

Physician Price & Quality Transparency

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Robert Wood Johnson Foundation

**Aligning Forces
for Quality** | Improving Health & Health Care
in Communities Across America

Understanding the Value

Variable	Is the health care service....
Appropriateness	Needed?
Experience	Provided in a patient-centered way?
Quality (process)	Provided in the most effective and safe manner?
Intensity	Provided in the most efficient manner?
Quality (outcomes)	Producing the best possible result for the patient?
Cost	Produced at a fair price?

Adapted from Puget Sound Health Alliance

Aligning Forces for Quality

16 Communities. 37 million people. One goal.



Improve and sustain high-quality,
patient-centered, equitable care by 2015



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Improving Value: Key Levers

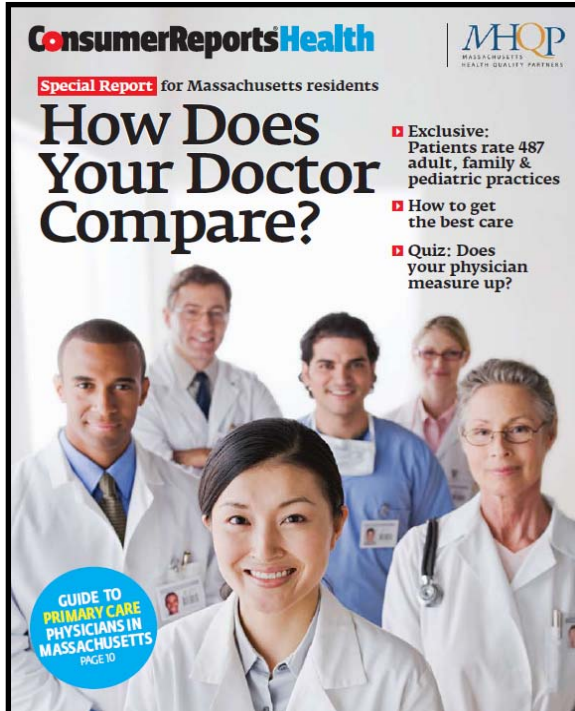
- **Transparency**
 - Different stakeholders need different information
 - Physicians, consumers, employers, plans
 - Communication / messaging / display
- **Reinforce the signal strength**
 - Public reporting & education
 - Value-based benefit design (tiering, reference pricing)
 - Payment reform
- **System redesign & transformation**

Diving In – Public Reporting

- **Clinical quality measures**
 - Hospital & ambulatory
 - Medical group and/or site level
- **Patient experience**
 - CG-CAHPS
- **Resource use / waste**



Transparency is Foundational



ConsumerReportsHealth | **MHQP**
MASSACHUSETTS HEALTH QUALITY PARTNERS

Special Report for Massachusetts residents

How Does Your Doctor Compare?

- Exclusive: Patients rate 487 adult, family & pediatric practices
- How to get the best care
- Quiz: Does your physician measure up?

GUIDE TO PRIMARY CARE PHYSICIANS IN MASSACHUSETTS
PAGE 10

37 Million Americans with access to local information



Aligning Forces for Quality | Improving Health & Health Care in Communities Across South Central Pennsylvania

Home | About Us | Community Checkup | Patients | Employers | Health Care Providers | Organizations | What's Happening | Share Your Story | Contact

I'm a Patient | I'm a Healthcare Provider | I'm an Employer | I'm a Community Organization

Aligning Forces for Quality – South Central PA

We bring together patients, community leaders, physicians, nurses, employers and insurers from Adams & York Counties to help improve health care quality in our community. Check out how you can play a role in improving our community's health care!

- What's Happening**
 - Media Advisory: AF4Q – South Central PA Unites York and Adams County Health Care Leaders to Report Results of New Patient Partner Program
 - The Common Theme Among Providers: FRED
 - Affordable Care Act - What It Means for AF4Q - South Central PA
 - A Closer Look at Our AF4Q Leaders
- Community Checkup**

Check out the latest ratings to see how well local doctors' offices and hospitals are partnering with patients!

[Find out more today!](#)

Join the I Can! Challenge
Have diabetes or heart disease? Join the 12-

I CAN! CHALLENGE

Before & After

Patients' Experiences with Doctors' Offices

Blue Harbor Community Health Center

Patient Experience	Score
Getting Appointments and Health Care When Needed	75%
How Well Doctors Communicate	97%
Courteous and Helpful Office Staff	96%

Hernandez Health Association

Patient Experience	Score
Getting Appointments and Health Care When Needed	96%
How Well Doctors Communicate	70%
Courteous and Helpful Office Staff	75%

Patients' Experiences with Doctors' Offices

☆☆☆ Above Average
☆☆ Average
☆ Below Average

Doctors' Offices	Getting Appointments and Health Care When Needed	How Well Doctors Communicate	Courteous and Helpful Office Staff
Blue Harbor Community Health Center	☆☆☆	☆☆☆	☆☆☆
Hernandez Health Association	☆☆☆	☆☆☆	☆☆☆

Painting a Picture

Example: Oregon Health Care Quality Corporation's

Word icons help users see patterns in scores across multiple measures, making it easier to identify strong and weak performers

The screenshot displays a performance dashboard with a table of medical measures and their scores for five different practices. The measures are: "Dilated" eye exam, "A-1-C" blood sugar test, Cholesterol test, and Kidney disease test. The practices are: NW Primary Care Milwaukie Family Practice, NW Primary Care Sellwood/Moreland Clinic, NW Primary Care Talbert Center Family Practice, OHSU Family Medicine at Gabriel Park, and OHSU Family Medicine at Richmond. The scores are represented by word icons: Better (yellow circle), Average (grey square), and Below (green triangle).

