

Massachusetts Health Quality Partners' Experience with Public Reporting

Barbra G. Rabson
MHQP Executive Director

July 25, 2007

CHCS RQI Meeting

MHQP's Track Record for Measurement and Public Reporting

- **Hospital Level**
 - First in the nation statewide hospital survey of patient experiences with public release (1998)
- **Physician Organization and Medical Group Level**
 - Aggregate performance reports of physician organization and physician group clinical performance using HEDIS measures with public release for 150 medical groups (2005-2007)
- **Practice Site Level**
 - First in the nation statewide survey of patient experiences with their primary care physician office with public release for over 400 practice sites (2006)

MHQP's Brand Promise

Health care information you can trust

- MHQP provides reliable information to help physicians improve the quality of care they provide their patients and help consumers take an active role in making informed decisions about their health care.

The Headlines from March 9, 2006

The Boston Globe

THURSDAY, MARCH 9, 2006

Patients weigh in on Mass. doctors

High ratings given on care

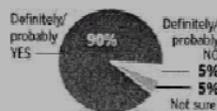
By Liz Kowalezyk
GLOBE STAFF

Massachusetts residents think their doctors are good communicators, who listen carefully and give clear instructions, according to the first statewide survey on patients' experiences with their care. But patients do not rate their interactions with physicians and their staffs as highly in other areas, including seeing them

SELECT SURVEY RESULTS

48,294 adults were questioned about their primary care physician.

Q. Would you recommend your doctor to your family and friends?



IN THE PAST 12 MONTHS ...

Q. Did your doctor ever ask you if your health makes it hard to do the things you need to do each day?



Q. Did your doctor's office remind you to get preventive care (for example, flu shot, cancer screening, mammogram, eye exam)?

'Doctors have gotten the message that consumers have higher expectations. Publishing this data is a pretty gutsy move.'

JAMES CONWAY, Institute for Healthcare Improvement

MHQP

MASSACHUSETTS
HEALTH QUALITY PARTNERS

trusted information. quality insights.

The Headlines from February 10, 2006



Bay State doctors rated among best

Web list shows areas where care excels — and lags

By Lis Kowalczuk
GLOBE STAFF

The quality of medical care provided by Massachusetts doctors exceeds the national average in most categories. But data being made public today show significant variation, particularly in how well physicians care for teenagers and patients with depression.

The Massachusetts Health Quality Partners, a coalition that includes doctors, hospitals, and

posting on its website performance ratings for 130 Massachusetts physician groups — though not individual doctors — that provide care to hundreds of thousands of patients. The information is available at www.mhqp.org.

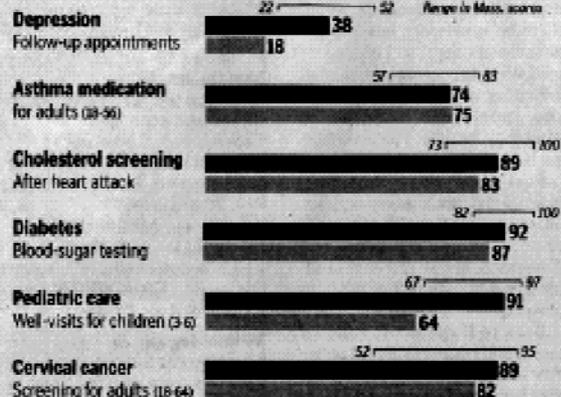
• Doctors at disadvantage without computers. C1.

Health Quality Partners hopes consumers will use the information to help choose a primary care doctor, particularly if prospective patients have a specific medical condition addressed by the measures. The organization also hopes that the public release of the infor-

How Mass. care compares

Percentage of patients receiving recommended care for:

■ Mass. average
■ US average



SOURCE: Massachusetts Health Quality Partners

JAM IS BONNETT/GLOBE STAFF

MHQP
MASSACHUSETTS
HEALTH QUALITY PARTNERS

trusted information. quality insights.

