

Reflections on 2025 and 30 Years

A MESSAGE FROM OUR CEO

Celebrating 30 Years of Improving Healthcare Quality



It has been three decades since MHQP was established by a group of healthcare leaders to measure the quality of healthcare in Massachusetts and be accountable to the public. In 1995, that charge was truly visionary because there was no agreement on how to measure healthcare quality, and the Institute of Medicine had not yet published their seminal “Crossing the Quality Chasm,” which set aims for what quality should look like. MHQP has collaborated with hundreds of healthcare and consumer leaders over the past three decades on our extraordinary journey filled with impactful accomplishments and meaningful “firsts.” Throughout all these years, we have built trust and come together around our “north star” of improving patient experiences of care.

We look forward to celebrating this journey with our community at MHQP’s 30th anniversary event in May of 2026. Details can be found on the last page. We hope you will join us, and we welcome your interest in sponsorship or donation to help mark this special occasion.

This milestone is particularly significant for me because, as many already know, 2025 was my last full year serving as President and CEO of MHQP. After 28 years of leading this wonderful organization, I will be transitioning out of my role next summer and MHQP’s Board will be selecting a new leader to carry MHQP into its future. It’s a time for looking ahead to what is possible, but also a time for reflection of what MHQP has achieved thus far.

I am incredibly proud of MHQP’s many accomplishments over these past three decades that have led to measurable improvements in healthcare quality, safety, patient experience, and health equity in Massachusetts. As we enter our fourth decade in an uncertain environment, we reaffirm our commitment to transparency and centering the patient experience. I am confident that MHQP will continue to play a vital role in helping Massachusetts healthcare organizations improve the quality and equity of patient care experiences through data-driven insights and collaboration under new leadership for many years to come.

Barbra G. Rabson, MPH
President and CEO

30 Years and Counting!

MHQP is proud to have played a vital role in enhancing quality healthcare in Massachusetts for the last three decades. Our history is highlighted by these measurement milestones which have paved the way for value-based care in the Commonwealth:

1998

First-in-nation statewide survey and public reporting of patient experiences in hospitals

2005

First-in-nation statewide survey of patients' experiences with their primary care physician

2012

First-ever partnership with Consumer Reports for ratings of primary care practices

2017

First-in-the-nation statewide patient experience survey of Medicaid (MassHealth) members

2023

First-in-nation dashboard to monitor the health of primary care, in partnership with the Center for Health Information and Analysis (CHIA)

2023

First-in-nation statewide system to measure disparities in patient experiences of care (through *Measured Equity*)

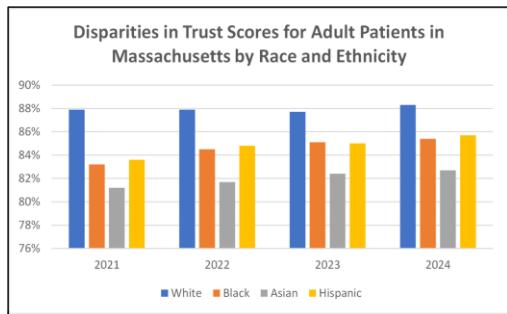
Because of these and many other breakthrough initiatives, MHQP has built a legacy over the past 30 years by improving Massachusetts healthcare with the following important achievements:

- **Pioneered Transparent Healthcare Reporting** – MHQP's core function has been to produce and disseminate reliable, standardized, and publicly available reports on healthcare quality and patient experience to promote transparency, accountability, and informed decision-making.
- **Standardized Quality Measures** – MHQP has established and implemented standardized clinical and patient experience measures that are widely used in Massachusetts for evaluating the performance of healthcare organizations throughout the state.
- **Elevated the Patient Voice** – MHQP has organized its work to be centered around the patient perspective, and patient insights should be integral to every practice and policy decision.
- **Fostered Collaboration Among Healthcare Stakeholders** – As an independent coalition of key stakeholder groups, MHQP has brought together clinicians, payers, policymakers, and patients to create a shared understanding of collective challenges and opportunities and align healthcare practices with patient needs.
- **Strengthened Primary Care** – MHQP has shone a bright light on the importance and fragility of primary care in Massachusetts and nationally and used a data-driven approach to help increase investments in this vital component of our healthcare system.
- **Advanced Health Equity** – MHQP has prioritized health equity by including measures and reporting that highlight disparities and supporting multi-stakeholder efforts to reduce health disparities among populations that have been historically marginalized.

