



Driving Quality Medication Use: PQA's Plan for the Next Five Years

October 9, 2025

Webinar Logistics

- **Send us your questions.** Use the “Q&A” feature at the bottom of the screen to send speakers your questions throughout today’s presentation.
- **Today’s forum is being recorded.** A copy of the slides and recording will be shared with PQA members within a week.
- **Give us your feedback.** A quick survey will launch at the end of today’s webinar.

Presenters



Micah Cost, PharmD, MS, CAE
Chief Executive Officer
Pharmacy Quality Alliance



Chris Kotschevar, PharmD
Director, Stakeholder Engagement
Pharmacy Quality Alliance

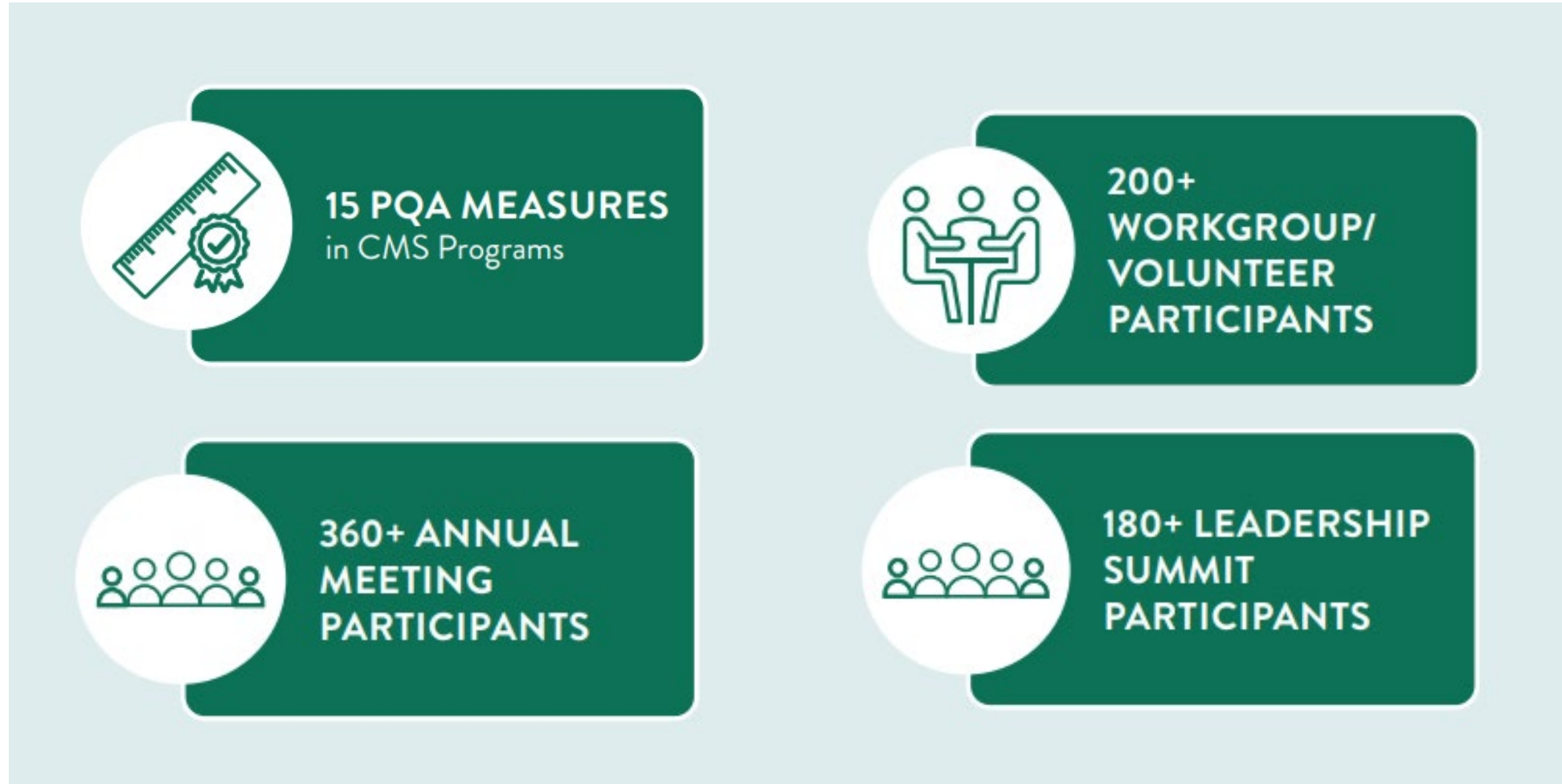
2025 PQA Annual Report

“Together, we are innovating and expanding capacity to enable quality medication use in a digital, value-based health system”