Impact of Public Release

- Motivates hospitals and physicians to improve care and systems for competitive and reputational reasons
- Few consumers yet use the information
 - Not “evaluatable”
 - Hard work processing information and determining meaningful differences
 - Not customized

MHQP's Efforts to Engage Consumers

- Run focus groups with consumers to understand how to present concepts of what we are measuring
- Design website to be accessible (health literacy, attractive, guiding icons, minimize “clicks” to data)
- Provide context for why information is important
- Release useful information along with performance data (*patient guide to the hospital, your role and your doctor's role in keeping healthy, how to pick a doctor*)
- Work closely with media around coverage

Upstream Work: Develop Clear Communications Strategy

- Need a clear message about what MHQP is and the reason we are doing this
- Identify target audience – consumers who take an active role in their decision making
- Use stories to tell why this is important

RWJF strategic communications training catapulted MHQP to a position to be able to do this!

Consumer Perspectives: Focus Group Feedback On...

- Labeling measure composites
- Providing item level detail
- Describing how care is delivered in MA and where the MHQP data fits
- Creating trust for the user
 - Transparency about project funding, methods
 - Endorsement from the physician/health care community--AMA, MMS or State Health Department

Consumer Perspectives: Focus Group Feedback On...

- Using quality information
 - Picking a new doctor
 - Evaluating a current doctor
 - Recommending a doctor for family and friends
 - Seeing how the doctors in their area were performing overall
- Useful information to support use of the performance data
 - Useful tools to help pick a doctor
 - Information about the doctor and the practice
 - Links to other websites

Consumer Perspectives: Focus Group Feedback On...

- Talking about quality with doctors
 - Skeptical
 - Worried
 - “Wouldn’t have any effect or worse, might be negative”
- Benefits of the information
 - Information = Empowerment
 - “Having options and the ability to make a choice when finding a doctor”
 - “Taking charge of my health because now I can make decisions based on information that I didn’t have before”
 - Improving the quality of care
 - “I would hope they [doctors] would use this as feedback to improve their practices”

Information Included on MHQP's Website

- About MHQP
- What is quality healthcare? How can quality healthcare data help patients and their family members?
- What the measures mean and why they are important
- Ways your doctor can help and ways you can help improve the quality of their healthcare
- How to choose a doctor
- Q&A, disclaimer, technical appendix
- Letters of Support



QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

Begin By Selecting Massachusetts Doctors' Offices...

By distance from a particular zip code:



Find doctors' offices within

5 miles of zip code:

Office type: Adult Medicine Pediatrics Both

By name of a medical group:



Enter medical group name:

Office type: Adult Medicine Pediatrics Both

By name of a doctors' office:



Enter doctors' office name:

Office type: Adult Medicine Pediatrics Both

By name of a doctor:



Enter doctor's last name:

Office type: Adult Medicine Pediatrics Both



QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

Doctors' Office Summary: Care From Personal Doctors

click on the measure name to learn more information about the measure
click on the stars to learn about how patients answered each survey question



Doctors' Office

How Well
Doctors
Communicate
with Patients

How Well
Doctors
Coordinate
Care

How Well
Doctors Know
Their Patients

How Well
Doctors Give
Preventive
Care and
Advice

Doctors' Office Summary: Care And Service From Others In The Doctor's Office

click on the measure name to learn more information about the measure
click on the stars to learn about how patients answered each survey question



Doctors' Office

Getting Timely
Appointments,
Care, and
Information

Seeing your
own Doctor

Getting
Quality Care
from Other
Doctors and
Nurses in the
Office

Getting
Quality Care
from Staff in
the Doctor's
Office



QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

Doctors' Office Summary: Care From Personal Doctors

click on the measure name to learn more information about the measure
click on the stars to learn about how patients answered each survey question

|  Doctors' Office | How Well Doctors Communicate with Patients | How Well Doctors Coordinate Care | How Well Doctors Know Their Patients | How Well Doctors Give Preventive Care and Advice |
|--|---|---|--|--|
|--|---|---|--|--|

Acton Medical
Associates
(Pediatrics)



N/D



[Go to Medical Group's Website](#)

