



Optimal Health for All
Within Our Nation's
Health and Long-Term
Care Systems

**Center for Clinical Standards
and Quality Strategic Roadmap**

Fiscal Years 2025-2028



ABOUT CCSQ

The Center for Clinical Standards and Quality (CCSQ) serves as a national leader in advancing healthcare quality and safety across the United States. As part of the Centers for Medicare & Medicaid Services (CMS), CCSQ develops and enforces standards for healthcare providers, drives coverage and quality, and strengthens accountability in care delivery.

Who we are:

CCSQ is the national clinical and quality leader at CMS. Our work will Make America Healthy Again and improve health outcomes through prevention and wellness, safe and high-quality care, and coverage in our nation's health and long-term care systems.

What we do:

CCSQ promotes optimal health for patients and long-term care residents by:

- Establishing national health and safety regulations for Medicare and Medicaid certified providers, suppliers, and labs, which are assessed and enforced through survey and certification work.
- Maintaining and leading the agency's quality measure development and reporting programs and providing quality improvement technical assistance.
- Making evidence-based coverage decisions about treatments, procedures, and drugs for people with Medicare.



VISION & MISSION

Vision: Optimal health for all within our nation’s health and long-term care systems.

Mission: To Make America Healthy Again by promoting prevention and wellness, advancing quality and safety, and expanding coverage.

STRATEGIC CONTEXT

CCSQ’s FY2025–2028 Strategic Plan builds on a foundation of safety, quality, and accountability. It reflects the Center’s evolution toward a more data-driven, prevention-focused, and person-centered approach to healthcare quality. This plan serves as a roadmap for how CCSQ will integrate public health and quality through prevention and chronic disease management; modernize regulatory frameworks; leverage technology and interoperability; accelerate access to innovative treatments; and strengthen accountability and transparency.

Strategic Goals and Actions

CCSQ takes a five-pronged approach to improving health and long-term care for everyone. Each prong represents a key area where we are working with partners to make care safer, more effective, and more people centered.

Goal 1: Lead with Prevention

Desired Outcome: Promote prevention and chronic disease management by increasing uptake of Annual Wellness Visits, expanding access to nutrition counseling, and implementing prevention-focused approaches across quality programs.

Key Actions:

- Launch the “QIO Wellness Ambassadors” peer-to-peer clinician engagement program in the Quality Improvement Organization (QIO) Program to promote Annual Wellness Visits and preventive care.
- Integrate preventive health measures into physician and hospital quality and payment programs to incentivize better chronic disease management and improved outcomes.
- Expand access to nutrition counseling, physical activity, and behavioral health services through QIO-led technical assistance.



- Incorporate evidence-based nutrition standards into hospital and long-term care facility guidance, aligned with the [2025–2030 Dietary Guidelines for Americans](#), to support disease prevention, improve patient outcomes, and promote healthier food environments across care settings.

Goal 2: Improve Quality and Protect Safety

Desired Outcome: Strengthen systems of care and clinical services to enhance health outcomes, reduce complications, and promote transparency in quality programs.

Goal 2a: Health Systems Focus

Key Actions:

- Align and streamline quality measures across care settings and payers to reduce duplication and enhance accountability.
- Revise star rating programs to increase transparency and empower patients, as feasible.
- Provide quality improvement technical assistance through the QIO Program in healthcare and long-term care.

Goal 2b: Clinical Focus

Key Actions:

- Improve maternal health via the Birthing-Friendly Designation initiative and inclusion in Consumer Assessment of Healthcare Providers and Systems (CAHPS).
- Enhance organ transplant accountability through transparent Organ Procurement Organization (OPO) performance data.
- Implement behavioral health and Hospital-at-Home quality initiatives.
- Support hospitals in advancing mobility and falls prevention through guidance and technical assistance.

Goal 3: Accelerate Coverage

Desired Outcome: Streamline review of new treatments and technologies to increase patient access to clinical innovations more quickly.

Key Actions:

- Modernize and streamline the National Coverage Determination (NCD) process to reduce the backlog and improve transparency and predictability.
- Drive improvements in the local coverage determination (LCD) process to increase consistency across regions.

Goal 4: Leverage Data and Technology

Desired Outcome: Leverage digital tools, electronic health records (EHRs), and better data sharing to give providers and patients the information they need to make the best care decisions.

Key Actions:

- Enhance interoperability through Fast Healthcare Interoperability Resources (FHIR®)-based servers and transition to digital FHIR-based measures.
- Modernize survey and certification using AI-assisted reviews and electronic data collection.
- Launch the Advancing Healthcare Quality Through Technology (AHQT) initiative to help providers optimize EHRs and interoperability capabilities.

Goal 5: Reduce Burden

Desired Outcome: Reduce unnecessary administrative and regulatory burden by streamlining requirements, modernizing oversight processes, and advancing interoperability.

Key Actions:

- Remove outdated and obsolete requirements from the Conditions of Participation to reduce provider burden and increase flexibility.
- Reduce survey and certification burden by piloting waiver demonstrations and risk-based surveys for nursing homes as well as evaluating the efficacy of Accreditation Organization (AO) processes for providers and suppliers.
- Advance interoperability across programs to minimize redundant reporting.

IMPLEMENTATION & ACCOUNTABILITY

CCSQ will operationalize this plan through:

- Collaboration: Partnering with patients and residents, providers, states, advocates, and accrediting bodies to deliver aligned quality and safety improvements.

- **Accountability:** Measuring progress with data dashboards, quarterly reviews, and annual updates to leadership.
- **Continuous Improvement:** Adapting to emerging needs and innovations.

ADDITIONAL RESOURCES

For more information about CCSQ and its programs, visit the resources below. These sources provide access to current initiatives, data dashboards, technical assistance programs, and federal quality strategy updates.

Quality

- [Value-based programs](#)
- [Quality improvement organizations](#)
- [Nursing home quality improvement](#)
- [Inpatient Rehabilitation Facility \(IRF\) Quality Reporting Program \(QRP\)](#)
- [Home Health Quality Reporting Program](#)
- [ESRD Quality Incentive Program](#)
- [CMS National Quality Strategy](#)
- [Hospice Quality Reporting Program](#)
- [Long-Term Care Hospital \(LTCH\) Quality Reporting Program \(QRP\)](#)
- [Appropriate Use Criteria Program](#)
- [Quality measures](#)
- [Physician compare initiative](#)
- [Quality initiatives](#)
- [Skilled Nursing Facility \(SNF\) Quality Reporting Program \(QRP\)](#)

Health and Safety Standards

- [Quality, Safety & Oversight Group \(QSOG\)](#)
- [Quality, safety & oversight general information](#)
- [Certification & compliance](#)
- [Emergency preparedness](#)
- [Clinical Laboratory Improvement Amendments \(CLIA\)](#)
- [Accreditation programs](#)
- [Conditions for coverage & participation](#)
- [Home Health Agencies](#)

Coverage

- [Coverage Determination Process](#)
- [Medicare Coverage Database](#)
- [Approved facilities, trials, & registries](#)
- [Coverage with evidence development](#)
- [Investigational device exemption studies](#)
- [Medicare Coverage Center](#)

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