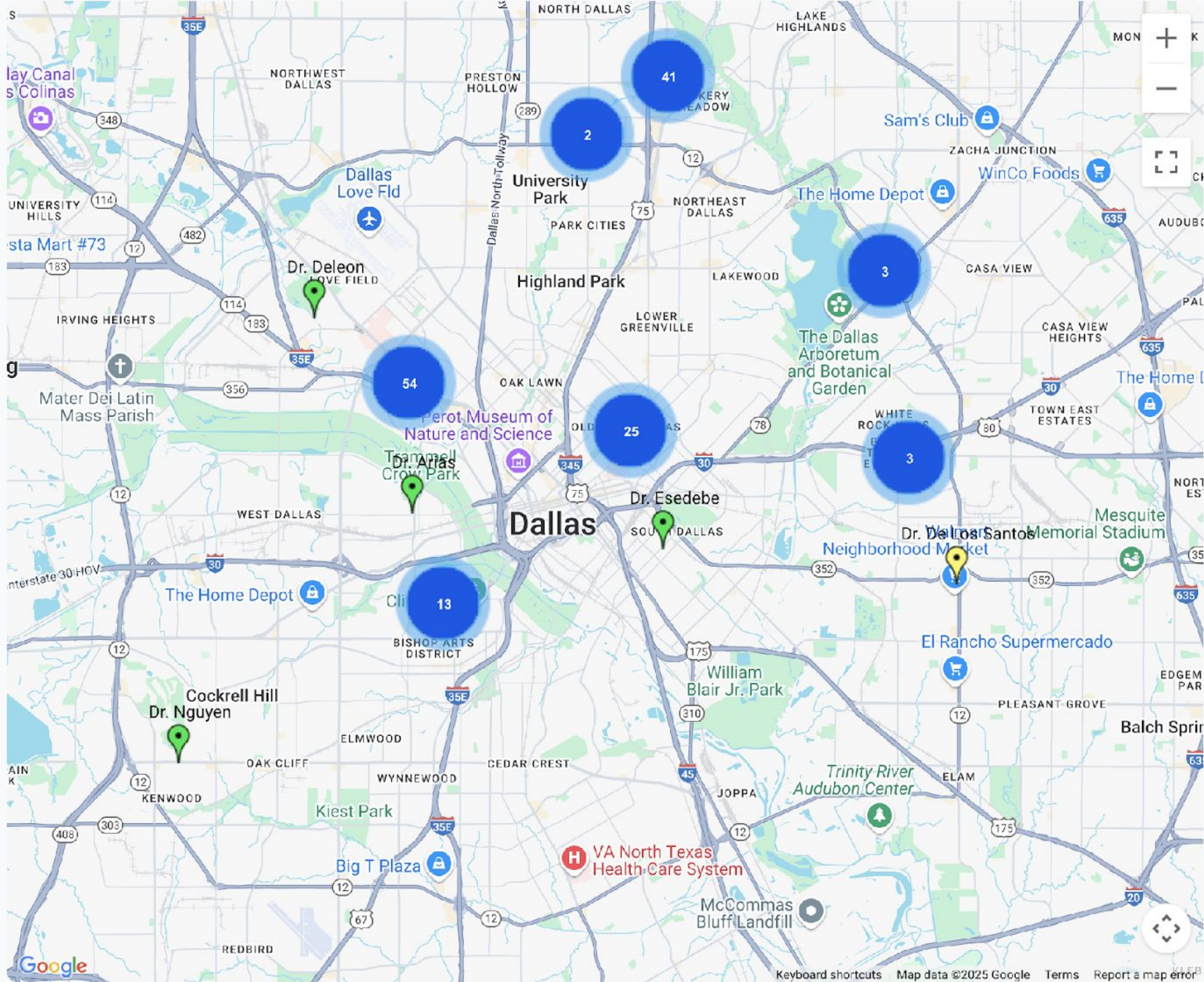
**Patricia C Santiago Munoz**

NPI: #1407813876

Overall Rating:

★★★★☆ 4.4

Obstetrics & Gynecology





Overall Rating ★★★★☆ 3.2

NPI: [REDACTED]

Obstetrics & Gynecology

Dallas, TX

- Metrics**
- Procedures
- Physician Overview

- Metric 19**
- Metric 79
- Metric 95
- Metric 96
- Metric 99

### ↳ Metric 19: Primary Cesarean Section Rate in Low-Risk Deliveries

#### Metric Definition

The percentage of deliveries by a physician that were delivered via c-section, excluding any subsequent to a c-section.

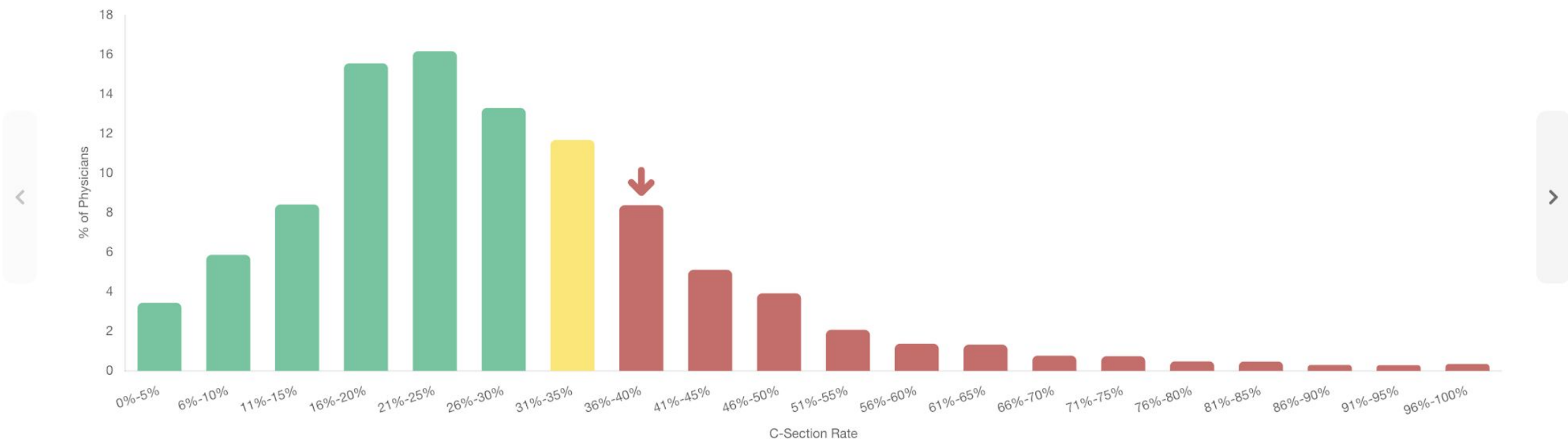
#### Performance & GAM Threshold

Combined Dataset

- Practice**
- Cost
- Trend

**[REDACTED]**  
**39%**  
⌚ Outlier

- ✔ Appropriate Care: 0-30%
- ❓ Pattern of Concern: 31-35%
- ⌚ Outlier: >35%

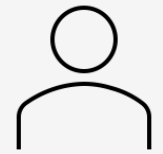




*“The people, I would say. There is no patent. Could you patent the sun?”*

*-Jonas Salk, MD*

# Contact Info



Will Bruhn, MD



[www.gameasures.com](http://www.gameasures.com)