-Micah Cost, PharmD, CAE
Chief Executive Officer
Pharmacy Quality Alliance

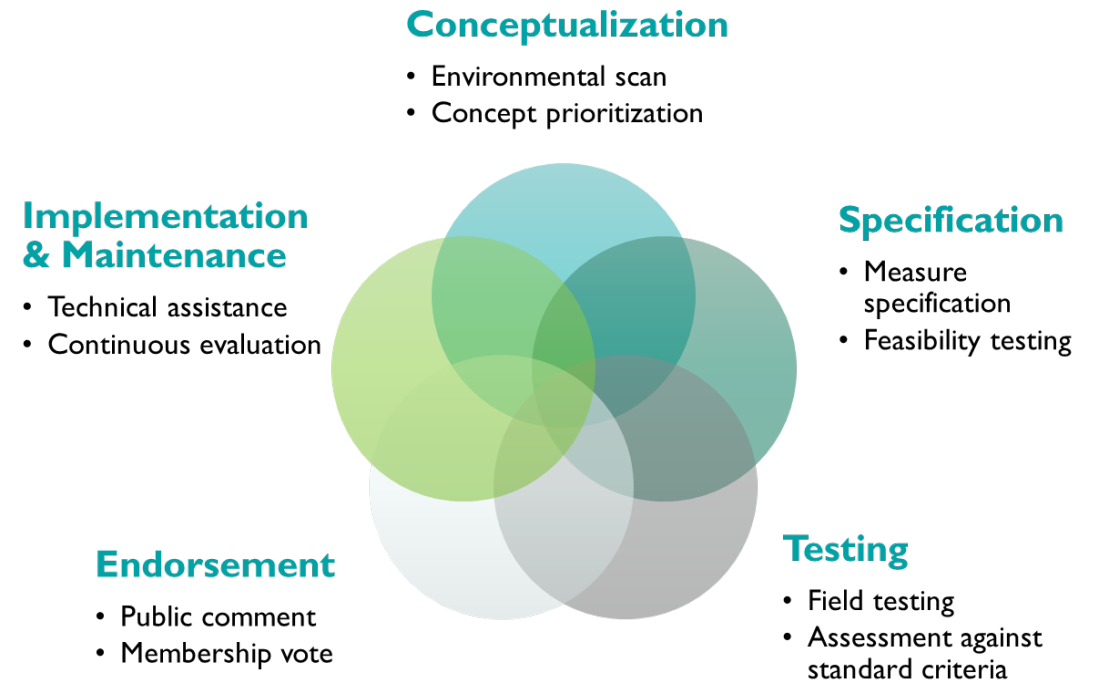


By the Numbers – Year in Review



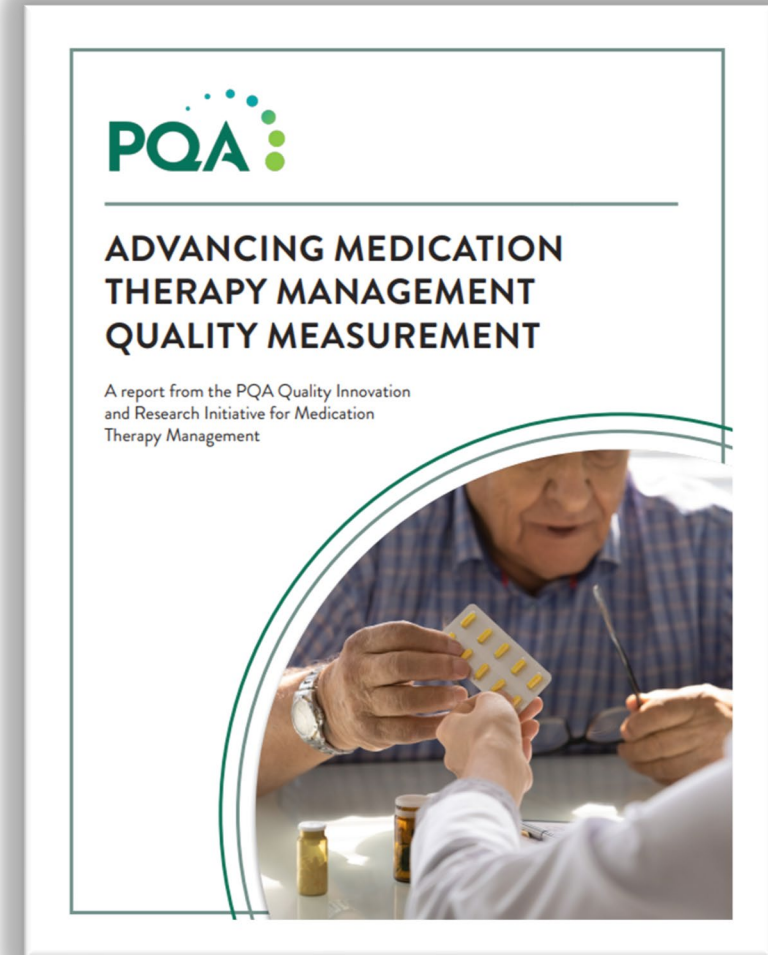
Measure Development

- PQA launches Measure Concept Advisory Group (MCAG) to provide input on health plan measure concepts
- COPD Treatment Ratio: A measure for improving COPD population health



