

# Innovation in Health Care Transparency:

## Doing Things *Differently* and Doing *Different Things*

**MaryAnn Stump**

**Senior Vice President  
Chief Innovation Officer  
Blue Cross and Blue Shield MN**

**President  
Consumer Aware**



# Today's Conversation

- Meeting Consumer Needs by Doing Things Differently
- Transforming Health Care by Doing Different Things
- Questions and Discussion



# Before we begin...who we are

## *Chartered in 1933:*

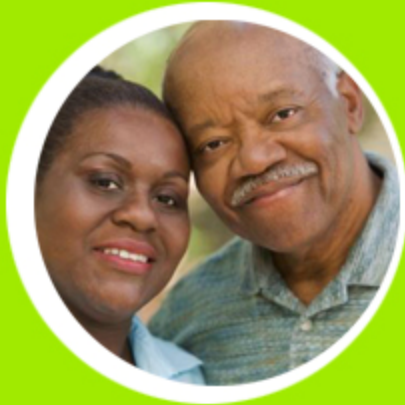
Minnesota Statutes, Section 62C.01:

“It is the purpose and intent...to **promote** a wider, more **economical and timely availability** of hospital, medical-surgical, dental and other **health services** for the people of Minnesota, through **non-profit**, prepaid health service plans, and thereby **advance public health and the art and science of medical and health care...**”

**We were actually  
around then!**



**And we've seen how  
things have changed**



**Similarly, for health care,  
that was then...**



# ...This is now



policy makers



employers



academic



hospitals



clinics



consumer



government



pharmacists



health plans



## Our “Aha!”

*When it comes to  
consumer health care  
information, we're not  
hitting the mark...*

# A tale of two snacks...



*Why couldn't something like this work for health care?*

## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

Amount Per Serving	
<b>Calories</b> 250	Calories from Fat 110
<b>% Daily Value*</b>	
<b>Total Fat</b> 12g	<b>18%</b>
Saturated Fat 3g	<b>15%</b>
Trans Fat 3g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 470mg	<b>20%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A	<b>4%</b>
Vitamin C	<b>2%</b>
Calcium	<b>20%</b>
Iron	<b>4%</b>

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g


# It can -- we call it “Healthcare Facts®”

## Healthcare Facts®

### General Hospital

Anytown, USA  
 Ownership: **Private**      Teaching Status: **Teaching**      % Charity Care: **15**

**Price – \$\$\$\$**      **# of General Care Beds – 234**



---

**Care and Procedures**

Trauma level	Level 2
Births, prior year	2,140
Heart attacks treated, prior year	1,875
Cancer cases treated, prior year	815
Acute strokes treated, prior year	600
Transplants performed, prior year	0
Complementary and Alternative Medicine programs	No
Pain management program(s) (for pain that is: chronic, after surgery, from cancer, or at end of life)	Yes

---

Safety and Quality	Standard: Min./year*	#/yr
<b>Key Procedures</b>		
Coronary (heart) artery bypass	450	400
Coronary (heart) artery angioplasty	400	975
High-risk deliveries	>=15	30
Abdominal aortic aneurysm repair	50	30
<b>Other Information</b>		
24-hour hospitalists present		Yes
24-hour Doctor of Pharmacy (PharmD) present		Yes
Staff intensivists in Intensive Care Units		Limited
# of hospital patients per RN		4
Rate of patient falls with injury		2
Adverse event information available		Yes
Post-operative infection rates available		Limited
Patient references available		Limited
<b>Services and Technology</b>		
Most recent “patient experience” facility improvement		1998
Computerized system for ordering drugs		Limited
Formal programs to involve patients in treatment choices		No
Systematic outpatient follow-up scheduling available		No
% of beds in private rooms		85

---

**Top five practice areas for this hospital:** Heart Care, Cancer Care, Orthopedics, Maternity and General Surgery

**General Hospital has been recognized three years in a row as a winner of the “Quality” Award. Additionally, we have the distinction of having the region’s only state-of-the-art behavioral health treatment program, including adolescent treatment and eating disorders.**

© 2006 Consumer Aware
Patent pending

More free facts available anytime at [healthcarefacts.org](http://healthcarefacts.org)

# Healthcarefacts.org

## It is:

- A familiar format
- Easy to understand
- Standardized

## It isn't:

- Rating or ranking
- Claims-based
- Reinvention of the wheel

## Healthcare Facts<sup>®</sup>

Questions? Call Customer Service (members), or 877-HC FACTS (non-members)



