Wisconsin Experience

- Three keys to transforming the health care marketplace into a high value proposition
  - transparency
  - performance measurement
  - payment reform
It Takes Data

- Our success will be measured using Healthcare Value Metric:
  - Quality + Cost + Patient Experience

- Sources:
  - WCHQ – Clinical Quality Measures
  - WHIO - Statewide Aggregate Claims Data Base
  - Other proprietary EHR /EMR systems
Variation Represents Opportunity
Actionable Information

- Information Drives Discussion; Discussion Drives (high level) Agreement
  - There IS a problem
  - Collectively WE own the problem
  - Change IS coming
  - Choice: Victims vs Game Changers
Stakeholder Engagement

- Catalyst Required
- See the whole picture
  - Invite Broad stakeholder involvement
  - Solution is unknown, still defining the problem
- Interesting ‘Discussion’ versus Action:
  - Insist on top level leadership to start
- Gain commitment to next steps before they leave the room
  - High level action plan and resource assignment
The Work

- Sponsor must be visible and supportive throughout the process
- Capitalize on the momentum of the moment
  - Create specific assignment
  - Get your respected leaders on board and use them to recruit the others
  - Create an aggressive time line
- Volunteers are enthusiastic but must be organized
  - Sponsor provides project leadership and administrative support
- Project selection
  - Big enough to matter but small enough to manage
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov 2009</td>
<td>Data + Catalyst</td>
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<tr>
<td>Dec</td>
<td>Interested stakeholders gather for discussion</td>
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<td>Apr 2010</td>
<td>Healthcare Thought Leaders Summit</td>
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<td>May</td>
<td>Payment Reform Work Groups formed</td>
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<td>Oct</td>
<td>Work Group report out/Fall Forum</td>
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<td>Dec</td>
<td>Work Group pilot program recommendations delivered</td>
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<td>Jan 2011</td>
<td>Begin simulation</td>
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<td>July</td>
<td>Begin pilot programs</td>
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Lessons Learned

1. You must have a visionary/catalyst
   - Participants must be convinced they have no choice. Change is coming whether they like it or not.
   - The payment reform initiative offers the opportunity to lead the effort.

2. Consensus is preferred but not essential so long as you have an agreed upon process for joint decision making.
   - Bullet points in 1# get people to the table and keep them there even if only to protect their own interests

3. Aggressive timeline is necessary to keep stakeholders engaged
4. This is a complex but important experiment
   • vendors will be attracted to and willing to participate in well thought out plan

5. There is benefit in being involved in payment reform
   • Understand and influence local health care delivery
   • Create and manage incentives to better guide intended and unintended consequences
   • State involvement (Medicaid)
   • National involvement (Medicare)
     – Help to inform the national payment reform effort
To Continue the Conversation...

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