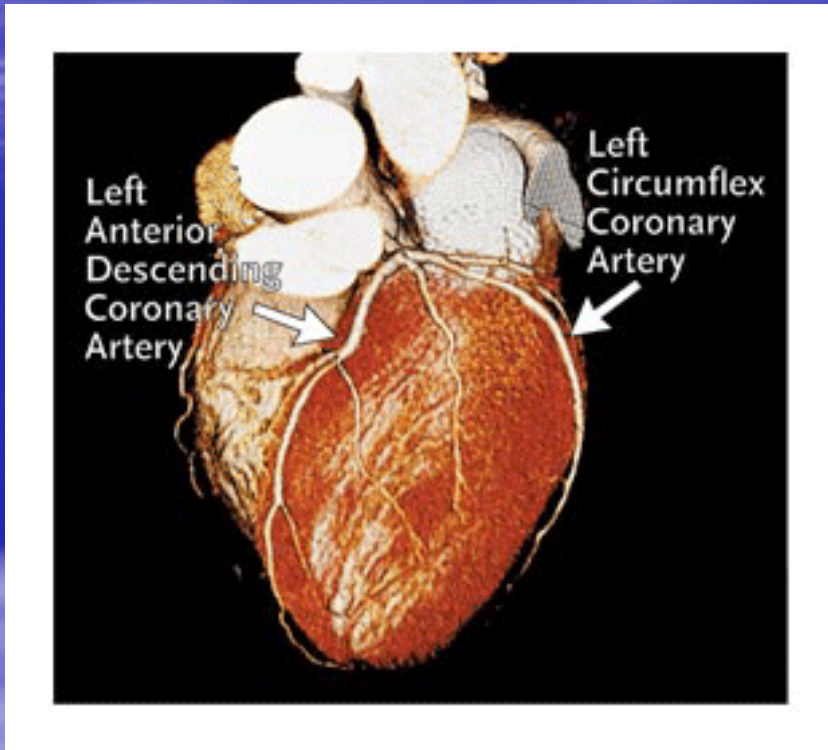


Report Cards & Reputational Incentives



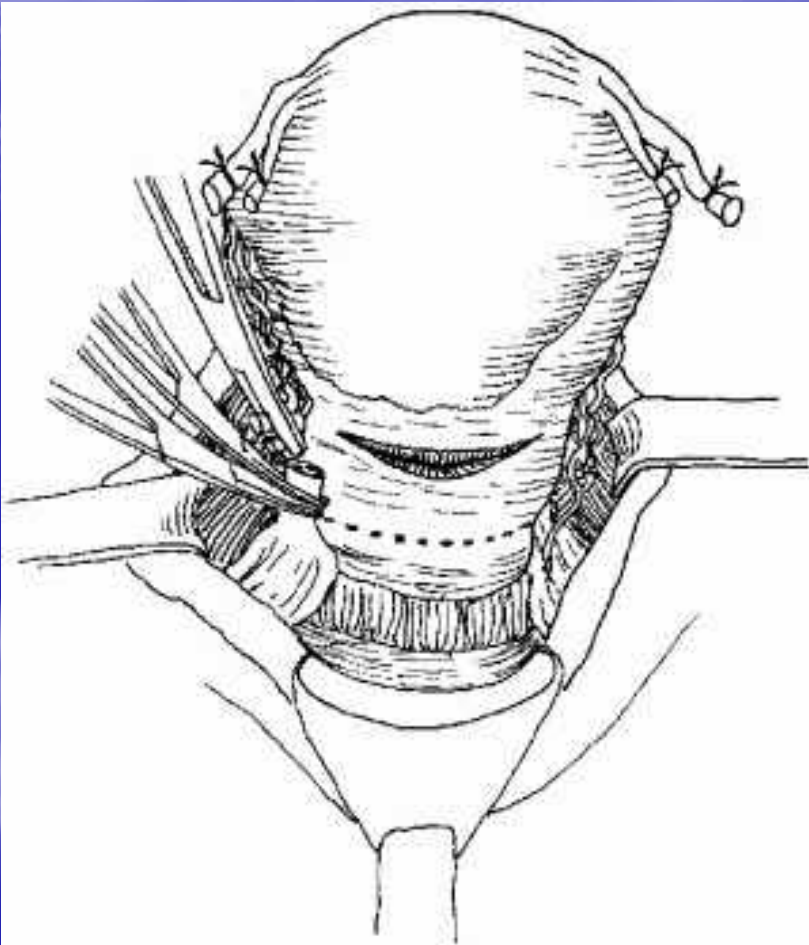
- Why fewer providers?
- Medicare covers health services that are “reasonable and necessary.”
- “In reality, many new procedures are paid for even with no persuasive evidence of benefit.”
- For example: Cardiac CT angiogram

Report Cards & Reputational Incentives



- CMS wants to provide reimbursement in such a way that it can “avoid unnecessary costs.”
- Accordingly CMS will likely increase the scope of its provider report cards