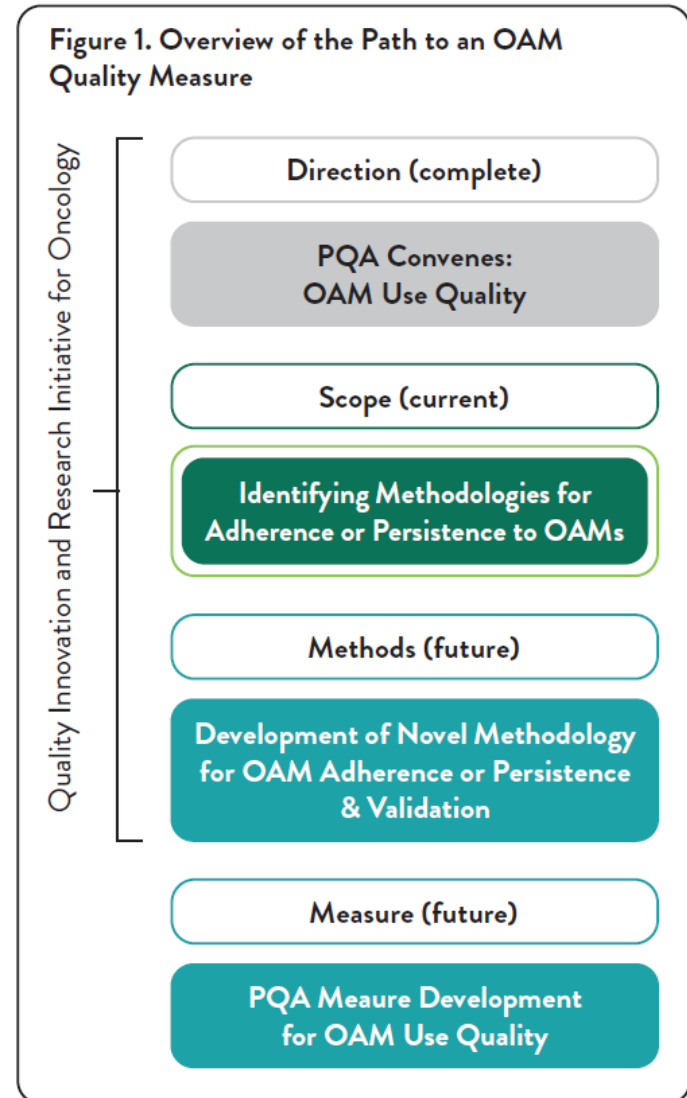
Medication Management Services

- Launch of MTM Advisory Group
- Development of Medication Therapy Problem Categories Framework educational program
- Progressing a CMR Patient Experience Framework
- Progressing a draft CMR Patient Reported Outcome Measure to enable MTM providers to tailor CMR services