BlueCross BlueShield  
of Minnesota

### Mayo Clinic Hospitals [See map](#)

This hospital's information last updated on: 07/26/06

Address: 201 W Ceter St ,Rochester,MN

Ownership: Private

Teaching Status: Teaching

% Charity Care: 2.0

Price - \$\$\$\$ (out of \$\$\$\$)

# of General Care Beds: 68

### Care and Procedures

Trauma level

Births, prior year

Heart attacks treated, prior year

Cancer cases treated, prior year

Acute strokes treated, prior year

Transplants performed, prior year

Complementary and Alternative Medicine programs

Pain management program(s) (for pain that is: chronic, after surgery, from cancer, or at end of life)

### Safety and Quality

#### Key Procedures

Standard: Min./year\*

Coronary (heart) artery bypass

450



# Meaningful perspective

Put the consumer in the center

**CLINIC**

**SURGERY**

**HEALTH PLAN**

**CONSULTATION**

**HOSPITAL**

**PRESCRIPTION**

**DOCTOR**



# Meaningful content

Listen to the consumer

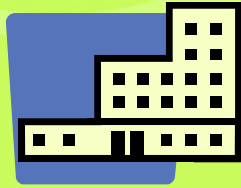


“ Help me understand what is most important to my situation ”

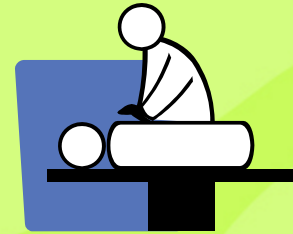
1. Consumers choose based on overall value
2. Meet consumers “where they’re at”
3. Help consumers make best fit choices.

# Meaningful design

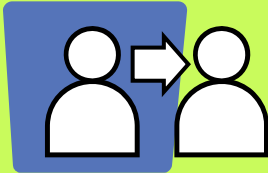
Beyond cost



Services Available



Pain Management Programs



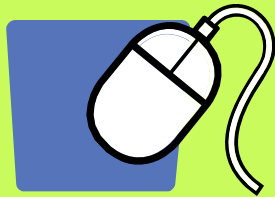
References And Patient Experience



# of Patients per RN



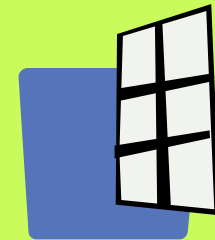
Religious Affiliation



Non-visit Care



Free Parking



Private Room

# Designed collaboratively



employers



academic



policy makers



consumer



hospitals



government



clinics



pharmacists



health plans



## Along the way, we learned


*More “data” is good, but consumers really want to know about the care experience, from “people like them”...*

# A tale about a hospital...

Our services   Find a Doctor   e-Health Resources   Ways to give   Career center   For patients & visitors

Welcome

St. Francis Regional Medical Center provides health care for the people in the Twin Cities southern metro area. We are a comprehensive, high-quality regional medical center.



*Providing you the care and treatment we would expect for ourselves and our families.*

## Our services

### Interpreters, Multicultural services

FREE interpreter services are available 24 hours a day 7 days a week. St. Francis staffs 4 Spanish and 2 Russian interpreters. ALL languages are available for patients either through Kim Tong Translation Services, over-the-phone translation through Telelanguage Services, or we have Multilingual Word available. We also have a variety of resources for our hearing impaired patients. To make arrangements or for further information on our interpretation services



Search

## Our services

### Emergency and Urgent Care

Emergency Care twenty-four hours a day you'll find dedicated doctors, nurses and technicians, along with full-service imaging and laboratory services.

We also have a wide range of specialists on call for emergency treatment.

When your condition isn't life threatening, but still requires immediate treatment, our Urgent Care Center is available weekday evenings and weekends.



*How can consumer stories inform the way health care works?...*

**New consumer forums are key**

the **HealthcareScoop**.com

*Patient reviews  
from people like you*

The Healthcare Scoop Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.thehealthcarescoop.com/tics/landingPage.do

the **HealthcareScoop.com** *Speak volumes. Help us write healthcare history today!*

Recent Stories

**Categories** Popular A-Z

- Wellness Care (Check-ups) (7)
- Emergency Care (5)
- Other - Women's Health (5)
- Pregnancy (5)
- Back Pain (4)
- Diabetes (3)
- Other - Bone, Muscle, Joint Problems (3)
- Other - Digestive Disorders (3)
- Other - Pediatric Problems (3)
- Sick Care Office Visits (3)