Report Cards & Reputational Incentives



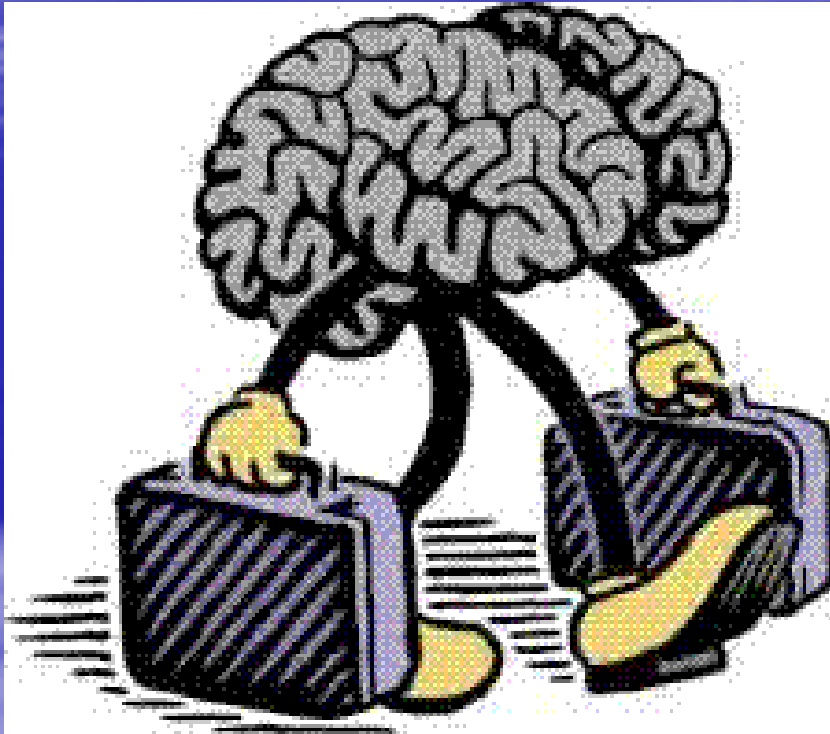
- Reason: over utilization of health care
- Bureaucrats have a hard time determining medical necessity
- Report cards make MDs think twice
- A “kill them all” approach to health care spending

Report Cards & Reputational Incentives



- Me, paranoid?
- Ken Kizer's Comment
- IOM:
 - “remove” MDs who do not play by the rule
 - (“Re-education” may be offered to some)

Report Cards & Reputational Incentives



- Secondary RIs
- Reversal of the brain drain
 - German MD model
 - Paradoxically US-MDs forced from the market may tx American patients
 - Medical tourism
 - Telemedicine

Report Cards & Reputational Incentives



- Secondary RIs
 - Someone is to blame
 - Misclassification of services occurs frequently; no plans to audit data
 - RI will lead to “gaming” lawsuit: Allege that economic competitors “cooked the books”

Report Cards & Reputational Incentives



- Secondary RIs
 - Legitimate lawsuit ?
 - Still legal and political pressure many require audits
 - Traditional audits
 - could be expensive
 - Increase fear?

Report Cards & Reputational Incentives



- Better living though technology
- EMR as a Trojan house
 - The narrative tells the tale the provider you to hear
 - The metadata tells you the truth

Report Cards & Reputational Incentives

EMR System Metadata

```
EAX=3C5F450F  EBX=806A1FCA  ECX=85E83890  EDX=000001C2  ESI=85E83878
EDI=8055C780  EBP=85E83800  ESP=EB427D40  EIP=806A2CB5  o d I s z a p c
CS=0008  DS=0023  SS=0010  ES=0023  FS=0030  GS=0000
```

0008:806A2CB5	FFD3	CALL	EBX
0008:806A2CB7	5B	POP	EBX
0008:806A2CB8	59	POP	ECX
0008:806A2CB9	894108	MOV	[ECX+8],EAX
0008:806A2CBC	89510C	MOV	[ECX+C],EDX
0008:806A2CBF	33C0	XOR	EAX,EAX
0008:806A2CC1	C3	RET	
0008:806A2CC2	8BFF	MOV	EDI,EDI
0008:806A2CC4	51	PUSH	ECX
0008:806A2CC5	53	PUSH	EBX

```
---complex_macro-----Ln(20)-Col(79)-Dim(681)-
float macro name complex_macro ( float a, float b )
{
    return (int)a ? ( a*2+b*3 + (double)test(1) ) : 0; // test returns param+1
}
IRQL=(DISPATCH)-KTEB(85EAC080)-TID(0000)-hal!.text+00007975-----CPU(#01)
Break due to [BP10 0x0060 /DR 3 /RW /L 1].
    elapsed time = 34.966 microseconds
    lastbranchfromip = BA783B78
:
Enter a command for BugChecker.                               Idle
```

