



Health Care's non-system: Making sense of the nonsense

HIT Summit IV

March 30th 2007

Francois de Brantes
National Coordinator,
Bridges To Excellence



What is this all about?

Without reliable information, markets cannot work¹.


- Physicians don't know how well they are doing compared to their peers,
- Consumers don't know which doctor or hospital to pick,
- Payers/purchasers cannot reward better performance.

1. Arrow, Kenneth J., Uncertainty and the Welfare Economics of Medical Care, *The American Economic Review*, Vol. LIII, No. 5, December 1963, pp. 941-973.



Reliable information is used to protect the public's health

◀ Home ▶ Site Map



Norwalk Department of Health



Health Programs

The Norwalk Health Department provides a broad spectrum of public health programs which are designed to prevent disease, promote health and assure a healthy environment.

- ▶ [Environmental Health](#)
- ▶ [Health Promotion](#)
- ▶ [Housing Code Enforcement](#)
- ▶ [Laboratory](#)
- ▶ [Preventable Diseases](#)
- ▶ [City EAP](#)

Our programs address personal, community and environmental health issues to ensure the highest quality of life for Norwalk residents.

Check out our many programs within the menu on the right. Then find one that interests you and click on the link to view it in more detail.

QUICK LINKS ✓

- [Beach/Shellfish Updates >](#)
- [Fees >](#)
- [Restaurant Ratings >](#)
- [Travel & Immunization >](#)
- [Walking Routes >](#)



Restaurants are rated...

◀ Home ▶ Site Map

Norwalk Department of Health

Resources

- ▶ Fees
- ▶ Beach and Shellfish Updates
- ▶ Health Updates
- ▶ Forms Library
- ▶ Restaurant Ratings
- ▶ Links

Restaurant Ratings

◀ Search again

The Carlson Residence
17 Nelson Ave
Norwalk, CT 06851
846-6994

INSPECTION HISTORY:

Date	Rating (Legend)
September 26, 2006	
February 16, 2006	
October 28, 2005	
June 30, 2005	

INSPECTION RATINGS LEGEND:

Three Lighthouses
An establishment having a rating score of 90 to 100 with no four point

QUICK LINKS ✓

- Beach/Shellfish Updates >
- Fees >
- Restaurant Ratings >
- Travel & Immunization >
- Walking Routes >

The periodic review helps maintain discipline, and no restaurant wants to be known as having significant health code violations



Why not hospitals?



- Home
- Womens Services
- Childrens Services
- Mens Services
- Cancer Center
- Breast Health Center
- Medical Services
- Patient Guide
- Physicians Directory
- Spiritual Care
- Community News
- Community Events
- Newsletters
- Directions & Parking
- Visiting Hours
- Contact Us
- About Us
- Employment
- Residency Programs
- Charitable Giving
- Volunteers
- SWC Pharmacy
- Other Resources

Take Our Survey

NORWALK HOSPITAL



Dr. Serels could choose to practice anywhere.
He chose Norwalk Hospital.

Dr. Scott Serels, head of Urology at Norwalk Hospital, is nationally recognized for his expertise in treating bladder control problems. He has pioneered leading innovations in bladder control treatment and pelvic reconstruction surgery and has educated urologists and urogynecologists throughout the country. Dr. Serels holds an M.D. degree from New York University Medical School and completed residencies at Albert Einstein College of Medicine and Montefiore Medical Center in New York. He was also on staff at the Cleveland Clinic Foundation where he did his fellowship training.

Like so many talented physicians and surgeons at Norwalk Hospital, Dr. Serels could choose to practice anywhere in the state - indeed, anywhere in the country. He has credentials and skills any hospital would be lucky to have. He chose Norwalk Hospital.

Physicians and patients alike continue to choose Norwalk Hospital for the very same reasons: quality. Quality outcomes. Quality technologies. Quality staff. Quality facilities. It's no wonder that for quality, Norwalk Hospital is lower Fairfield County's hospital of choice.