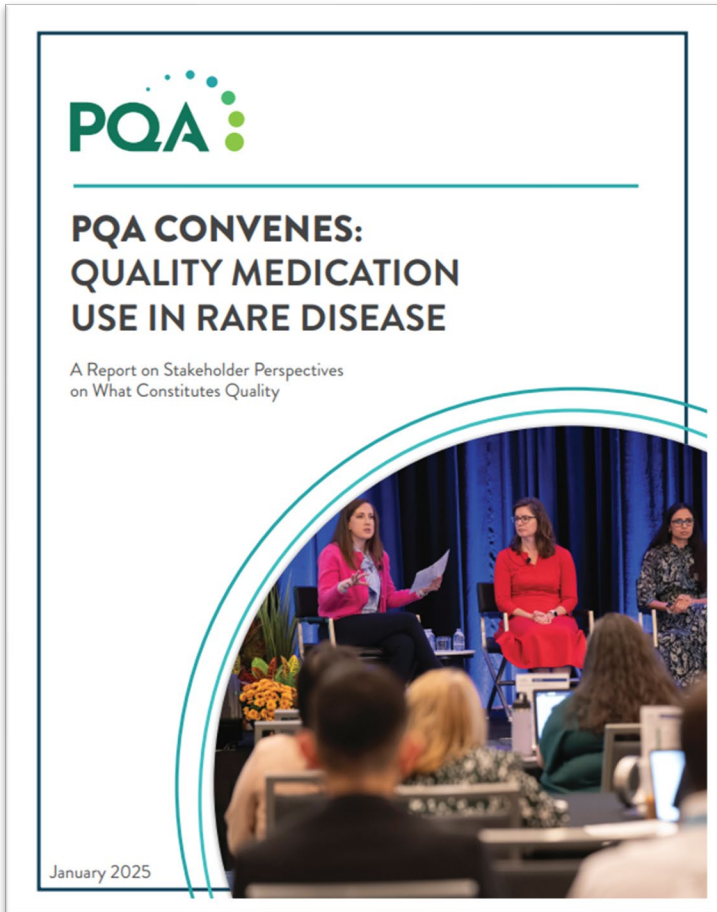


Quality Innovation

- Pharmacy measure pilot for immunization assessment and gap closure
- Identifying methodologies for adherence or persistence to oral anticancer medications