	"Dilated" eye exam (checks for blood vessel damage in the eyes) (what is this?)	"A-1-C" blood sugar test (measures level of blood sugar during past 3 months) (what is this?)	Cholesterol test (checks the level of "bad" cholesterol) (what is this?)	Kidney disease test (urine test for signs of kidney disease) (what is this?)
NW Primary Care Milwaukie Family Practice	Better	Better	Better	Better
NW Primary Care Sellwood/Moreland Clinic	Average	Better	Better	Better
NW Primary Care Talbert Center Family Practice	Average	Better	Average	Better
OHSU Family Medicine at Gabriel Park	Average	Average	Average	Average
OHSU Family Medicine at Richmond	Below	Below	Below	Average

Less Is More

Quality of Medical Groups

	Hillside Associates	Carlson Clinic	Aura Practice
Asthma	better	average	better
Breast Cancer Screening	average	better	average
Bronchitis	average	below	average
Cervical Cancer Screening	below	below	below
Childhood Immunization	better	average	average
Chlamydia Screening	better	average	better

Category	Hillside Associates	Carlson Clinic	Aura Practice
Effective Uses treatments proven to get results			
Using Best Practices in Chronic Care	better	average	average
Screenings and Immunizations	better	below	better
Safe Uses safeguards to protect patients from medical errors			
Avoiding Prescription Errors	better	better	below
Avoiding Lost Lab Results	below	average	below
Patient-Focused Responds to patients' needs and preferences			
Providing Care When Needed	average	better	below
Patient Experience With Care	average	below	average

Testing the Water

Why Price Transparency?

- Expose and communicate variation (price and costs)
- Uncover relationship between price (per “unit”) and utilization (# of units)
- Motivate providers and payers to promote system redesign and change incentives (payment reform & benefit design)
- Communicate information in ways relevant to consumers making health care decisions



Consumer Point of View

- Still believe “you get what you pay for”
- Find cost to be a “mystery” and “confusing”
- Have varying interest in cost information

Building on existing research*

- More care is better
- Physician knows best
- Treatment decisions should not be based on cost



* Carman KL, Maurer M, Yegian JM, Dardess P, McGee J, Evers M, MarloKO. “Evidence that Consumers are Skeptical About Evidence-based Health Care.” *Health Affairs*. 2010 June; 29(7): 1400-1406.

Our Research Has Shown....

- **Always present quality & cost together**
- **Consumers attribute variations in cost to differences in quality, location, negotiated rates and funding sources**
- **Are less likely to trust cost information from organizations with financial self-interest**
- **“Shoppable” procedures & out-of-pocket costs are more relevant**
- **Cost doesn’t factor into the definition of “value”...yet.**

Pulling It All Together

Doctor	Distance	Office Hours	Uses Treatments Proven to be Effective <small><u>What is this?</u></small>	Uses Methods to Prevent Medical Errors <small><u>What is this?</u></small>	Patient Survey Results <small><u>What is this?</u></small>	Average Cost of Office Visit <small><u>What is this?</u></small>
Dr. P. Casey	2.8 miles	8am-5pm, Mon.-Fri.	better	better	better	\$89
Dr. V. Hall	6.8 miles	8am-8pm, Mon.-Fri.	average	better	average	\$91
Dr. G. Abbot	4.3 miles	8am-5pm, Mon.-Sat.	average	below	average	\$161

Resources

Better Care, Better Health, Lower Cost: <http://forces4quality.org/better-care-better-health-lower-cost>

Consumer Beliefs and Use of Information about Health Care Cost, Resource Use, and Value Findings from Consumer Focus Groups

<http://forces4quality.org/consumer-beliefs-and-use-information-about-health-care-cost-resource-use-and-value-findings-consumer>

Reporting Cost and Resource Use Measures to Consumers: A Primer

<http://forces4quality.org/reporting-cost-and-resource-use-measures-consumers-primer>

Physicians' Views of Comparative Information on Costs and Resource Use Findings and Implications for Report Developers

<http://forces4quality.org/physicians-views-comparative-information-costs-and-resource-use-findings-and-imp>

Shared Decision-Making and Benefit Design: Engaging Employees and Reducing Costs for Preference-Sensitive Conditions

<http://forces4quality.org/shared-decision-making-and-benefit-design-engaging-employees-and-reducing-co>

11 Ways to Bolster Efforts to Engage Consumers: Public Reporting of Cost & Resource Use Information to Consumers

<http://forces4quality.org/11-ways-bolster-efforts-engage-consumers-public-reporting-cost-resource-use-info>

Communicating About Incentives and Rewards: A Primer

<http://forces4quality.org/communicating-about-incentives-and-rewards-primer>

Thank You

Learn more at www.forces4quality.org



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