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**New Accreditation Program Announced to Promote a Quality Evaluation Process in Health Care:
*Population Health Impact Institute to Sponsor Effort in Transparency and Accountability***

August 16, 2007, Cincinnati – We've all heard the claims from pay-for-performance, disease management, wellness, consumer-directed care programs, electronic health records, and the like: "Improved health! Better quality! Lower cost! Increased productivity!" But how valid are these claims and the methods used to produce them?

A national accreditation program to examine claims of monetary savings and clinical improvement being made by these programs is being launched by the Population Health Impact Institute (PHII), a non-profit, 501(c)(3) organization founded by epidemiologist Thomas Wilson, PhD.

Wilson noted that "the accreditation program will focus on the methods behind the claims. It will be based on the established evaluation principles of transparency and scientific validity successfully used by the PHII since its founding in 2004: Transparency of metrics, Equivalence of populations, Statistical significance of measures, Plausibility of hypotheses, and Disclosures of potential conflicts-of-interest."

The specific "Quality Evaluation Process_{SM}" (QEP_{SM}) standards will be developed by a volunteer panel of national experts assembled by PHII and chaired by Garry Carneal, JD, MA. Carneal served as President and CEO of URAC for nine years (1996-2005). During that time, he oversaw the development of 16 new accreditation programs.

Sean Sullivan, JD, CEO of the non-profit, employer-based Institute for Health and Productivity Management (IHPM) stated: "We're pleased and impressed that someone of Garry Carneal's stature will lead the standards development process. IHPM has openly endorsed the work of the PHII since its start -- on our conference platform and in print -- as it has sought to establish agreed upon ethical and methodological standards for determining the true value of health and disease management services. Clearly, employers and purchasers of health care need a common, transparent and credible way to evaluate the multiple methods underpinning claims on return on investment (ROI), improved productivity, and better clinical care. We will continue our support of the PHII by promoting this effort and by helping to identify national employer leaders to sit on the Standards Committee."

Carneal, who is currently President and CEO of Schooner Healthcare Services, LLC, stated: "There once was a time where we wanted to adopt a single method to evaluate all programs. Today, a clear and objective process is needed to evaluate the multiple methods that underlie claims of reduced costs and/or improved quality outcomes from a myriad of programs. The quality evaluation process put in place by Dr. Wilson and the PHII to evaluate methods and programs is clearly 'best in class.' I am proud and excited to help lead this very important effort."

The PHII is seeking nominations for volunteers – expert evaluators, purchasers/consumers, and providers of these services – to serve on the Standards Committee. This committee will oversee the development of the QEP Accreditation Program. Interested parties are invited to submit names to: QEP@PHIinstitute.org. In addition, the PHII is reaching out to other quality organizations to determine how to best coordinate these efforts.

For regular updates on the progress of the QEP Accreditation Program, visit www.PHIinstitute.org

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The Population Health Impact Institute (PHII) is a US-registered 501(c)(3) tax-deductible organization that is designed "To promote credible, transparent, standardized, and replicable impact evaluations of defined population health management programs for public and private sector organizations through education, research and benchmarking services." Since its founding it has been supported by unrestricted educational grants and the efforts of many volunteers. Quality Evaluation Process and QEP are service marks belonging to the PHII.