How P4P Has Helped to Make the Business Case for IT Investment

The Medi-Cal Side

Health Care Information Technology 2004 November 18, 2004

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Few Medical Groups

- City or County Health Department
- Community Clinic (FQHC)
- Solo office, often ethnic
- University



Level of Incentives

Health Plan

 Purchaser (State) will award members based on highest HEDIS scores

Individual Providers

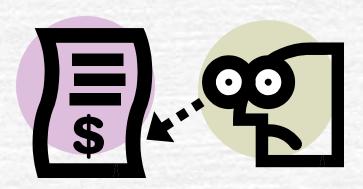
- LI Rewarding Results
- Aggregate Performance Bonuses
- Single Case Bounties

Investment in IT at Plan Level

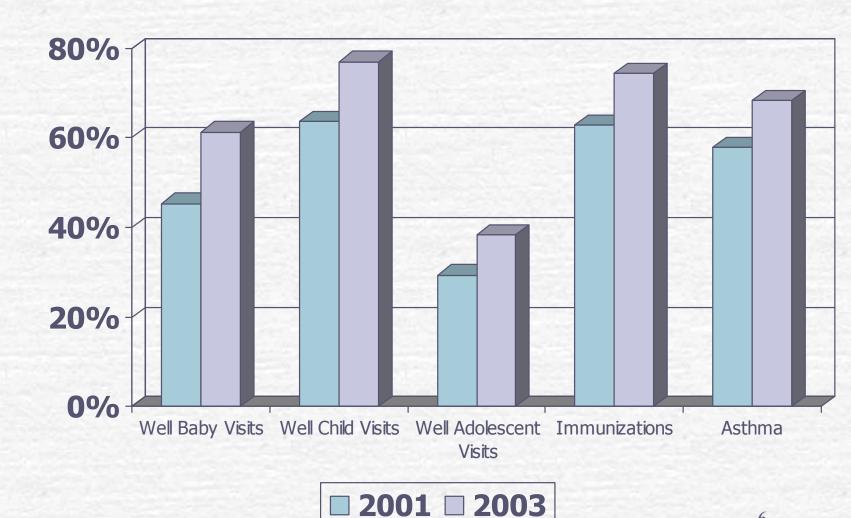
- Data Warehouse
- Developers
- Analysts
- Performance Reporting Products
- Data Collection FTEs
- Provider Relations Staff
- Data Driven Culture

Investment in IT at Provider Level

None



Yet, improvement is huge...



P4P Does Work for Providers

- Now eager to discuss quality
- Interested in feedback about their performance
- Implementing new projects
- Asking for help

How to Incentivise Providers

Announcing program is not enough

Must be very customized delivery

Member Reminder



Prevent Childhood Diseases

Have your child vaccinated at 6, 12, 15, and 18 months

Prevenga Las Enfermedades De La Niñez

vacune a su niño a los 6, 12, 15, y 18 meses

預防兒童疾病。應為您的孩子在 6, 12, 15及18個月大時接受免疫注射。

Hãy phòng ngừa bệnh truyền nhiễm nhi đồng. Cho con em của quý vị chích ngừa khi vừa lên 6, 12,15 và 18 thán

Member incentive





We're happy that your child is one year older!
To celebrate, here's a very special present.

A FREE \$15 Gift Certificate to Toys" A" Us!

To claim your child's gift...

- Make an appointment for your child's annual check-up.
- Bring the attached ticket with you and have your child's doctor or nurse practitioner sign it.
- Mail us back the signed ticket in the enclosed postage-paid envelope within 90 days of your child's check-up.

That's it! We'll review the ticket information and then send you back a FREE Toys" A" Us gift certificate!

