



Rebekah Prisk, MSA BS CPHQ

Provider Performance Specialist, Priority Health, Southfield, MI

Rebekah Prisk is an analytical thinker with a desire to help people in a healthcare setting—a combination that makes healthcare quality a perfect fit.

Prisk started her career in healthcare as the assistant activities director for Pine Tree Place, an assisted living facility in Clarkston, MI. She moved on to serve in a practice administrator role for Clarkston Medical Group and then as a coordinator for a new outreach program at McLaren Health Plan in Flint, MI. As one of McLaren's first outreach coordinators, Prisk was responsible for ensuring adherence to the organization's network engagement strategy and providing oversight for various Healthcare Effectiveness Data and Information Set (HEDIS) and Consumer Assessment of Healthcare Providers and Systems (CAHPS) improvement projects in 19 countries.

Currently, Prisk is a provider performance specialist with Priority Health. In this role she serves as a liaison between accountable care organizations, hospital executives, and provider organizations. She utilizes business intelligence software to analyze cost data and identify emerging trends—she interprets and delivers cost-of-care reports and scorecards that inform the provider community of Priority Health's quality improvement action plans. She consults with providers, sharing Priority Health's performance improvement recommendations and strategies to enhance processes to achieve improved outcomes and high quality care. In addition, she facilitates incentive program training for physician offices. Although much of her role involves educating stakeholders, Prisk believes that the ability to collect, analyze, and interpret raw data is the most important, and most necessary, skill a healthcare quality professional (HQP) can possess.

"Data is the foundation of any quality improvement project, and the success of those projects depends heavily on the accuracy of that data and its analysis," Prisk says.

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To remind her of the importance of accurate and accountable data review, Prisk often looks at a picture she keeps in her office. In it, a man, with dozens of ladders at his feet, peers over a wall, trying to understand how to climb it. This picture illustrates that as quality professionals we have access to all of the necessary data, but if we don't know what type of analysis is required and how to transform the data into useful information, our projects are not going to be successful.

As advisors to healthcare organizations, HQPs must be able to prioritize which areas need attention first and communicate that decision to stakeholders—a competency that will become increasingly important as the industry evolves from a payment model of fee-for-service to a value-based model. Prisk adds, "Everything is going to come down to, 'Do you deliver quality care?' and 'Are you doing it in a cost-effective way?'"

This unique need to understand data from a wide variety of perspectives—and the ever-changing healthcare quality field—makes lifelong learning an integral part of the HQP's career path. And it's what makes resources such as NAHQ and *Q Essentials* so valuable to professionals in this industry, according to Prisk.

This desire to continuously learn led Prisk to obtain the Certified Professional in Healthcare Quality® (CPHQ) credential and a Lean Six Sigma Black Belt certificate. She is now pursuing a master's in healthcare administration, which she will receive in December 2016. All of



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these designations have expanded her skill set and enhanced her knowledge, helping her better communicate with her colleagues, stay abreast of changes to healthcare, and understand the implications of the data she collects. "I've never worked on the executive level of a hospital, but I want to be able to explain the conclusions gathered from the data in a way that is valuable to them," she says. "And the CPHQ really has helped me do that."

It is also important to learn from the many different viewpoints offered by HQPs working in the field, and Prisk recommends getting involved in ways that will advance the profession. That's why she volunteered to serve on the Quality Review and Accountability (QRA) Work Group for NAHQ.

"You want to make sure you have exposure to multiple philosophies and ways of doing things," she says. "I got exactly that when I joined the QRA Work Group because I got to see and understand so many different perspectives."



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