Harvard Vanguard
Medical Associates,
Concord Hillside
(Pediatrics)



[Go to Medical Group's Website](#)

Click on a doctors' office to view results on all measures

Select Category:

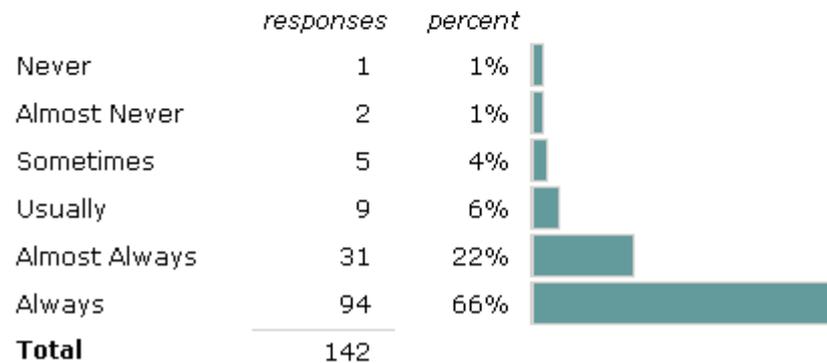
Care From Personal Doctors: How Well Doctors Know Their Patients

Acton Medical Associates (Pediatrics)

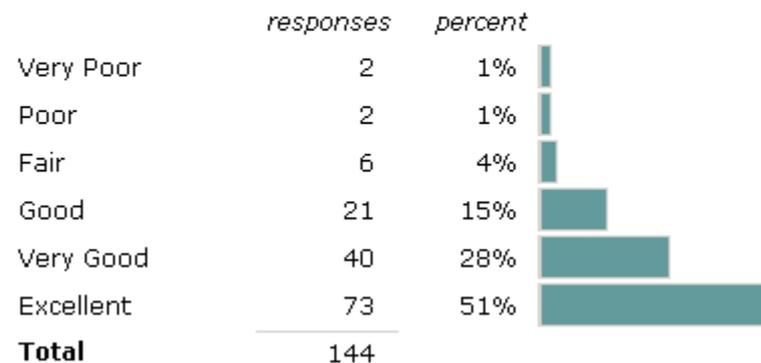
[Go To Medical Group's Website](#)



In the last 12 months, how often did your child's doctor seem to know all the important information about your child's medical history?



How would you rate your child's doctor's knowledge about your child as a person (special abilities, concerns, fears)?





QUALITY INSIGHTS: CLINICAL QUALITY IN PRIMARY CARE

Acton Medical Associates



[Go To Group's Website](#)

| Clinical Measure | Rate | Rating |
|--|-------|--------|
| Depression | | |
| Short-term Medication | 72.0% | ★★★★★ |
| Long-term Medication | 57.3% | ★★★★★ |
| Follow-up Appointments | 40.2% | ★★★★★ |
| Asthma Care | | |
| Medications for Children (Ages 5 to 17) | 79.1% | ★★★★★ |
| Medications for Adults (Ages 18 to 56) | 79.9% | ★★★★☆ |
| Heart Disease and Cholesterol Management | | |
| Cholesterol Screening Test after a Heart Attack or Heart Surgery | | N/D |
| Diabetes Care for Adults | | |
| HbA1c Test | 92.7% | ★★★★★ |
| Cholesterol (LDL-C) Screening Test | 93.4% | ★★★☆☆ |
| Pediatric Care | | |
| Well-Visits for Children Ages 0 to 15 Months | 61.7% | ★☆☆☆☆ |
| Well-Visits for Children Ages 3 to 6 | 94.5% | ★★★★★ |
| Well-Visits for Adolescents Ages 11 to 18 | 82.0% | ★★★★★ |
| Women's Health | | |
| Breast Cancer Screening (Ages 50 to 69) | 81.7% | ★★★★☆ |
| Cervical Cancer Screening (Ages 18 to 64) | 89.6% | ★★★★★ |
| Chlamydia Screening (Ages 16 to 20) | 52.7% | ★★★★★ |
| Chlamydia Screening (Ages 21 to 25) | 33.9% | ★★★☆☆ |

Click on a measure to compare all Medical Groups

Select Medical Group:

Acton Medical Associates

For more information about MHQP...