How We Added to This Legacy in 2025

Despite a challenging environment, 2025 has been an extremely important and impactful year for MHQP. Our most notable accomplishments this year include:

Advancing Health Equity

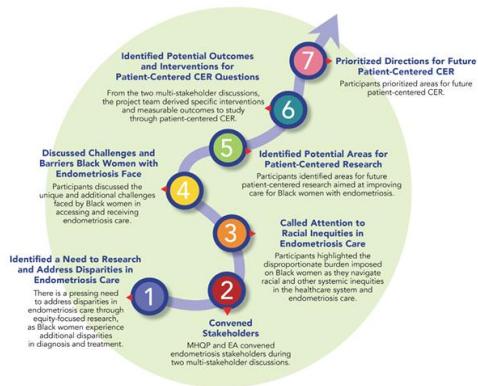
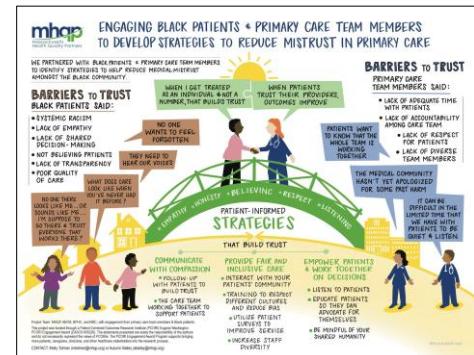


Elevated Racial and Ethnic Disparities in Patients' Experiences of Trust

To expose the persistent racial and ethnic disparities in patients' experiences of trust, MHQP released data from its annual statewide Patient Experience Survey. These data revealed that commercially insured Black, Asian, and Hispanic patients reported significantly lower levels of trust in their healthcare providers compared to White patients for a fourth year in a row.

Published Roadmap to Address Trust Disparities

To help address racial disparities in patients' trust in primary care identified through our annual statewide Patient Experience Survey, MHQP published a *Roadmap to Reduce Medical Mistrust with Black Patients in Primary Care*. In recognition for this pioneering work, the project team received the Jenny Siegel Thriving Together Health Equity Champion Award.



Published Roadmap to Improve Endometriosis Care

To help address the systemic neglect and unheard pain experienced by Black women with endometriosis, MHQP published *Patient-Centered Research Roadmap to Advance Equity in Endometriosis Care for Black Women*. The findings were discussed on NPR's *All Things Considered* and were presented at the State House.

Supported CHIA's "Equity in Quality of Care" Report

To continue shining a bright light on inequities in care in Massachusetts, MHQP was pleased to provide patient experience and clinical quality data to support a CHIA report that reveals deeply concerning disparities in patient experiences and quality of care in our state.



Strengthening Primary Care



Released the third MA Primary Care Dashboard with CHIA

To continue monitoring the health of primary care in the state, CHIA and MHQP released the updated Massachusetts Primary Care Dashboard. This statewide resource creates a factual foundation to inform targeted policy solutions and investments designed to improve the state's primary care system.

Supported the Formation of the State's Primary Care Task Force

To stabilize and strengthen the state's primary care system, Massachusetts created the Primary Care Access, Delivery and Payment Task Force charged with developing a series of recommendations for improving primary care across the state. MHQP was honored to play a major role in the formation of this Task Force and is pleased that Barbra Rabson is a Task Force member. The Massachusetts Primary Care Dashboard we produce with CHIA is serving as the measurement instrument for this extremely important initiative.



Celebrated the Winners of the 2024 MHQP Patient Experience Awards

To support innovation and recognize the adult and pediatric primary care practices that perform highest on our annual statewide Patient Experience Survey, MHQP celebrated the winners of the 2024 MHQP Patient Experience Awards. This was the sixth year that MHQP has honored exceptional performance in primary care with these awards.

Celebrated Barbra Rabson's Primary Care Leadership Award

Barbra Rabson, MHQP's President and CEO, was honored with the Primary Care Community Leadership Award by the Primary Care Collaborative at its Barbara Starfield Awards Dinner in June. The award honors an individual or organization that has demonstrated remarkable leadership to ensure that primary care is foundational to community or state health care reform efforts.



30th Anniversary Celebration

MHQP's
Together for Good Measure

We look forward to celebrating MHQP's 30th anniversary with friends, colleagues, partners and sponsors at an event in the spring of 2026.

We will be honoring **Dr. Atul Gawande** with the *MHQP Leadership Award* in recognition of his commitment to rigorous measurement, transparency, equity and clarity of purpose to improve health at scale and in the lives of so many individuals. We will also honor Barbra Rabson as she prepares to transition out of her leadership role after nearly 28 years at the helm of the organization.

MHQP celebrates our anniversary every five years, so this is a rare opportunity to help us celebrate the organization's lasting impact and support MHQP's Innovation Fund which allows us to respond swiftly to the most pressing needs in our rapidly changing healthcare environment. Together, we will work to sustain Massachusetts as a national model for quality, equity, and patient-centered care for years to come.

If you would like to receive information about the event and sponsorship opportunities, please go to: www.mhqp.org/mhqps-30th-anniversary-celebration

About MHQP

Now in its fourth decade, MHQP is a trusted, local measurement and reporting organization that equips provider organizations, health plans, policymakers, researchers, and employers with data-driven insights and collaborative strategies needed to improve patient experiences, reduce health inequities, and strengthen primary care in Massachusetts. We do this by:

- Fostering collaboration across stakeholder groups to create a shared understanding of collective challenges and opportunities
- Conducting expert quantitative and qualitative data collection to capture in-depth information about healthcare experiences
- Making sense of this data through expert analyses to generate actionable insights that can help direct quality improvement efforts
- Transparently sharing data, trends and insights with key stakeholder groups, decision-makers and the public to inform policy, support accountability, and drive meaningful action