



## Call for Speakers Submission Guidelines

### What is the Summit?

The NCQA Health Innovation Summit aims to connect and inspire quality-minded stakeholders and accelerate delivery of quality health care. Its focus will be on all aspects of quality, including digital solutions, health equity, value-based care and more. The Summit will feature thought-provoking speakers, one-of-a-kind education and a pavilion of exhibitors showcasing the latest innovations.

### Who will Attend?

The “Summit” is NCQA’s annual gathering of C-level decision makers and influential representatives from some of America’s largest health plans and health networks. This intersection of payers and providers will engage organizations looking to explore data solutions and next-generation technologies that can improve all aspects of health care quality. Patient-centered medicine will be at the core of the curriculum. Over 1,300 attendees are expected.

### Call for Speakers

NCQA seeks professional proposals for concurrent sessions, 50-minute presentations addressing the needs of the entire health care team. We seek intermediate and advanced content. We encourage proposals in areas/topics in which you have an interest or passion and a demonstrated expertise—and a desire to share them with a professional audience.

Proposals must be specific and must concentrate on a single topic for presentation, based on summit themes and tracks outlined below. **The submission deadline is March 31, 2023.**

### Audiences

Speaker submissions should address the needs of one or more target audiences:

- CEOs, CMOs, CIOs, COOs
- Clinicians and care teams
- Health plans
- Practices and health centers
- Health IT professionals
- HEDIS managers
- PCMH Certified Content Experts
- Hospitals and health systems
- Allied health professionals, consultants, and life sciences professionals
- Government agencies

### Summit Tracks and Themes

- Driving Digital Quality
- Quality Innovations
- NCQA in Action
- Pursuit of Equity
- Results Through Relationships
- Making Data Useful

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### Description of Summit Tracks and Themes

#### Driving Digital Quality

The transition to digital quality needs the support of the entire organization. Data, IT, Quality Improvement, Quality Reporting, Contracting, and Clinical Teams must work together for a successful digital quality transition. Whether it be developing a FHIR data strategy, implementing operational workflows, or ensuring data availability, hear how organizations are successfully managing this transition. This category may include:

- Standards
- Data operations
- Workflows
- Contracting/value-based care needs
- Teaming
- Preparing for digital quality transition

#### Quality Innovations

As health care evolves, more organizations are developing innovative ways to engage patients, deliver care, and improve quality. Whether it be new technologies, unique care models, or forward-thinking quality programs, there's no shortage of innovative ways to improve care. Here is your opportunity to learn about some of the more innovative solutions being implemented today. This category may include:

- Baking quality measures into programs
- New technologies
- Innovative care models
- Pilots or innovative initiatives

#### NCQA in Action

With thousands of organizations accredited or recognized by NCQA, there are countless stories of how NCQA products and programs have been used to drive real world results. Hear from NCQA customers about how they implemented NCQA products and programs and leveraged them to improve operations, succeed in value-based contracting, and improve patient care. This category may include:

- Health Plan and Health Equity Accreditation
- HEDIS Updates
- Recognition, quality improvement research
- Digital solutions

#### In Pursuit of Equity

Advancing health equity is a priority for many in healthcare. But organizations sometimes struggle with clear goals, a cohesive strategy, and the ability to measure results. Hear from those who are actively working to improve equity. Learn from their Successes, be aware of their challenges and explore ways you can apply their learnings to your own efforts. This category may include:

- Health equity programs
- SDOH work
- Disparities/closing gaps
- Patient engagement
- Data stratification
- Leveraging HEDIS for equity work

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### Results Through Relationships

Quality can't be improved in a silo. It takes teamwork. In today's world, it's necessary for care delivery organizations, health plans, technology companies, government, and others to work together to drive these results. Hear from organizations that developed strong and innovative partnerships that improved the life and health for the people they serve. This category may include:

- Patient engagement
- Data sharing
- Quality programs
- Plan/provider org relationships
- Value-based care
- Government/private partnership

### Making Data Useful

We are in a world where more data than ever are at our fingertips. But that data does us no good unless it is useful. Explore ways organizations have made data more accessible, accurate, and available to measure what matters, drive clinical decisions, and improve quality. This category may include:

- Fully leveraging interoperability
- Data completeness
- Integrating data into programs/workflows
- Data readiness
- Validating data

### Submission Requirements

- a. The submitter must attest that all persons listed as speakers agreed to and have knowledge of being included in the submission.
- b. Up to three (3) speakers may present for a single submission/session.
- c. Submitters are welcome to submit multiple proposals.
- d. Submissions must include a title, target audience, learning level, full session description, "elevator pitch" promotional description (400 characters or less), at least 2 learning objectives and all proposed speakers at the time of final submission.
- e. Each speaker is required to upload a biography and headshot photos prior to final submission.
- f. Headshot photos should be high-resolution, color in a JPG or PNG file type only. File size should be at least 1MB and no more than 3MB. Photos should not include borders. The person should be in the center of the frame.
- g. Speaker proposals and supplemental materials submitted for review must be HIPAA compliant and should not include any Personal Health Information (PHI).

### Attributes of a Competitive Submission

- a. Defines performance opportunities or population need.
- b. Defines goal or purpose of intervention(s).
- c. Describes regulatory or operational implications.

