WHO WE ARE

URAC is an independent, nonprofit accreditation entity, based in Washington, D.C., whose mission it is to advance healthcare quality through leadership, accreditation, measurement and innovation.

URAC was founded in 1990 as an independent, third party healthcare quality validator. Our Board of Directors is specifically designed to ensure diverse representation from throughout the healthcare industry. This experience working with disparate stakeholders is invaluable in today’s changing healthcare environment. To be successful, stakeholders across the healthcare industry must work together to control costs, raise quality, and improve overall health outcomes.
With solid financial performance, above-target reaccreditations, and finalization of our three-year strategic plan, 2017 was another breakthrough year for URAC.

We completed beta testing of the Telehealth Accreditation program, and awarded the accreditation to the first organization to achieve it – Avizia.

In the area of measures reporting, 199 accredited organizations submitted measures in 2017. Programs with measures reporting include Health Plan, Health Plan with Health Insurance Marketplace, Pharmacy Benefit Management, Specialty Pharmacy, Drug Therapy Management, Mail Service Pharmacy, Case Management, Disease Management and Wellness.

We hired 10 new employees in 2017, including four accreditation reviewers, three IT professionals, and the remainder were professional level staff. Three individuals received internal promotions in 2017. Two of those promoted were promoted to executive leadership positions, and one manager was promoted to into a vacant director position.

URAC continues to support the professional growth of staff. Two URAC staff received advanced degrees, one a Masters in Healthcare Administration and one a PhD. Three employees are taking certification preparation courses for their professional certifications. All five employees used the Tuition Assistance benefit.

2017 was the first full year of our content marketing efforts, which focus on thought leadership and relevant, engaging content to drive brand awareness. The valuable content, including articles, white papers, videos, infographics, and on-demand webinars, that we created during the year allowed us to build a completely re-imagined website that focuses on resources and information important to our audiences.

The healthcare industry continues to face uncertainty and change – and URAC promises to continue to be dedicated and committed to helping our clients and stakeholders improve the quality and efficiency of healthcare.
WHAT WE BELIEVE

The patient is at the center of everything we do

The provider’s voice must be heard

The best approach to care delivery is through physician-led teams

Healthcare solutions must be local to be sustainable

Continuous improvement is achieved through performance measurement
URAC uses evidence-based measures and develops standards through inclusive engagement with a broad range of stakeholders committed to improving the quality of healthcare. This process results in standards that promote industry best practices, encourage quality improvement, and protect and empower consumers. URAC ensures the quality of its programs and services through continuous improvement according to Lean and Six Sigma principles.

Our approach to the accreditation process facilitates learning in the client organization. Rather than simply checking off a list of requirements, the organization going through our accreditation process is creating a framework for continuous improvement. While URAC sets the standards, we do not dictate how they are achieved. This approach supports and stimulates local innovation. This is the real value in achieving the URAC accreditation seal.

The value of achieving the URAC seal is in the approach – and what your organization achieves by going through the process.
In 2017, we hired 10 new employees, plus had several management promotions:

- Robin Adams was promoted to Vice President, Strategic and Product Development
- Aaron Turner-Phifer was promoted to Vice President, Government Relations
- Peggy Reed was promoted to Director, Account Management
- New staff included three new pharmacy accreditation reviews and one clinical accreditation reviewer

URAC continues to invest in staff education and professional development:

- Two URAC staff received advanced degrees: one a Masters in Healthcare Administration, and one a PhD
- Three URAC staff are taking certification preparation courses for their professional certifications
- URAC sales executives, account managers and other staff received a three-day Miller Heiman Group sales training
- Client services teams participated in a two-day skills and team building training focusing on customer relationships
Finances for 2017 remained stable, with strong net income and significant growth in net assets. Total revenue in 2017 was the highest in URAC’s history. In addition to solid financial performance, 2017 was a breakthrough year for strategic planning.

In 2017, we:

- Exceeded targets for reaccreditation
- Issued 143 new full accreditations and 190 re-accreditations
- Accredited the first healthcare organization to achieve URAC Telehealth Accreditation (Avizia)
- Received new recognition in rule or statute in the following states and agencies:
  - State of New York recognition of URAC Telehealth Accreditation
  - State of Nevada purchased Core v3.0 Accreditation for its employee health benefit plan administration
URAC continues to participate on six technical expert panels, including:

- CMS/Booz Allen Hamilton QRS Technical Expert Panel
- CMS/Booz Allen Hamilton QIP Technical Expert Panel
- CMS/IMPAQ QRS Measure Development Technical Expert Panel
- National Quality Forum (NQF) Telehealth measure Framework TEP
- Pharmacy Quality Alliance Measure Validation Panel
- PCPCC’s Primary Care Shared Principles Steering Committee

Plus, the NAIC requested URAC expertise in constructing its Pharmacy Benefit Management model act, and MedPAC called on URAC’s expertise in its review and consideration of PBMs and specialty pharmacy.
We’ve spent much of the year planning and working the complete redesign of the website, from surveying our audiences to building a detailed RFP to working with the selected design agency to create our vision.