– Automatic & Necessary for EMR function

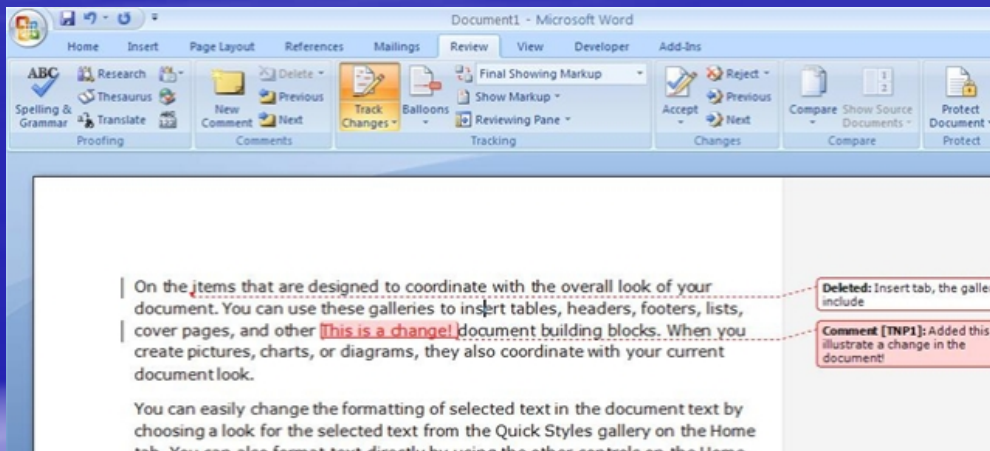
– Examples

UPINs (digital fingerprints)

Time-signature (time & motion studies)

Report Cards & Reputational Incentives

EMR Application Metadata



- Audit trail of user modification
- Limited storage: cost v other safeguards

Report Cards & Reputational Incentives

Metadata is searchable



Google Advanced Search [Advanced Search Tips](#) | [About Google](#)

Use the form below and your advanced search will appear here

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Topic-specific search engines from Google:

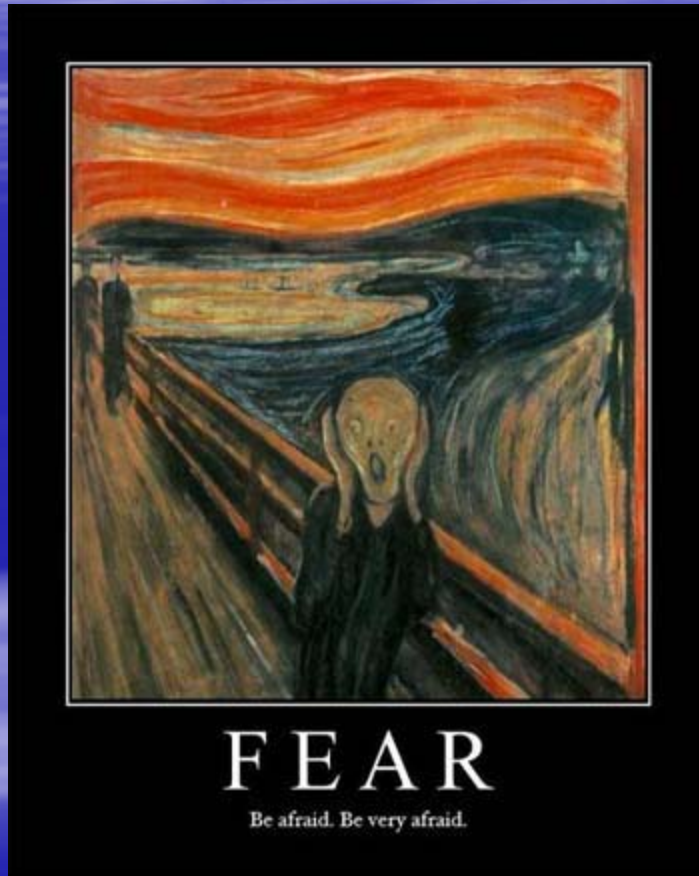
Google Book Search	Apple Macintosh	U.S. Government Universities
Google Code Search New!	BSD Unix	
Google Scholar	Linux	
Google News archive search	Microsoft	

Report Cards & Reputational Incentives



- “Voluntary” RI integrity audits
 - Condition of payment
 - Access to EMR & EMR metadata
 - Sampling paradigm
 - A future driver of False Claims actions?

Report Cards & Reputational Incentives



- Summary:
 - Report Cards create RIs
 - RIs
 - do change provider behavior
 - Potentially fewer providers in the market
 - Increase fear ?

Report Cards & Reputational Incentives

- Longview of RIs



– “Do we really want doctors who are motivated by wall plaques announcing their score on some ‘quality improvement’ initiative?”

Report Cards & Reputational Incentives



- Longview of RIs
 - Report cards “that rate doctors against one and other, [and will make them] increasingly dependent on quality improvement goals and payments while distracting them from patient care.”
 - What would Marcus Welbe, MD do?

Report Cards & Reputational Incentives



- NEJM Editorial's Bottom line:
 - “Public report cards are not going away.”
 - Neither are RIs

Thank you for listening