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- d. Incorporates practical examples or scenarios.
- e. Discusses considerations and tradeoffs encountered.
- f. Discusses logic used for key decisions.
- g. Describes how stakeholders (collaborators, teams, etc.) contributed to the intervention.
- h. Identifies expected impact for beneficiaries.
- i. Discusses implications and best practices for adopting strategies, tactics, or interventions.
- j. Identifies lessons learned and key takeaways.
- k. Excludes statements that infer use, promotes, or markets services or products offered by employers of the speakers.

### Proposal Review and Selection

- a. NCQA seeks to select 48 proposals for the Health Innovation Summit.
- b. Proposals are reviewed, scored, and selected based on established topics of interest and learning goals set by the NCQA Health Innovation Summit Steering Committee.
- c. Selections are based on alignment with learner needs and the evolving priorities for health care quality, as defined by NCQA's annual Educational Learner Needs Assessment Survey, evaluation results from previous educational events, NCQA Leadership Team priorities and Steering Committee recommendations.
- d. Presentations should highlight best practices, case studies and health care quality innovation.
- e. Presentations should be relevant to one or more of the audiences identified above.

### Final Selections and Communications

- Proposal review and selection will begin on April 1, 2023.
- Final selections will be based on the score and merit of each proposal and are on a first-come, first-served basis.
- If a proposal is not selected for a live session at the Health Innovation Summit, NCQA may give the submitter the opportunity to be considered for another NCQA educational event.
- Submitters will be notified when their proposal is accepted. If a proposal is not selected, submitters will be notified after all presentation slots have been filled.
- Please submit questions about the submission or selection process through <https://my.ncqa.org/>

### Accepted Speakers

- Accepted speakers are required to complete:
  - 1) an NCQA Disclosure Form
  - 2) an NCQA Letter of Agreement
  - 3) the registration process
- Accepted speakers will be assigned to an NCQA track lead who will assist with presentation and event logistics.
- Presentation deadline dates, guidelines and requirements will be sent to accepted speakers upon acceptance.
- Accepted speakers will receive complimentary registration to the Health Innovation Summit.

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- Accepted speakers are expected to use the NCQA provided template for their presentation without modifications to the template's branding.
- An accepted speaker who changes employment must notify NCQA immediately. NCQA will determine whether Conflict of Interest (COI) issues exist and if there is a need to decline the presentation due to change of employment.
- If the content references the submitter/speaker's previous employer, the submitter/speaker must receive permission from someone at the previous organization with authority to approve the person speaking on behalf of the organization. All documentation must be provided to NCQA.
- Speakers must agree to accept the agenda date and time assigned for their session.

### Attendance Requirements

The Health Innovation Summit is an in person event. All in-person attendees will need to attest to full vaccination status which means:

- (i) two weeks will have passed prior to attending the conference since you received a primary series 1 of COVID-19 vaccines that have been approved by either the US Food and Drug Administration (FDA) or Department of Health (currently, Pfizer, Moderna or Johnson & Johnson/Janssen); and
- (ii) you have received at least one booster dose if eligible

You will not attend in person if you are experiencing COVID-19 symptoms at the time of the conference. Attendees are encouraged to test prior to attending. Masks are optional and at the discretion of each attendee. NCQA recommends that all attendees traveling to Orlando, FL comply with current travel guidelines as issued by the CDC. NCQA may adjust guidelines for attending relating to COVID-19 as needed.

*If choosing to attend in person, your attendance will constitute full assumption of any risks associated with COVID-19. **NCQA AND ITS PERSONNEL SHALL NOT BE RESPONSIBLE OR LIABLE TO YOU, YOUR EMPLOYER OR ANY THIRD PARTY FOR ANY PERSONAL OR BODILY INJURY ARISING FROM OR RELATED TO COVID-19, INCLUDING, BUT NOT LIMITED TO, DEATH.***

### Intellectual Property

Each speaker is responsible for ensuring that all materials and content used and/or presented do not infringe or violate any copyright, trademark, patent or other intellectual property rights of any person or entity or the privacy rights of any individual. Protected health information must be removed or blocked from materials, including patient identifiers, and any patient data must be deidentified in accordance with HIPAA.

Speakers represent and warrant that they have the right to use and/or present the materials and content and agree that NCQA has the right to record their presentation and to publish and reproduce



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the recorded session (including the speaker's image, as applicable) and associated materials. NCQA will own all rights, including copyright, in the program/course recording and materials, including, but not limited to, faculty talking points, PowerPoint slides, website postings, discussion board postings and resource documents. Reuse of any NCQA program/course-related material without NCQA's express written permission is strictly prohibited.

### **Guidelines Subject to Change**

NCQA reserves the right to update the call for speaker submission guidelines at any time based on learner needs and evolving health care quality landscape priorities, as defined by NCQA's annual Educational Learner Needs Assessment Survey, evaluation results from previous educational events, NCQA Leadership Team priorities and Steering Committee recommendations.

### **Terms of Submission**

NCQA is a 501(c)(3) not-for-profit organization dedicated to improving health care quality. Your submission may be published, displayed or broadcast by NCQA for any lawful purpose. The presentation as well as your name and credentials, edited excerpts, quotes and images from the materials you submit may be used by NCQA for testimonials and marketing in print materials and online in all media formats.