Barbra G. Rabson
Executive Director
rabson@mhqp.org
617- 402- 5015

Website: www.mhqp.org

Medicaid Consumers & Informed Decision-Making

Jessica Greene PhD



Department of Planning, Public Policy & Management

The University of Oregon

Increase in Consumer Health Care Decision-Making

Medicaid agencies are embracing “consumer directed” approaches to encourage cost effective decision-making

By the end of 2007:

- 38 agencies plan to provide disease management
- 24 agencies plan to provide consumers quality data on health plans
- 9 agencies plan to reward healthy behaviors
- 5 agencies plan to offer Health Opportunity Accounts

Challenges To Involving Medicaid Consumers In Decision-Making

- Difficulty in getting consumers to pay attention to written materials
- Consumers (and parents) have comparatively low literacy & numeracy levels
- Programs are often complex

Reasons Consumers Often Do Not Pay Attention to Medicaid Materials

- Consumers tend to view Medicaid as problem-free (as long as they do not lose coverage)
 - “You get a stack of mail and you know it’s Medicaid. As long as the card is active and when I go to the doctor they don’t say “no, this is not active”, I’m fine. I don’t want to read much more.”
 - “Every day you’d say, I’m gonna get to that and it gets to you first.”
- Recipients are easily overwhelmed by comprehensive mailings
 - “Not the whole book. Because if they send the whole book I’m not going to read a book. I hated reading books in school let alone reading...[about Medicaid]”
 - “I ain’t like reading it word for word. I just picked at it.”

What We Know

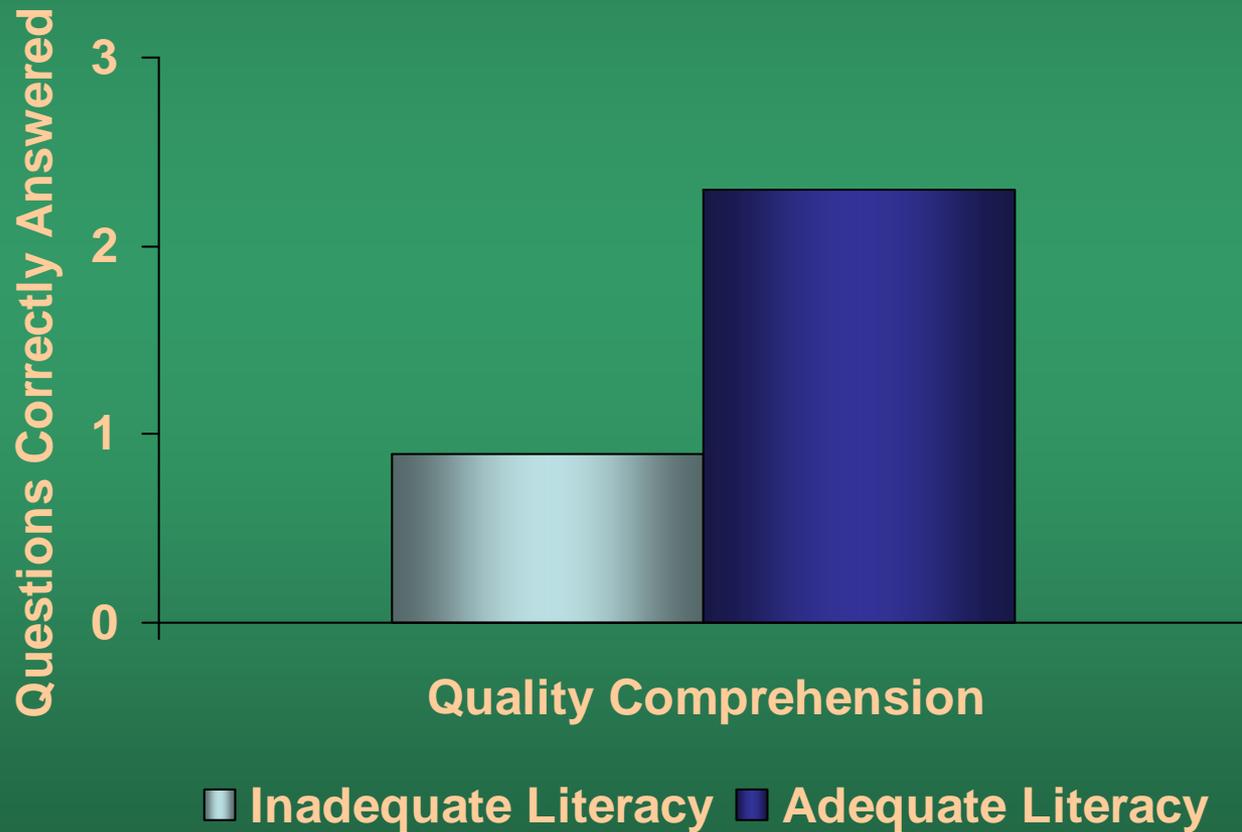
- One time mailings are not sufficient to educate consumers about major program changes
 - Partnering and/or educating community organizations can reinforce messages to consumers
- It is important to make clear that mailed materials matter
 - “This is not a bill” may be translated to “not important”
- Targeted and more streamlined messages are more effective than general ones
 - “And then they have to give you the Spanish version too”