The goals of the new website include providing an easy-to-navigate, visually compelling experience and a resource for accurate, reliable information on topics that matter to our healthcare providers, pharmacies, health plans and other stakeholders.

In addition to a huge improvement in design, we moved The URAC Report (blog) from a subdomain to the new website, to make articles easier to find and drive more traffic to urac.org. Also, URAC in the News features press releases in a more visually compelling design. Events will be easier to find through one Events & Webinars page that features a filter by topic function. A Trend Watch section pulls in articles, reports, webinars, and other content by the current topic areas, which will help users see the different content types associated with a topic.
• 63 articles published in The URAC Report
• 14,995 total blog views
• 1,407 subscribers
• 4 Industry Insight Reports:
  • Disrupting Healthcare: Risks and Rewards of Telehealth
  • Competing in the Specialty Pharmacy Market: Key Competencies for Performance in Value-Based Healthcare
  • Clinically Integrated Networks: A Framework for Clinical and Financial Success
  • Transitions of Care: Prove Strategies to Close Care Gaps
GETTING SOCIAL

With our content marketing strategy in full swing during 2017, URAC saw an increase in followers and engagement across social media accounts.

Twitter followers increased by 37.2 percent to 2,122
Published posts in Twitter increased by 92.4 percent to 7,676 posts
Clicks increased 865 percent to 27,955
Interactions increased by 1,128 percent to 4,789

Facebook followers increased 3.5 percent to 1,889
Published posts increased 58.4 percent to 293
Clicks increased 295 percent to 249
Interactions increased 50 percent to 54

LinkedIn followers increased 12 percent to 3,086
Published posts increased 33 percent to 559
Clicks increased 139 percent to 1,000
Interactions increased 176 percent to 968
URAC issued 22 press releases to trade and general media in 2017. Overall, URAC earned 18,211 media mentions, and had a “share of voice” of 18.5 percent in the U.S. press.
Our informational webinars are free to everyone. The webinars on accreditation standards are free to URAC clients. Clients may participate in as many accreditation standards webinars as they desire, and may also access any on-demand event for free.

We produced 10 webinars in 2017 for 1,890 registrants. In addition to webinars on accreditation standards and measures, we hosted a webinar that featured two client organizations sharing their experiences going through the URAC accreditation process for clinical integration. The Path to Clinical Integration: Two Children’s CINs Tell How They Achieved a Framework for Success with Accreditation is also available on-demand.
URAC hosted 118 clients for our 2017 accreditation standards workshops. These workshops, presented by URAC reviewers, detail URAC’s accreditation process, taking a deep dive into the standards and giving attendees the opportunity to interact with their peers. We held four workshops in 2017 on these topics:
In 2017, URAC participated in these events as speakers, panelists and presenters:

**Competing in the Specialty Pharmacy Market: Key Competencies for Performance in Value-Based Healthcare.** (Kylanne Green at the 2017 Asembia Specialty Pharmacy Summit, May 2017, Las Vegas, NV)

**Improving Direct-to-Patient, Temperature Sensitive Distribution Process to Meet Accreditation.** (Heather Bonome at the 2017 Asembia Specialty Pharmacy Summit, May 2017, Las Vegas, NV)

**Telehealth Accreditation: Ensuring Quality in Rural Care.** (Joshua Spofford, poster session at the National Rural Health Association 40th Annual Conference, San Diego, CA)

**New Case Management Opportunities in Advancing Post-Acute Care Goals.** (Marlene Bolster at the CMSA 27th Annual Conference and Expo, June 2017, Austin, TX)

**Recent Shifts in Health Care Policy and How to Modify and Adapt Growth and Acquisition Strategies in a Changing Landscape.** (Kylanne Green, panelist at the World Congress 5th Annual Clinically and Financially Integrated Delivery Systems Summit, September 2017, Chicago, IL)

**URAC Core Standards and the URAC 2018 Agenda.** (Donna Merrick at the National Association of Independent Review Organizations 3rd Annual Symposium, October 2017, Nashville, TN)

**Exploring URAC Accreditation.** (Deborah Smith at the Children’s Hospital Association Accountable Learning Collaborative, October 2017, Indianapolis, IN)

**Challenges and Opportunities for Diabetes Medication Adherence.** (Eleni Theodoropoulos, poster session at the APHA 2017 Annual Meeting and Expo, November 2017, Atlanta, GA)
Learn more about URAC's accreditation and certification programs at www.urac.org

Let's talk. Call us at 202-326-3943 or send an email to businessdevelopment@urac.org.