Showing 1-10 of 38

**Clinic/Hospital** Popular A-Z

- Mn Center For Obesity Metabolism & Endocrinology (4)
- Southdale Pediatric Associates Ltd (4)
- Woodwinds Health Campus (3)
- Aspen Med St Paul Bandana (2)
- Childrens Hospital Minneapolis (2)
- Fairview Red Wing Hospital (2)
- Minutecnic (2)
- Quello Clinic Ltd (2)

Showing 1-10 of 42

**Health Professionals** Popular A-Z

- Dina Westlund (2)
- Laurie Sund (2)
- Amy Morrow (1)
- Arkady Synhavsky (1)
- Bruce Bonde (1)
- Caroline Leonard (1)
- Courtney Whitney (1)
- Debra Palma (1)
- Donna Hoffman (1)

**mschultz Whitney Sleep Center is top notch!**

My dad had struggled to use CPAP even though he has really bad sleep apnea and thinks it's ok to take a nap at work every day. He saw Dr. Whitney ... [More](#)

Posted: 08.31.2007

Views (22) [More in Sleep Disorders](#)

**Joel S For stomach issues, try home remedy first**

I spent a couple of months going to my doctor at Silver Lake Clinic and he had me on a couple of different medicines for stomach acid. It wasn't getti... [More](#)

Posted: 08.30.2007

Views (41) [More in Other - Digestive Disorders](#)

**momofthree A Great Pediatrician**

My first pregnancy was a multiple pregnancy. I received a referral from a nurse at Abbott, (God Bless her soul!!!) to take my children to Dina Westl... [More](#)

Views (38) [More in Other - Pediatric Problems](#)

**mojo A very special kidney specialists**

I have PKD and went to see Dr. Arkady Synhavsky at the Kidney Specialists of Minnesota ta office in Roseville. I generally go every 4-5 years or so to... [More](#)

Posted: 08.28.2007

Views (36) [More in Other - Kidney & Urinary Tract Problems](#)

**boxingnun Taking care of a new patient**

I had my first appointment with Dr. Shelly on a Saturday morning. I'd been in a lot of pain for several weeks and was really hoping that something cou... [More](#)

Posted: 08.22.2007

Views (91) [More in Back Pain](#)

**lmeans Stopped me from becoming diabetic**

**Share Your Story**

What is HealthcareScoop.com?

Real, straight-forward information written and shared by people just like you about personal healthcare experiences.

[Why Contribute?](#) [Learn more](#)

**View Demo**

**FEATURED STORIES**

**My son, a recent high school graduate had his last office visit with Dr. Laurel Anderson a few weeks ago. Dr. Anderson was at the hospital about 20 mi... [More](#)**

Posted: 08.15.2007

Views (135) [More in Other - Pediatric Problems](#)

**Tigger Great pregnancy delivery care**

I had my first baby last fall at Fairview Ridges with the OB/GYN staff from Southdale OB/GYN (who are FABULOUS!). I had to be induced and my baby was ... [More](#)

Posted: 08.15.2007

Views (125) [More in Pregnancy](#)

**hitcare+ ER=Emergency????**

I rarely go to the doctor for anything, so when I do, people around me know it must be bad. So the few times I've had to visit the ER at Fairview Rid... [More](#)

Posted: 08.15.2007

Views (208) [More in Emergency Care](#)

1 2 3 4 5 6 7 8 Next

Healthcare Scoop

Company Info Code of Conduct  
Our Philosophy Terms of Use  
FAQ Privacy Policy  
Contact Us

consumer aware  
helping healthcare be a new light

Local intranet

# The Healthcare Scoop

*“Real, straight-forward information - written and shared by people just like you - about personal healthcare experiences”*

# We believe...

Our Philosophy - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Address <http://www.thehealthcarescoop.com/hcs/staticNavigation.do?cmdField=ourPhilosophy&id=&footer> Go

the **HealthcareScoop**.com  
Patient reviews from people like you

RECENT STORIES / OUR PHILOSOPHY

Home  
**Our Philosophy**  
FAQ

View Demo

FEATURED STORIES  
Change Language  
Most Popular Health Topics  
Diabetes (172)  
Heart Disease (108)

- In "best fit" healthcare choices. What's best for you may not be the best for someone else. You know more than anyone else about your wants and needs.
- Consumers should have the information needed to make "best fit" choices. Healthcare shouldn't be a mystery. Information about all aspects of healthcare should be easy to find, easy to understand, and easy to navigate.
- There is more than one way to learn about your healthcare choices. Learning from other people's experiences can be just as important as anything else.
- "Rating" doctors doesn't give you the information you need. You can get a lot of information about the experience from a story that you wouldn't get from ratings.
- Every story is important – even when the experience wasn't necessarily a good one.
- Your privacy is extremely important and that healthcare is a very personal matter.