Interpreting Comparative Information & Literacy

| <u>Quality Indicators</u> | Health Ease | Staywell | United Healthcare | Universal Health Care |
|--|-------------|----------|-------------------|-----------------------|
| Prevention Percent of Children Receiving Immunizations | 63% | 63% | 70% | 54% |
| Plan Satisfaction Percent of Members That Decide to Stay in Health Plan | 93% | 94% | 93% | 87% |

1. Which plan has the highest rate of immunizations among children?
2. Which plan has the lowest member satisfaction levels?
3. Overall, which plan has the worst quality?

Quality Comparison Comprehension & Literacy



Plan Benefits & Literacy

HOW TO USE THIS CHART:



FIND THE HEALTH PLANS MADE FOR YOU:

If you are in the Children and Families group, look here. If you are in the Aged or Disabled group, look below.
If you need help, call a Choice Counselor: 1-866-454-3959; TDD 1-866-467-4970.



FIND THE SERVICES THAT YOU AND YOUR FAMILY NEED:

Look at each health plan to see what it covers and how much you may have to pay for services.

Rev. 5/07 **Children 20 Years and Younger and Pregnant Women DO NOT Have Copays or Plan Limits. Copays and Plan Limits ONLY Apply to Adults.**

| HEALTH PLANS | First Coast Advantage | | Universal Health Care | | Access Health Solutions | | HealthEase | | Staywell | | UnitedHealthcare | | Children's Medical Services | | | | |
|--|---|-------------------------------|--|-------------------------------|--|--|--|--|---|--|---|-------------------------------|---|--|-----------------------------------|-----------------------|-----------------------------------|
| CONTACT INFORMATION | 866-270-2422 www.firstcoastadvantage.com | | 866-690-4842 www.univhc.com | | 866-291-6171 www.accessmpn.com | | 866-613-9078 www.wellcare.com/HealthPlans/ FloridaHealthEase/Home.aspx | | 866-613-9067 www.wellcare.com/HealthPlans/ Florida/Staywell/Home.aspx | | 800-840-1506 www.uhcmedicaid.com | | 866-313-9697 www.cms-kids.com | | | | |
| BENEFITS | You Pay* | Plan Limit | You Pay* | Plan Limit | You Pay* | Plan Limit | You Pay* | Plan Limit | You Pay* | Plan Limit | You Pay* | Plan Limit | You Pay* | Plan Limit | | | |
| Hospital Inpatient / Behavioral Health | \$0 | 45 days combined ^a | \$3 / admit | 45 days combined ^a | \$3 / admit | 45 days combined ^a | \$0 | 45 days combined ^a | \$0 | 45 days combined ^a | \$3 / admit | 45 days combined ^a | \$0 | This plan only accepts members 20 and under. | | | |
| Hospital Inpatient / Physical Health | | | \$0 | | \$0 | | | | | | | | | | | | |
| Transplant Services | | No limit ^a | \$0 | No limit ^a | \$0 | No limit ^a | | No limit ^a | | No limit ^a | No limit ^a | No limit ^a | | | \$0 | No limit ^a | No limit ^a |
| Hospital Outpatient / Surgery | | | \$3 / visit | | \$3 / visit | | | \$3 / visit | | | \$3 / visit | | | | \$1,500 / yr combined | | \$200 / yr |
| Lab / X-ray | | | \$1 / day | | \$1 / day | | | \$1 / day | | | \$1 / day | | | | \$1,500 / yr combined | | \$100 / yr |
| Hospital Outpatient Services (non-emergency) | | | \$3 / visit | | \$1,500 / yr combined | | | \$3 / visit | | | \$1,500 / yr combined | | | | No limit ^a | | No limit ^a |
| Outpatient Therapy (physical / respiratory) | | | \$0 | | \$0 | | | \$0 | | | \$0 | | | | No limit ^a | | No limit ^a |
| Emergency Room | | | 1 visit / day | | 1 visit / day | | | \$2 / visit | | | 1 visit / day | | | | 1 visit / day | | 1 visit / day |
