

# How to Overcome Barriers to Healthcare Transparency

National Summit on Health Care Price, Cost and  
Quality Transparency

Bill Kramer

Executive Director for National Health Policy

December 2, 2013



**PBGH**  
PACIFIC BUSINESS  
GROUP ON HEALTH

# Goal: a Full Picture of a Provider's Performance

Quality + Price = Value

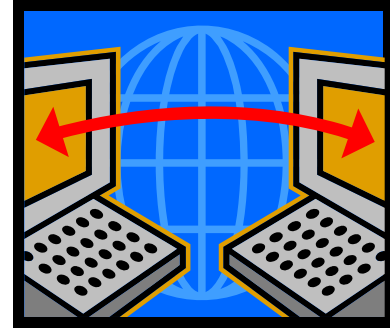
- Clinical outcomes
- Patient-reported outcomes and experience
- Appropriateness based on guidelines
- Total cost of care

Requirements:

- Willingness to share data
- Ability to combine standardized data from different sources

# The Barriers

- Technical



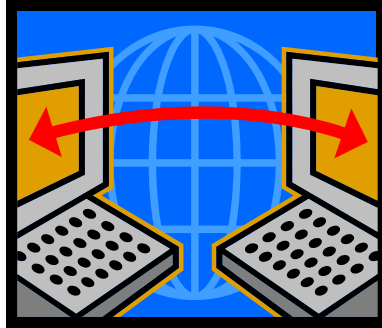
- Business



- Human



# Technical Barriers



- **Lack of standardized performance measures**
- **Difficult to combine data from different sources**

# Business Barriers



- Many health plans consider their measures and performance data to be proprietary.
- Many providers don't want their quality or price data to be made public.
- “Qualified entities” not permitted to sell data or analyses → no business model.

# Human Barriers



- **Accountability is uncomfortable.**
- **Most of us don't like our performance to be measured.**

# The Patients' Perspective

*Patients have  
a fundamental right to know  
about the quality and cost  
of the care they receive.*

# Getting to Transparency

- **Standardize measures**
- **Prohibit gag clauses**
- **Require participation in all-payer databases, and provide funding**
- **Allow QEs to sell data and analyses**
- **Establish the principle of accountability**