Events



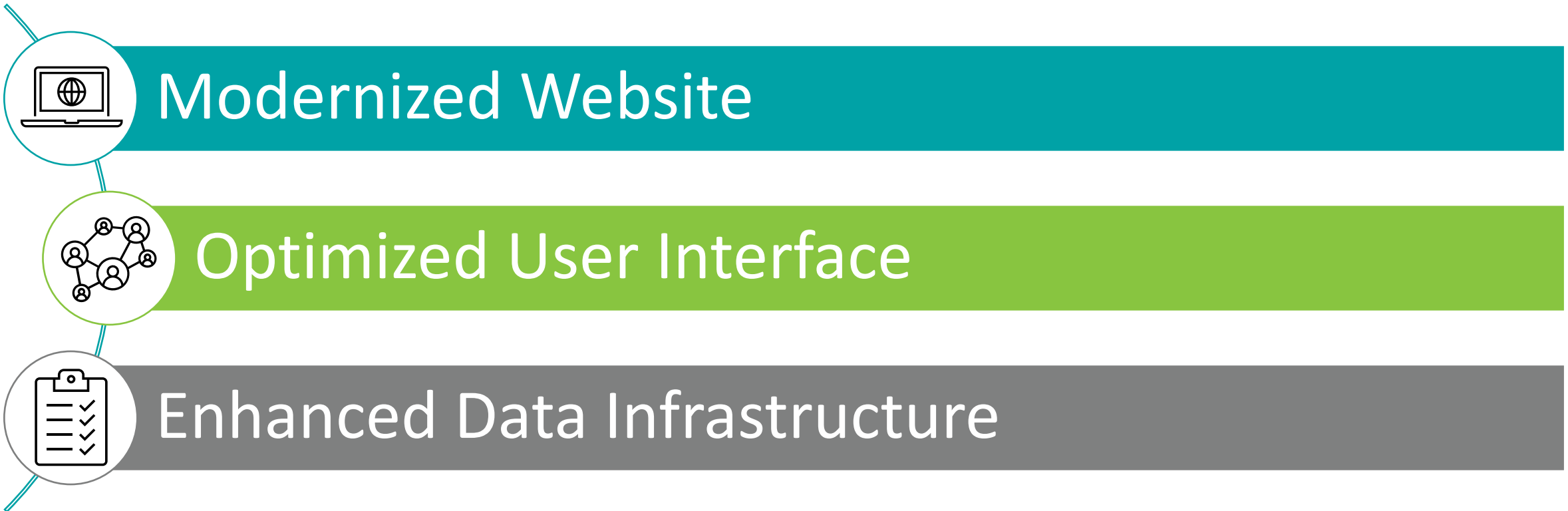
2024 PQA Leadership Summit



2025 PQA Annual Meeting



Technology Improvements





2025 PQA ANNUAL REPORT

PROGRESS TOWARDS BLUEPRINT PQA 2025

September 2024 – August 2025

Blueprint PQA 2030

PQA's Roles in Quality



QUALITY MEASUREMENT

PQA develops and stewards medication use measures for appropriate use, safety, adherence and medication management services through a transparent, consensus-driven process, addressing high-priority gaps and aligning with the National Quality Strategy.



RESEARCH

PQA generates evidence to identify and validate measurement methodologies, evaluate measure impact, address barriers to medication access and demonstrate the value of medication management services.



CONVENING

PQA brings together the nation's leading organizations that have a role in the medication use process to collaboratively advance quality. As an independent, non-profit and neutral convener, PQA provides meetings, events and opportunities to network, engage and partner across the industry.

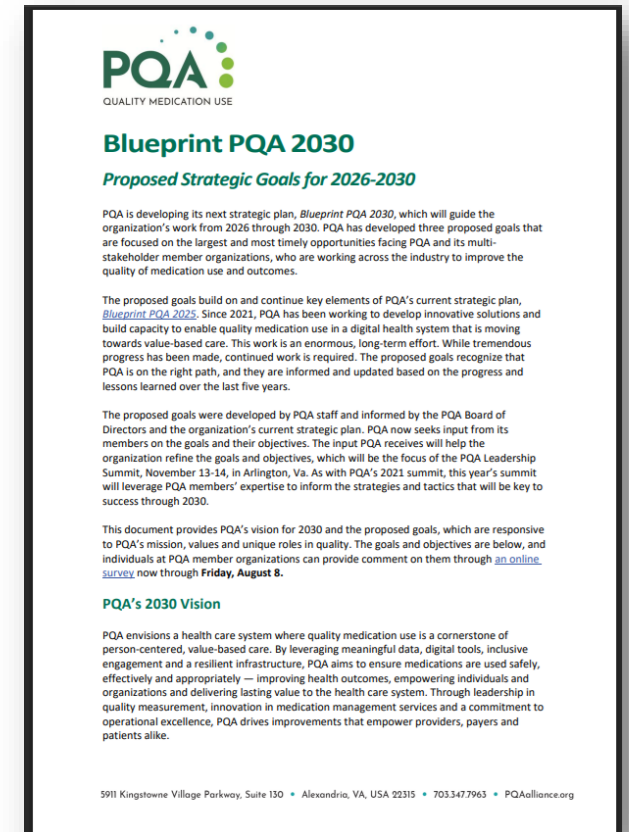


EDUCATION

PQA provides education for health care professionals and students who are working to improve patient outcomes through safe, effective and appropriate medication use. From measurement fundamentals to current issues in measure use and implementation, PQA education helps build the capacity of the nation's health care quality workforce.