| Ambulatory Surgery | | | \$3 / visit | | \$3 / visit | | | \$3 / visit | | | \$3 / visit | | | | 1 visit / day | | 1 visit / day |
| Dialysis Services | | | No limit ^a | | No limit ^a | | | \$0 | | | No limit ^a | | | | No limit ^a | | No limit ^a |
| Chemotherapy Services | | | \$0 | | \$0 | | | \$0 | | | \$0 | | | | No limit ^a | | No limit ^a |
| Primary Care Physician / ARNP/PA | | | 1 visit / day | | 1 visit / day | | | \$2 / visit | | | 1 visit / day | | | | 1 visit / day | | 1 visit / day |
| Specialty Physician | | | \$0 | | \$0 | | | \$0 | | | \$0 | | | | 1 visit / day | | 1 visit / day |
| Clinic (FQHC, RHC) | | | No limit ^a | | No limit ^a | | | \$0 | | | No limit ^a | | | | No limit ^a | | No limit ^a |
| Maternity / Family Planning Services | | | 24 visits / yr | \$2 / visit | 24 visits / yr | \$2 / visit | | 60 visits / lifetime ^a | | | 24 visits / yr | | | | 24 visits / yr | | 15 visits / yr |
| Home Health Services | | | 24 visits / yr | \$1 / visit | 24 visits / yr | \$1 / visit | | 24 visits / yr | | | 24 visits / yr | | | | 24 visits / yr | \$1 / visit | 24 visits / yr |
| Chiropractor | | | 24 visits / yr | \$2 / visit | 24 visits / yr | \$2 / visit | | 24 visits / yr | | | 24 visits / yr | | | | 24 visits / yr | \$2 / visit | 12 visits / yr |
| Podiatrist | | | dentures / emergency | 5% co-insurance | dentures / emergency | 5% co-insurance | | dentures / emergency | | | dentures / emergency | | | | dentures / emergency | \$0 | dentures / emergency |
| Dental Services | | | 2 pair glasses ^a | \$2 / visit | 2 pair glasses ^a | \$2 / visit | | 2 pair glasses ^a | | | 2 pair glasses ^a | | | | 2 pair glasses ^a | \$0 | 2 pair glasses ^a |
| Vision Services | | | 1 device / 1 evaluation per 3 yrs | \$0 | 1 device / 1 evaluation per 3 yrs | \$0 | | 1 device / 1 evaluation per 3 yrs | | | 1 device / 1 evaluation per 3 yrs | | | | 1 device / 1 evaluation per 3 yrs | \$0 | 1 device / 1 evaluation per 3 yrs |
| Hearing Services | | **SAME | | **SAME | | \$2 / visit | | **SAME | | **SAME | \$2 / visit | **SAME | | | | | |
| Outpatient / Mental Health | | No limit ^a | \$1 / trip | No limit ^a | \$1 / trip | No limit ^a | | No limit ^a | | No limit ^a | \$0 | No limit ^a | | | | | |
| Outpatient / Pharmacy*** | | \$0 | | \$0 | | \$0 | | \$0 | | 9 scripts / month | | \$5,400 / yr | | | | | |
| Non-emergency Transportation | | No limit ^a | \$1 / trip | No limit ^a | \$1 / trip | No limit ^a | | No limit ^a | | No limit ^a | \$0 | No limit ^a | | | | | |
| Ambulance | | \$0 | | \$0 | | \$0 | | \$0 | | No limit ^a | | \$100 / yr | | | | | |
| Durable Medical Equipment**** | | Circumcision - Newborns | Over the Counter Pharmacy - \$10 per household per month | | Over the Counter Pharmacy - \$25 per household per month | Adult Dental - Exam / X-rays / Deep Cleanings / Unlimited Fillings / Extractions | | Circumcision - Routine for babies under one year | | Over the Counter Pharmacy - \$25 per household per month | Adult Dental - Exam / X-rays / Deep Cleanings / Extractions | | Circumcision - Routine for babies under twelve weeks | | | | |
| EXTRA SERVICES | Contact the plan for more details | | | | | | | | | | | | This plan is limited to children with serious medical, developmental, behavioral or emotional conditions. Their siblings may also enroll. | | | | |

