



THE LEAPFROG GROUP

Bruce Bradley
Fellowship

2018 APPLICATION FORM



The **Bruce Bradley Fellowship** is a year-long education and training program sponsored by The Leapfrog Group for corporate-health professionals who want to take an active role in steering employees and their families to safer, higher-quality hospitals and health systems. Fellows will gain expertise in measurement of and advocacy for hospital quality and safety, as well as effective methods of steering. After training, Leapfrog expects that fellows will become recognized leaders, facilitating and promoting employers' selection of higher-quality, safer hospitals and health systems locally, regionally and nationally.



The Leapfrog Group seeks applications from experienced professionals who work actively with or for organizations that purchase health care for employees or who lead community organizations such as coalitions who advocate for purchasers. Applicants can be directors of coalitions who work with employers; HR or benefits professionals for public or private employers; or individuals playing influential roles in corporate medical departments, or in benefits or health plan design.

Special consideration will be given to individuals or pairs of applicants who represent both a community coalition and a corporate representative within the coalition. The value of having two committed members (or one applicant playing dual roles) in the same community is considered a plus. Corporate representatives who also participate actively in national coalitions such as NBCH or the Business Roundtable are also encouraged to apply; synergies among purchaser organizations will be a specific focus.

The fellowship is not designed for health care providers unless those providers also have responsibilities as an employer providing health care benefits.

The selection committee will be looking for candidates with:

- Passion and enthusiasm for promoting purchasers' role in health care system improvement.
- Demonstrated ability to design and implement innovative ideas that successfully create positive change in their organization and/or community.
- The position, connections and collaborative skill to influence purchasers and health systems in their communities.

Leapfrog will select three to five Fellows for the 2018 program.

2018 APPLICATIONS DUE: OCTOBER 13, 2017



FELLOWSHIP OBJECTIVES

Fellows will participate in a variety of learning opportunities throughout the year, attending four in-person events (including the Leapfrog Annual Meeting) and four webinars. Each in-person event will last one to two days, and will include facility tours, networking opportunities, as well as specific educational programming. Fellows will receive reading and reference materials to supplement these learning events.

Fellows will be asked to design (with assistance) an effort for their own community or organization that would use Leapfrog Survey results or Leapfrog Hospital Safety Grades to increase the safety and quality of hospital care received by their population. Fellows will present these projects to Leapfrog leadership and other stakeholders in December 2018.

We expect our fellows will develop a relationship with Leapfrog such that they become recognized national leaders in quality and safety measures and advocates for transparency. After completion, we expect fellows to remain highly engaged with Leapfrog leadership, play an ongoing role in promoting health care safety and quality on a national level, and to contribute substantially to the safety and quality dialogue in their own communities.

FELLOWSHIP CONTENT

Leapfrog expects that fellows will gain a thorough understanding of the:

- Politics and science of measuring health care performance
- Commonalities among Leapfrog and other rating systems
- Implications of hospital quality and safety on lives and dollars
- Effective methods of steering toward higher-quality, safer hospitals
- Case studies of effective quality improvement
- Motivations of hospitals that do and do not report safety measures
- Incorporation of safety and quality into the health care value equation
- Responses to frequent objections or criticisms about measurement of quality

“The Leapfrog Group’s Bruce Bradley Fellowship provides an incredible opportunity to learn from Leapfrog Group leadership, including Bruce Bradley himself, industry leaders and other fellows to gain a thorough understanding of the importance of patient safety, measuring and reporting safety indicators, and being transparent with patients and families about safety events when they occur. From discussions with leading policy makers, to site visits with C-suites of high fidelity health systems and hospitals, the fellowship allowed me to more fully consider the roles and responsibilities all of us in health care have to ensure safe, quality care for all patients.”

- Terrisca Des Jardins, Physician Organization of Michigan ACO, 2017 Bruce Bradley Fellow



Fellows will also gain from the opportunity to learn from and speak with national experts in the areas of hospital safety, quality improvement, national health policy, health benefit plan design, and health industry leadership.

FUNDING

Each selected fellow will be awarded a \$3,000 stipend (50% at the beginning and 50% at completion). Leapfrog will also cover travel expenses to in-person events.

APPLICATION AND SELECTION PROCESS

To apply, candidates must submit the following:

- Completed application form
- CV and short biography
- Two letters of support (including one from candidate's organization)

TIMELINE

- October 13, 2017:** Applications due.
- November 2017:** An independent selection committee will review applications. Selected fellows will be contacted.
- December 2017:** 2018 Fellows formally announced

Completed applications should be sent to Lauren Bailey (lbailey@leapfroggroup.org) by October 13, 2017.