Provider Reminders



Clinical Alert: Please file in patient's chart and remove after requested action has been taken

ASTHMA CARE REMINDER

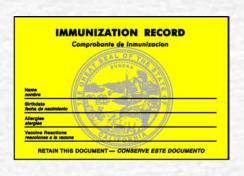
Patient Name: PCP: DOB: 7/21/1997 Language: SPANISH CHN Medrec: CHN Address: SAN FRANCISCO, CA 94110 Asthma Visits During 2003/2004 Asthma Prescriptions Filled in 2004 No asthma drugs have been dispensed for this member 1/13/2003 5/22/2003 Mission Neighb, Hith Ctr Outpatient 7/24/2003 Mission Neighb. HIth Ctr Outpatient 8/28/2003 \$ 10/23/2003 Mission Neighb. Hlth Ctr Outpatient 12/4/2003 Mission Neighb. Hith Ctr Outpatient Based on the encounter and/or pharmacy data for 2003 and national asthma guidelines. this patient may be a candidate for long-term controller medications in 2004. To any provider who sees this patient next: 1. Please review whether the patient might benefit from a long-term prevention strategy for asthma control. 2. If appropriate, write a prescription for inhaled steroids (e.g. Flovent, Pulmicort, Qvar, or Azmacort) or other controller meds. 3. Fax back this page with your reply to SFHP Reply Section - FAX To 415-547-7824 Attn: Ruby Patton I started this patient on controller medication. Date/Prescription: This patient should not be on a controller because: _____ I have not seen this patient since:_ This patient is not on my roster Please call me at:_____ I would like help with: Other:

Provider Incentive

IM	MUNIZATION RECORD
	Comprobante de Inmunizacion
Name nombre	
Birthdate fecha de nacimiento	TREE SEARCH
Allergies alergias	
Vaccine Reactions reacciones a la vacu	ina Caracteria de la Ca

Each Completed card\$100 for Doctor X

Financial Incentives are No Panacea



\$100



- Only 5% response rate
- But... We found a better way!

How to Target Offices

- Use Encounter Warehouse builds
 - Monthly
- Report HEDIS for current year
 - end 12/31/04
 - You get year to date numbers
 - Can extrapolate to full year's rate
- Break down by office
- Calculate the number of members who still need to be targeted

HEDIS Rates by Site

	M	icrosoft Excel - Oct_04HEDIS_bySITE.x	ls	Window Help Acrobat S F F 2				
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			Site Well Well Well Adolescent # Adolescent Well Baby # Baby					
		Site			Well Baby #			
	1		Outstanding	Rate	Outstanding	Rate		
	2	North East Medical Services	397	Arial				
	3	Childrens Health Ctr at SFGH	376	27.4%	51	20.3%		
	4	Kaiser Permanente	298	34.2%	22	4.3%		
	5	Office of Dr. Tin Huu Nguyen	278	18.5%	2	0.0%		
	6	amily Hlth Ctr at SFGH 215 31.39		31.3%	11	26.7%		
	7	Mission Neighb. Hlth Ctr	211	8.7%	30	11.8%		
	8	UCSF/Parnassus Peds	181	23.9%	21	25.0%		
	9	UCSF/Mt. Zion Pediatrics	164	22.3%	18	21.7%		
	10	Office of Drs Li, Wong and Yong	159	11.2%	16	5.9%		
	11	UCSF Teen Clinic	153	23.1%	0	0.0%		
	12	St. Lukes Pediatric Center	150	5.7%	0	0.0%		

Script for Visit

- 1. Select one or two measures
- 2. Prepare a list of potential <u>new activities</u> the office could do to raise rates
- 3. Try to get them to commit to one of these or a new one
- 4. Offer tools, bonuses, data feedback, etc.
- 5. Follow up to ensure progress

Strategic Visit

SAN FRANCISCO	Provider Site Visit Form					
HEALTH PLAN Here for you	Provider		Visit Date:			
	te:					
Goals for the Me	eting:		Lead person:			
2						
4						
5						
Who is going to	-					
Items Needed to						
Report View HEDIS Graphs Feedback on pro	gress	Ana	of Members for ilysis of missed opportuniti er:	es 🗌		
	on Date:					
2 3 4	eting:	_ Y/N _ Y/N _ Y/N	Comments:			
New Simple Solu	tions requested by provid	er:				
New Projects pro	omised by provider:					
Changes made to	o provider profile / New is	ssues discovered	<u>:</u>			
Meeting Process	Evaluation:					
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Get Doctors' Attention