PQA Member Survey

- Open to members from July 10-August 29.
- Members responses:
 - Rated agreement with each goal as a part of our plan
 - Rated the urgency of our proposed objectives
 - Provided input on their organizations' top priorities
 - Provided recommendations for strategies and initiatives to enable success
 - Provided overall feedback on the goals and objectives



Goal 1: Deliver innovative solutions to advance quality medication use for a person-centered and value-based health care system.

Advancing the quality of medication use in a person-centered, value-based and outcomes-focused health care system is essential. Innovative approaches to measurement, embracing digital data sources and prioritizing patient perspectives, will lead to more meaningful quality measures and a system of continuous quality improvement. This work enables a more effective health care system—where medications are used safely, effectively and appropriately to improve people's lives.

Goal 1: Deliver innovative solutions to advance quality medication use for a person-centered and value-based health care system.

Objective 1a: Develop meaningful measures that address emerging areas of medication use quality and improve patient outcomes.

Objective 1b: Improve the integrity and accuracy of PQA measure implementation across the health care ecosystem.

Objective 1c: Expand the use of PQA measures in quality programs, value-based arrangements and quality improvement initiatives.

Objective 1d: Expand and leverage standardized digital data sources in PQA measure development and research initiatives.

Objective 1e: Develop and promote the infrastructure needed for digital quality measures.

Objective 1f: Conduct research to assess existing and generate new evidence to advance medication use quality.

Objective 1g: Foster greater patient and caregiver engagement and integration of person-centered perspectives within medication use quality.

What You Told Us: Goal 1

8.97 out of 10 average level of agreement with Goal 1 as part of PQA's plan

Most urgent objectives

- Develop meaningful measures that address emerging areas of medication use quality and improve patient outcomes. (1a)
- Develop and promote the infrastructure needed for digital quality measures. (1e)
- Expand the use of PQA measures in quality programs, value-based arrangements and quality improvement initiatives. (1c)

Common themes

- Focus on developing measures that are person-centered and focused on outcomes.
- Expanding and leveraging standard digital data sources should be the future of measurement.

Goal 2: Advance the quality of medication management services to improve patient outcomes through pharmacist-provided and team-based care.

Medication management services are critical to delivering high-quality, person-centered care. PQA will elevate the role of medication management services by promoting expanded data infrastructure, demonstrating quality improvement and recognizing industry leaders. Addressing barriers to medication access and services and building the capacity of the health care quality workforce will support a health care system where medication use is optimized.

Goal 2: Advance the quality of medication management services to improve patient outcomes through pharmacist-provided and team-based care.

Objective 2a: Expand the collection, reporting and analysis of standardized data to evaluate the quality of medication management services.

Objective 2b: Demonstrate the importance and impact of medication management services through research, education and events.

Objective 2c: Recognize pharmacies committed to continuous quality improvement and person-centered, value-based care.

Objective 2d: Promote the use of consensus-based pharmacy measures to support quality improvement and value-based care.

Objective 2e: Advance best practices to address patients' needs and overcome barriers in medication access.

Objective 2f: Build the capacity of the health care quality workforce with professional and student education programs on medication use quality.

What You Told Us: Goal 2

8.85 out of 10 average level of agreement with Goal 1 as part of PQA's plan

Most urgent objectives

- Expand the collection, reporting and analysis of standardized data to evaluate the quality of medication management services. (2a)
- Demonstrate the importance and impact of medication management services through research, education and events. (2b)
- Advance best practices to address patients' needs and overcome barriers in medication access. (2e)

Common themes

- Emphasize pharmacists, pharmacy services and patient support and education in demonstrating the importance of medication management services.
- Prioritize the expansion and standardization of data in medication management and pharmacy services.

Goal 3: Achieve organizational excellence through structure, processes and technology that deliver exceptional value to members, stakeholders and staff.

PQA must strengthen its foundation to advance its mission. A future-ready technology infrastructure and streamlined operations will empower members, stakeholders and staff to collaborate effectively and innovate with confidence. At the same time, fostering a person-centered and inclusive environment ensures that PQA continues to attract skilled and talented experts and reflects the diversity of the communities it serves. This work is essential to sustain excellence, scale impact and deliver consistent value in a rapidly evolving health care landscape.

Goal 3: Achieve organizational excellence through structure, processes and technology that deliver exceptional value to members, stakeholders and staff.

