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
- Government
- Academic
- Clinics
- Hospitals
- Consumer
- 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?
It can -- we call it “Healthcare Facts®”

More free facts available anytime at 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®
Questions? Call Customer Service (members), or 877-HC FACTS (non-members)

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
HEALTH PLAN
CONSULTATION
PRESCRIPTION
SURGERY
HOSPITAL
DOCTOR
I wouldn't buy a car just looking at the price… I don't want to get a PhD in this stuff… 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 content

Listen to the consumer

Help me understand what is most important to my situation
Meaningful design

Beyond cost

Services Available

Pain Management Programs

References And Patient Experience

# of Patients per RN

Non-visit Care

Free Parking

Private Room

Religious Affiliation

And Patient Experience
Designed collaboratively
Along the way, we learned

More “data” is good, but consumers really want to know about the care experience, from “people like them”...
How can consumer stories inform the way health care works?

A tale about a hospital...

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.

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.
New consumer forums are key
The Healthcare Scoop

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

- 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.
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
Example story - 2

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

**RECENT STORIES / CATEGORY: OTHER - DIGESTIVE DISORDERS**

**I left Park Nicollet**

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 logo]

[Consumer Awareness logo]