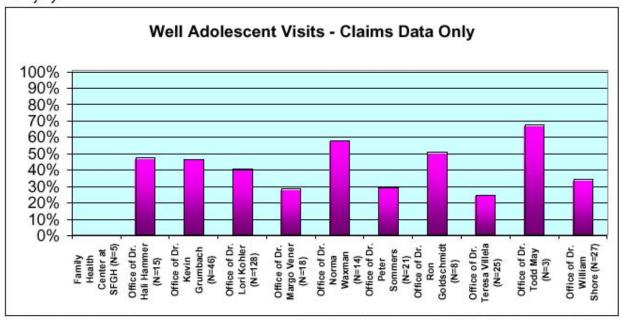
Need provider level data



Provider Level Data



Comm Health Network
Family Hith Ctr at SFGH



Description of the Measure:

Population: N = 310 Members (Medi-Cal and Healthy Families combined)

This measure determines the percentage of members who turned 12 to 21 years old during 2003, who where continuously enrolled with the health plan for all of 2003 with a one-month gap in enrollment allowed, and had at least one comprehensive adolescent well-care visit with a primary care practitioner or an obstetrician/gynecologist during 2003.

Get Doctors' Attention

- Needs to be in person with food
- Show comparison to peer group

Get Doctors' Engagement

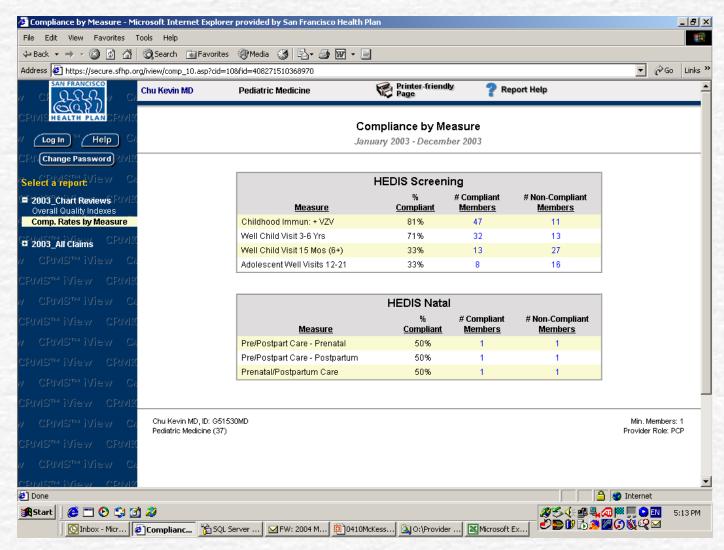
- Provider Level Data
- In person with food
- Wait for their questions
 - Were do these data come from?
 - Who decides on these measures?
 - What is the target?/ Where should I be performing?