Objective 3a: Maximize engagement, participation and satisfaction related to PQA activities.

Objective 3b: Continually modernize PQA's technology infrastructure to drive resilience, future-readiness, stakeholder engagement and operational efficiency.

Objective 3c: Investigate the use of artificial intelligence to optimize organizational performance and accelerate innovation in medication use quality.

Objective 3d: Foster a person-centered culture and dynamic people strategy centered on trust, empowerment and satisfaction to attract and retain the best people.

Objective 3e: Cultivate an inclusive environment that values and leverages the unique perspectives and contributions of all stakeholders.

Objective 3f: Implement standard policies and procedures to facilitate consistency, scalability and efficiency within PQA.

What You Told Us: Goal 3

8.53 out of 10 average level of agreement with Goal 1 as part of PQA's plan

Most urgent objectives

- Cultivate an inclusive environment that values and leverages the unique perspectives and contributions of all stakeholders. (3e)
- Maximize engagement, participation and satisfaction related to PQA activities. (3a)
- Investigate the use of artificial intelligence to optimize organizational performance and accelerate innovation in medication use quality. (3c)

Common themes

- Provide high-value services to members and stakeholders be proactive in response to government priorities and initiatives
- Modernize PQA's technology infrastructure to enhance stakeholder communication, enable work and improve data capabilities

What You Told Us: Emerging and Future Trends

- Technology, including application of artificial intelligence and digital health, will continue to transform care and how we measure the quality of care.
- Value-based care will continue to grow alongside the drive to make care more person-centered.
- The dynamic federal policy landscape could impact medication use quality measurement.
- An aging population and rising chronic co-morbidities will create new challenges and opportunities.

Your Next Opportunity for Input


1. Specifically, what should PQA do to implement the goals and their objectives?
2. Who would be effective partners and what resources will be needed to implement the goals and achieve their objectives?
3. What milestones or incremental steps can be used to evaluate progress toward accomplishing the goals?

PQA25
LEADERSHIP SUMMIT

November 13-14
Arlington, Va.

Questions and Answers

Please submit your questions using the Q&A feature
at the bottom of your screen



PQA Convenes
**Artificial Intelligence in
Medication Use Quality**

November 13
Arlington, Va.

PQA 25

LEADERSHIP SUMMIT

November 13-14
Arlington, Va.

2025 PQA Stakeholder Advisory Meetings

Fourth Quarter SAM:

October 22, 2025, 1:00-2:00 p.m. ET



**PQA STAKEHOLDER
ADVISORY MEETINGS**

2026 PQA Annual Meeting Call for Proposals

- Breakout Session Proposals
submissions due **Friday, November 7, 2026**
- Poster Abstract Proposals
submissions due **Friday, January 16, 2026**



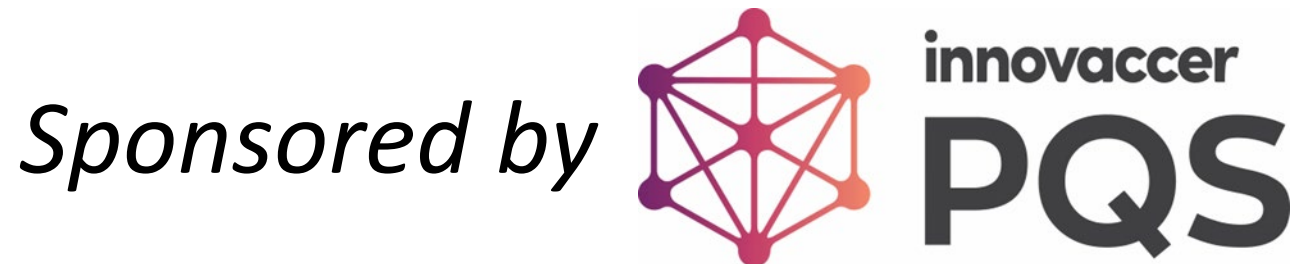


Next Quality Forum Webinar

Members Only Webinar

Medicare 2026 Star Ratings Update

Thursday, November 20, 2025, 1-2 p.m. ET



PQA does not endorse, recommend or favor any organization, or its products or services.



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