Local intranet

# Example story - 1

*So far, positive stories outnumber negative ones by 5:1*

[RECENT STORIES](#) / [CATEGORY: BACK PAIN](#)

Shared by:  
boxingnun

Posted: 08.22.2007

✳ Views (100)

## Taking care of a new patient

I had my first appointment with Dr. Shelly on a Saturday morning. I'd been in a lot of pain for several weeks and was really hoping that something could be done to help. When I got to the office, they had no electricity.

I wasn't really sure that she would even see me given the circumstances, but she did. The office staff (and several helpers) were busy rounding up candles, batteries, and everything they needed to keep things running as close to smoothly as they could. I was impressed.

When I met with Dr. Shelly, she spent a fair amount of time talking with me about my pain, what I'd done so far (treatment, doctors, etc.). She told me to keep going to physical therapy and explained that while she would work to re-align and get things working the way they should, PT would help things stay in place by strengthening the muscles. She was also pleased that I'd gone to the orthopedic surgeon to rule out anything severe or requiring more intensive intervention.

While I obviously had to go back for x-rays, etc. before she could begin any treatment, I appreciated the time she took with me - even though she couldn't go about the visit as planned. I was extremely comfortable and pleased with my initial experience and I plan to go back again.

---

Health Professional: Shelly M Smith, MN  
Clinic/Hospital: Healing Touch Chiropractic,  
MN

Author's Role: Patient  
Date of Service: August, 2007

[Submit for Moderation](#) 

[+ Share Your Story](#)

Category: Back Pain

[View more stories in this category](#)

# Example story - 2

*Most stories offer significant detail – more than just “thumbs up” or “thumbs down”*

[RECENT STORIES](#) / [CATEGORY: OTHER - DIGESTIVE DISORDERS](#)

Shared by:  
abinormal1

Posted: 07.17.2007

[+ Share Your Story](#)

 Views (318)

## I left Park Nicollet

Category: Other - Digestive Disorders

[View more stories in this category](#)

I love fireworks. But driving home afterwards was not so much fun. Indigestion struck - or so I thought. Beginning about 10:30 pm my tummy felt "icky". By midnight I was "very uncomfortable". Come 1am, I knew what little babies go through with colic - it reminded me of the labor of childbirth. Being an advised consumer of healthcare, I didn't feel my pain was life threatening so decided to wait for the urgent care or my doctor's office to open rather than spend the time and money for ER.

Pacing, watching the clock for 8am, FINALLY! The doctor's office wasn't even concerned about my pain! "We can take you tomorrow" the snotty voice said! I was crying and said I couldn't wait. "Well you can go to the urgent care in Burnsville if you think you need to"....grrrr! More crying, I'm not sure I can drive that far, your office is less than 1 mile for me. "Well if it is an emergency you can call 911."

Bottom line, the clinic I have gone to for years just lost my business. I found the Apple Valley Medical Clinic has 24 hour urgent care, one-stop shopping, and very dedicated staff.

---

Clinic/Hospital: Park Nicollet Clinic, MN

Author's Role: Patient

Date of Service: July, 2007

[Submit for Moderation](#) 

# In the end, it's about truly transforming health care



## Anna Westin House Residential Program

The Emily Program's residential treatment program at the Anna Westin House provides comprehensive treatment for female adolescents and adults in a peaceful, supportive, home-like environment. Our neighborhood location in Chaska, a Minneapolis suburb, provides the only residential eating disorder care in Minnesota through a collaborative effort between the Emily Program and the [Anna Westin Foundation](#).

The Anna Westin House Program is designed to help those who need longer-term treatment, support, and structure. The care we offer combines the clinical expertise of highly experienced staff with evidence-based therapies, delivered in a comfortable community setting. We use multiple approaches to treat multiple issues and assist individuals in developing the skills that support recovery.

# Innovation in Health Care Transparency:

## Doing Things *Differently* and Doing *Different Things*

**MaryAnn Stump**

651-662-0089

maryann\_stump@  
bluecrossmn.com



BlueCross BlueShield  
of Minnesota