Enter a word or phrase:

[Search Our Site](#)



[Click here to view opportunities](#)



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Web Nursery



Health Topics

- Conditions by Category
- Diet Center
- Feature Article
- Healthcare Center
- Medical Dictionary
- Health News
- Medications
- Natural & Alternative Treatments
- Procedures by Category
- Procedures inMotion
- Therapeutic Centers



Some organizations rate them...

THE LEAPFROG GROUP
Informing Choices. Rewarding Excellence.
Getting Health Care Right.

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Leapfrog Hospital Survey Results

Search Results: **City:** **State:** CT

Below are the results of your search. Click on the "leaps" and the circles for more details.


[Survey Info](#)
[Scoring Info](#)
[Start Over](#)

Click to Compare	Hospital Name	City	Leap1	Leap2	Leap3					Leap4	Results Submitted
			CPOE	ICU	High Risk Treatments					Safe Practices Score	
<input checked="" type="checkbox"/>	NORWALK HOSPITAL ASSOCIATION	Norwalk, CT									
<input checked="" type="checkbox"/>	ST FRANCIS HOSPITAL & MEDICAL CENTER	Hartford, CT									6/27/2006

* This hospital has submitted data to the Leapfrog Hospital Rewards Program™. [Click for more information.](#)



And what about physicians?




Physician's Directory

- [Our Physicians](#)
- [Search Our Directory](#)

Norwalk Hospital

Norwalk Hospital	
Women's Services	Medical Services
Men's Services	Physician's Directory
Children's Services	Community Events
Charitable Giving	Directions & Parking



Charles Augenbraun, MD, FACC

Specialty: CARDIOLOGY, INTERNAL MEDICINE

Cardiology Associates of Fairfield County
40 Cross Street
Suite 200
Norwalk, CT 06851

203-845-2160(phone)
203-845-2296(fax)
<http://www.cafconline.com>

Education:
University of Pennsylvania School of Medicine, Philadelphia, PA

Internship:
Temple University, Philadelphia, PA (7/78 to 7/79)

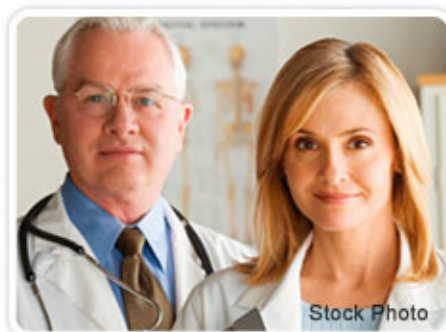
Residency:
Temple University, Philadelphia, PA (7/79 to 7/82)

Fellowships:
University of Pennsylvania, Philadelphia, PA (7/82 to 6/85)

Board certification:
American Board of Internal Medicine (1981); American Board of IM/Cardiovascular Disease (1985)



Who
would
you trust
your life
to?



Stock Photo

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All office locations

40 Cross Street South,
Norwalk, CT

Physician's Snapshot



**Dr. Charles Barry
Augenbraun**

40 Cross Street South,
Norwalk, CT

[Map it](#)

Specialties

Cardiology, Internal Medicine

Years Since Graduation

29

Gender

Male

[Get a Detailed
Report Now](#)



Stock Photo

[Back to Results](#)

All office locations

130 County Road,
Ipswich, MA

Physician's Snapshot



Dr. Carl Soderland

130 County Road,
Ipswich, MA

[Map it](#)

Specialties

Internal Medicine

Gender

Male


[Get a Detailed
Report Now](#)

Certification in:

[Physician Office Link](#)