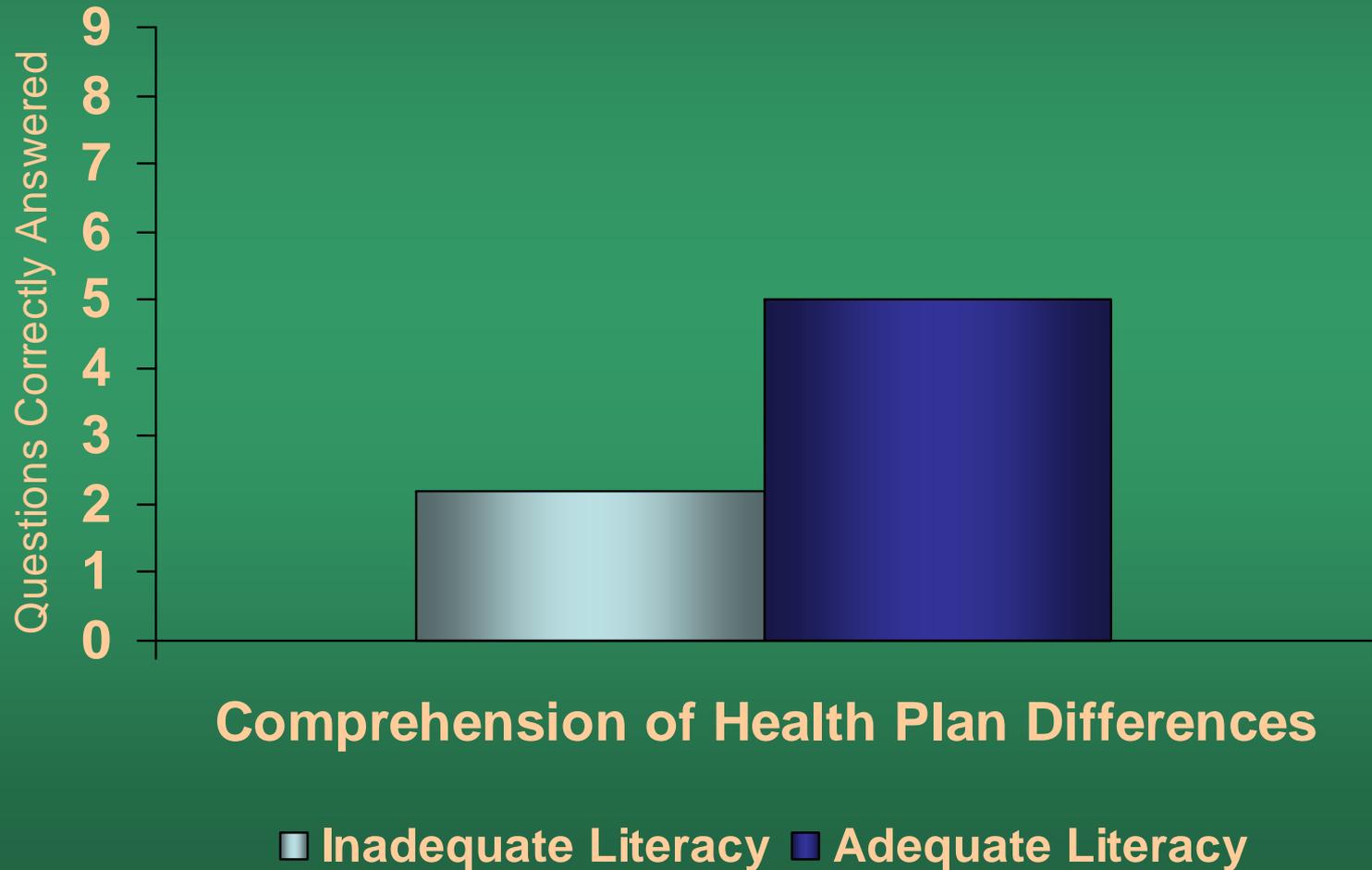
ENROLL - Call or Visit a Choice Counselor or Mail-In a Medicaid Reform enrollment form