ABOUT BRUCE BRADLEY

The Fellowship is named for Bruce E. Bradley, who was a founding member and past chair of The Leapfrog Group Board of Directors. Highly regarded for the knowledge, energy and commitment he brought to Leapfrog, Bruce has spent most of his career working to promote health care quality improvement, including his efforts in developing and using the Health Employer Data and Information Set (HEDIS), performance measurement and accountability processes. He was a founding board member of the National Quality Forum, past member of the board of the Foundation for Accountability (FACCT), and past board member of The Academy for Health Services Research and Policy. He is a past member of the Quality Alliance Steering Committee (QASC) and co-chair of its Price Transparency Work Group. He is also a past member of health care policy committees of The Institute of Medicine. He is a former member of the Board of Trustees and treasurer of The American Board of Internal Medicine Foundation. He was Chair of "Save Lives, Save Dollars" the Southeastern Michigan designated Charter Value Exchange, health care performance measurement and improvement initiative.



Bruce E. Bradley is the former Director of Health Care Strategy and Public Policy for General Motors Health Care from 1996 to 2008. He was responsible for health care related strategy, managed care, and public policy with a focus on quality measurement and improvement, consumer engagement and cost effectiveness. General Motors provided health care coverage for over 1 million employees, retirees and their dependents with an annual expense in 2007 of \$4.6 billion.



Bradley joined GM in June 1996 after five years as corporate manager of Managed Care for GTE Corporation. In addition to his health care management experience at GTE, he spent nearly 20 years in health plan and health maintenance organization (HMO) management. From 1980 to 1990 he was President and Chief Executive Officer of the Rhode Island Group Health Association in Providence, RI, a staff model HMO. From 1972 to 1980 he was Executive Director of the Matthew Thornton Health Plan, Nashua, N.H. He was co-founder of the HMO Group (now Alliance of Community Health Plans), a national corporation of 15 non-profit, independent group practice HMOs, and the HMO Group Insurance Co., Ltd.

He is currently on the Faculty of The Institute for Health Care Improvement “Triple Aim,” and served on the panel for the Mid Course Assessment of The Robert Wood Johnson Foundation program, “Aligning Forces for Quality.” He is a member of the Quality Committee of the Board of Trustees of the Henry Ford Health System, and is on the Board of Trustees of Services for Older Citizens.



2018 BRUCE BRADLEY FELLOWSHIP APPLICATION

Name: _____

Current Position, Organization: _____

List any affiliations and roles with corporate/purchaser organizations.

(Examples: Local business coalitions on health, NBCH, Business Roundtable)

Please describe any current or past experiences you have in designing or influencing health care delivery in your community or for your employees. Specifically, list any efforts to select, promote, incentivize, or steer toward higher-quality, higher value, safer, or lower-cost health care services.

If you have no direct experience, please describe your interests in this area.

(Please limit to one page or less; supplemental materials welcomed)

Please describe your motivation for applying for the Bruce Bradley Fellowship. What makes you a good candidate for this program and what opportunities do you foresee to apply what you learn?

(Please limit to one page or less)

How did you hear about the Bruce Bradley Fellowship?

*Along with this form, please provide: Your CV, a brief bio, and two letters of support (see accompanying form).
Supplemental materials welcomed.*

All materials should be submitted to Lauren Bailey (lbailey@leapfroggroup.org) no later than October 13, 2017.



2018 LETTER OF RECOMMENDATION FORM

Applicants for the Bruce Bradley Fellowship are required to submit two letters of recommendation. One can be from any individual who is familiar with the applicant's relevant skills and experience. The other should be from an individual who can verify the support of the applicant's manager/employer if possible. This form can be used in lieu of original letters if preferred.

Applicant Name: _____

Your Name: _____

Your Organization: _____

Provide your assessment of the person's top three most important attributes for this fellowship. These can include technical abilities, experience, social networks, interests, or attitude.

This fellowship will provide broad exposure to the issues surrounding health safety quality and safety, and how purchasers can influence these outcomes in measureable ways.

After completing the fellowship, how would you see this candidate applying this information? (*check all that apply*):

- Advocating for better safety and quality with health systems in their own communities.
- Implementing safety and quality criteria for employee plans in their own company.
- Working with health plans to select higher quality providers.
- Educating others purchasers about safety and quality measurement



- ___ Educating other purchasers about policies/contracting to improve safety.
- ___ Promoting hospital safety through presentations and writing
- ___ Meeting with hospitals to encourage transparency and quality/safety improvement.

Additional Comments:

If you are the applicant's manager or a representative of the applicant's organization, please below to signify the organization's support for the applicant's participation in the Fellowship.

Our organization, _____, enthusiastically supports
_____ (applicant) in his/her participation in the Bruce Bradley Fellowship.

Signature: _____

Date: _____