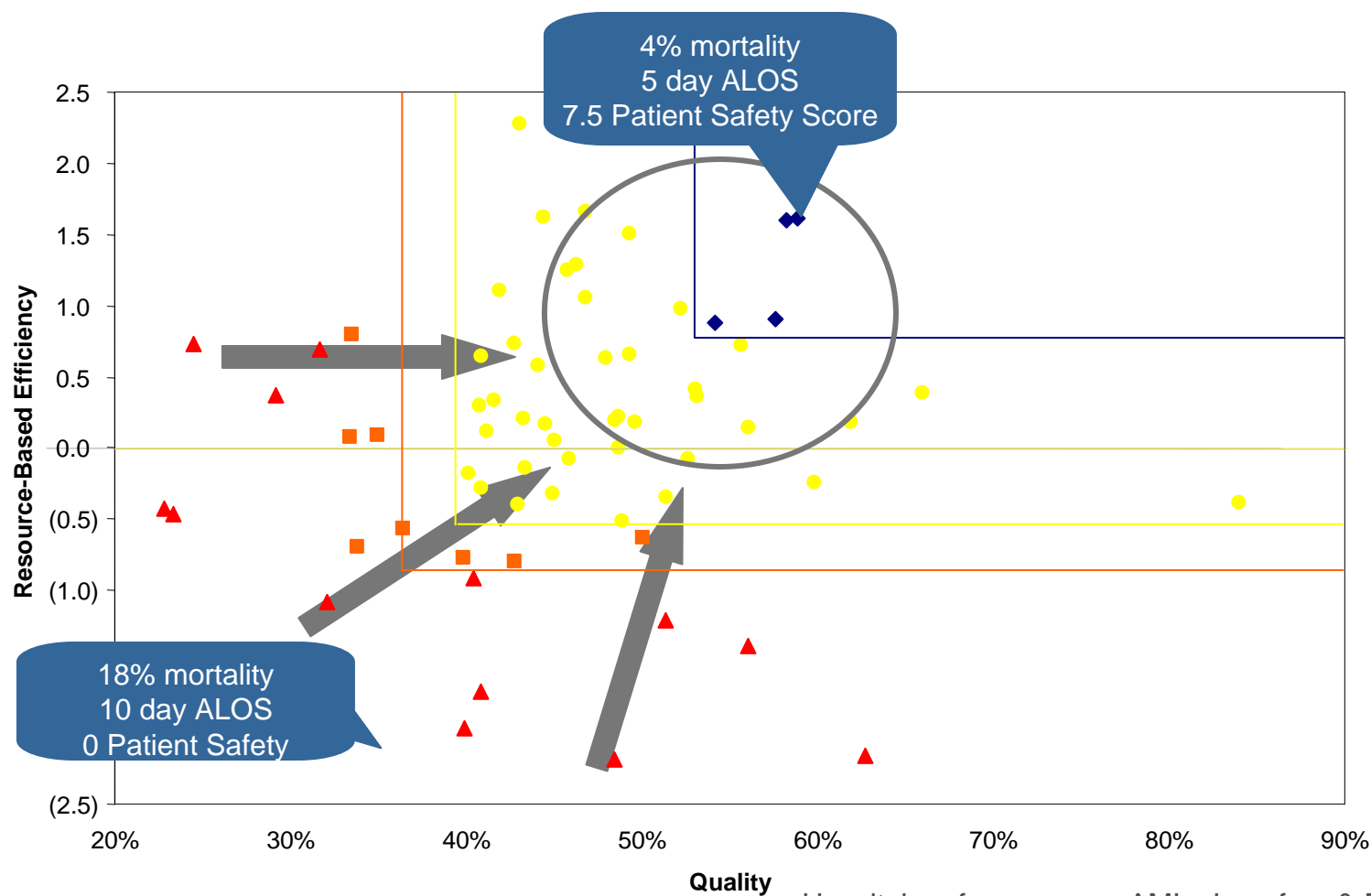


Quality Legend

Basic Certification	
Intermediate Certification	
Advanced Certification	



Variation in hospital quality kills people



Hospital performance on AMI – Leapfrog & Premier -- 2004

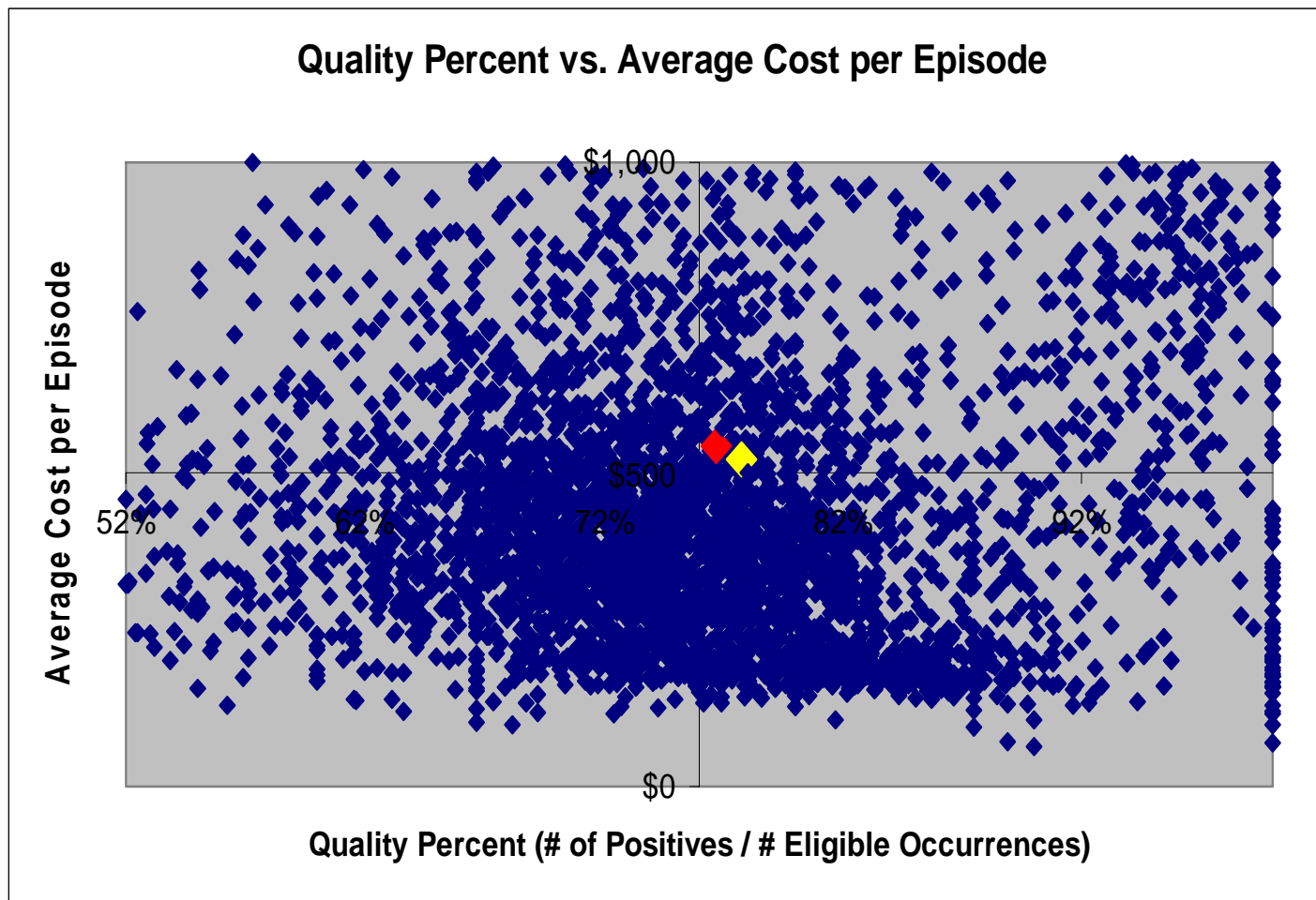


imagination at work

Bridges To Excellence, Proprietary & Confidential



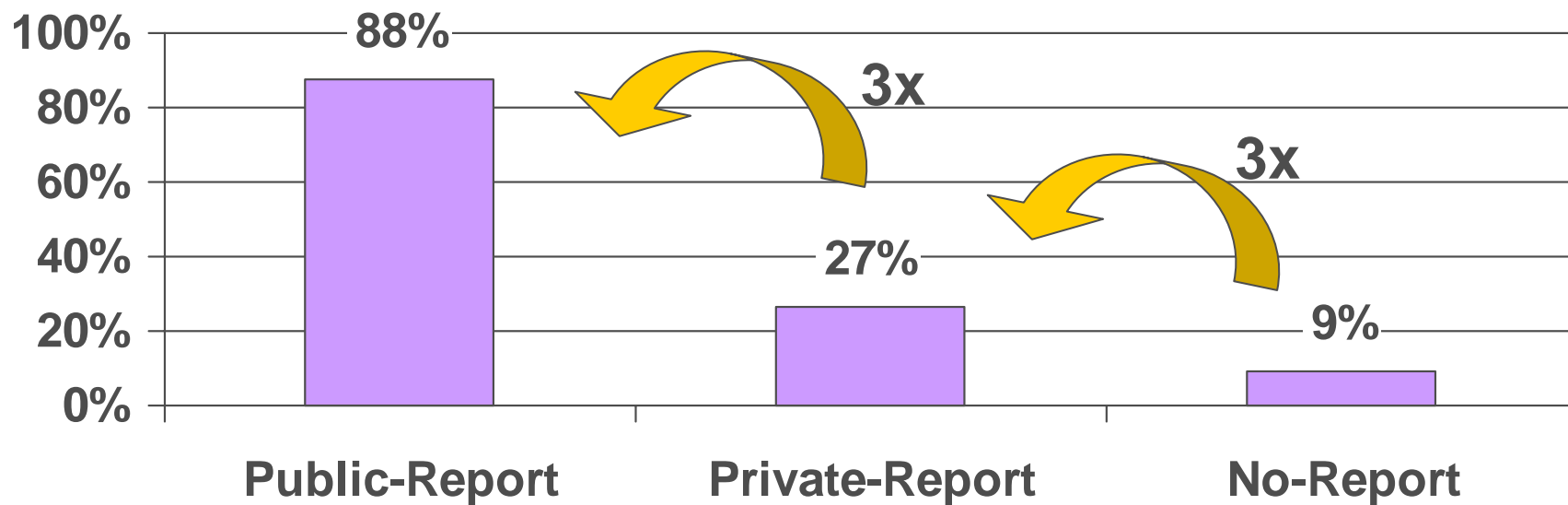
And variation in physician performance maims people





Public disclosure leads to performance improvement

Percentage of hospitals with quality improvement activities in reducing hemorrhage following poor results in OB performance



Reference: Hibbard et al. Health Affairs 2003;22(4):84



So why isn't information used more broadly in health care?

1. The measures are no good – they never seem to be good enough
2. The data quality is horrible – it's not my patient, it's someone else's patient. So how can you hold me accountable?
3. It's not me, it's the patient – I'm doing the best possible job, but the patient is simply not being compliant.
4. What's in it for me? – If I'm a hospital doing well with my bill board advertising, why should I share information that you could use against me?



HIEs & HIT can be the disruptive forces that make this a system

- Medical record data is the physician's or the hospital's data, not someone else's
- Medical record data contain information that gets us closer to a truer measure of outcomes than claims
- Medical record data collected and aggregated by a HIE and scored by a Quality Organization can create timely, credible and actionable performance feedback loops



Today's speakers

Helen Burstin, MD, MPH – SVP for Performance Measures at the National Quality Forum

Mike Lieberman, MD, MS – Informatics Director, GE Healthcare IT

Randall D Cebul, MD -- Professor of Medicine, Case Western Reserve University; Director, CWRU-MetroHealth System's Center for Health Care Research and Policy