Get 'm hungry for the detail

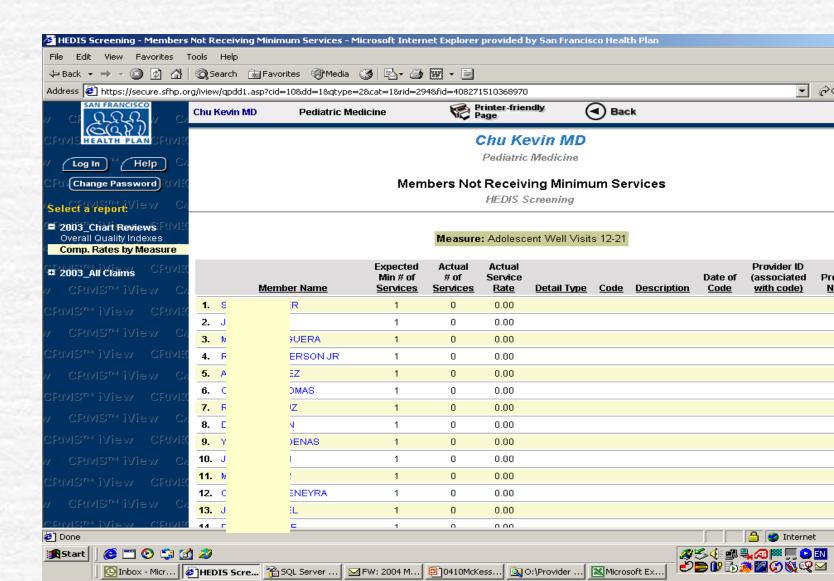
- Wait for their objections
 - This can't be right!
 - I know I do better than this!
 - How do you know these are my patients!
 - Your data must be wrong!
- Objections = Curiosity = Hooked



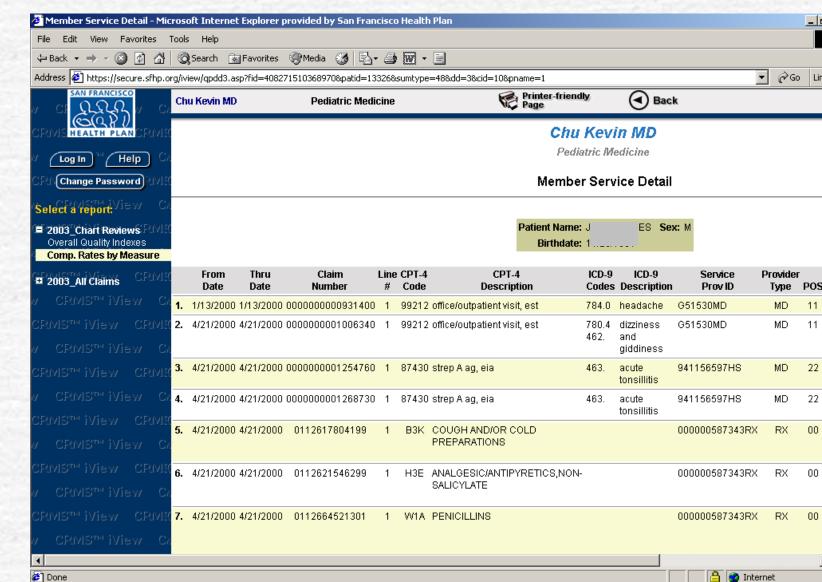
Measure Overview Screen



Drilldown on Names



Drilldown to Claim level data

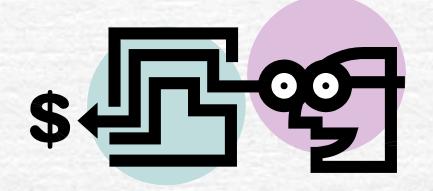


Will Docs buy this?

- They are scientists; interested in the facts
- "I'll get back to you on that,"
- You can say: "Let's take a look...
- Transparency creates credibility
- Their curiosity will lead them to more questions
- They start owning the problem and the solution

Incentives get you in the door, Personalized look at data gets you more...

- Attention
- Engagement
 - Interest
 - Hooked
- Understanding of Measure
 - (HEDIS specs)



Transparent Data is key

- Motivation to change
- Confidence in ability to change (empowered)
- Ideas for potential solutions
- Tools to carry out solutions



Incentives get it off the ground

- Convert to immunization registry
- Call members in for well visits
- Scan billing system to count well baby visits

But who is going to pay me for this?

Tailored Incentives

- Account at local foundation
- FTE on site to make outreach calls
- Direct payment to office staff
- Computers
- Analyst time
- PC Tech outreach
- Anything that works

How incentives succeed

- Start the quality conversation
- Compensate the improvement effort

In between those two lies a lot of work for provider relations staff