PRIOR AUTHORIZATION, OTHER LIMITS, OR EXCEPTIONS MAY APPLY. YOUR PLAN WILL GIVE YOU DETAILS ONCE YOU ARE ENROLLED.
COPAYS AND PLAN LIMITS DO NOT APPLY TO CHILDREN AND PREGNANT WOMEN
* SAME = SAME LIMITS AS WITH MEDICAID FEE FOR SERVICE PROGRAM
** LIMITS DO NOT APPLY TO CHEMOTHERAPY OR HIV/AIDS DRUGS
*** LIMITS DO NOT APPLY TO ORTHOTICS AND PROSTHETICS OVER \$3,000 AND MOTORIZED WHEELCHAIRS
**** IF ADDITIONAL SERVICES ARE NEEDED THEY MUST BE PRIOR AUTHORIZED

To get help, call the toll-free Helpline: 1-866-454-3959; TDD 1-866-467-4970.

Beneficiaries with disabilities can receive additional services from the Choice Counselor upon request at no charge. These services include, but are not limited to, real-time captioning, sign language interpreters, Braille, large print, CD-ROMs, and audiotapes. To receive these services, call 1-866-454-3959, TDD 1-866-467-4970, e-mail checktout@acs-inc.com, fax at 1-850-942-1089; or mail Florida Medicaid, P.O. Box 5197, Tallahassee, Florida 32314-5197

Plan Benefit Comparison & Literacy



What We Know

1. “Less is More” When Presenting Information

Those with low numeracy skills understand more when...

- There are fewer quality indicators
- Information is ordered so that the most important is listed first
- A higher score is a better score

Peters et al. “Less is More in Presenting Quality Information to Consumers” MCR&R, 2007

What We Know

2. Approaches to improve comprehension can differ for those with high and low numeracy

- Providing a framework to compare PPO and HSA plans, helped higher numerate but not lower numerate

Greene et al. “Comprehension and choices of a consumer-driven health plan” In Preparation.

What We Know

3. All materials need to be accessible to low literacy/numeracy readers (not just the brochure)
4. Those with higher levels of patient activation (skills, confidence & knowledge for managing health) are more confident & able to make health plan choices

Conclusion

For the success of new Medicaid programs that rely on informed decision-making, it will be important to:

- Test ways to get consumers to pay attention to Medicaid materials
- Test presentation of information for those with low literacy & numeracy skills
- (When possible) develop less complex programs

Questions?