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# Three Takeaways for Thinking about Quality Measures for People with Serious Illness

**Richard J. Baron, MD, MACP**  
President, CEO  
ABIM & the ABIM Foundation

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## Richard Baron, MD

- I am the President of the American Board of Internal Medicine (ABIM).
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- As President of the ABIM, I agree to keep exam information confidential.
- As is true for any ABIM candidate who has taken an exam for certification, I have signed the Pledge of Honesty in which I have agreed to keep ABIM exam content confidential.

***No exam questions will be disclosed in my presentation.***

# Go “upstream” for providers, connect with intrinsic motivation

- Complicated, stressed, overburdened environment for clinicians right now
- Measures are done TO them, not WITH them
- But they actually DO go to work to provide excellent care to patients
- Always remember –and talk about- the “why”
- Choosing Wisely vs. Part 4 MOC

# Engage patients

- It's why we exist, why we go to work
- If it doesn't matter to patients it shouldn't matter
- Common ground with providers
- Creates legitimacy for the work

# Focus on structure, not process or outcome

- Outcomes are of course what we care about BUT
- They are the product of complex interactions between individuals, teams, technology, systems, the way care is organized/paid for, etc.
- We are more likely to get it right thinking about what structures would need to be in place than pre-specifying outcomes