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

• 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

Patients weigh in on Mass. doctors
High ratings given on care

By Liz Kowaleszky

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 staff as highly in other areas, including scoring 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?

Not sure 5%
Definitely/ probably no 30%
Definitely/ probably yes 90%

IN THE PAST 12 MONTHS...

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

Not sure 54%
Definitely/ probably no 40%
Definitely/ probably yes 6%

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

Not sure 56%
Definitely/ probably no 35%
Definitely/ probably yes 9%

'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

The Boston Globe

Bay State doctors rated among best

Web list shows areas where care excels — and lags

By Liz Kowalezyk

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 seniors and patients with depression.

The Massachusetts Health Quality Partners, a coalition that includes doctors, hospitals, and posting on its website performance ratings for 100 Massachusetts physician groups — though not individual doctors — that provide care to thousands of patients. The information is available at www.mhqp.org.

Doctors at a 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 specific medical conditions addressed by the measures. The organization also hopes that the public release of the inform-

How Mass. care compares

Percentage of patients receiving recommended care for:

<table>
<thead>
<tr>
<th>How Mass. care compares</th>
<th>Mass. average</th>
<th>US average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression</td>
<td>22</td>
<td>38</td>
</tr>
<tr>
<td>Follow-up appointments</td>
<td>15</td>
<td>38</td>
</tr>
<tr>
<td>Asthma medication for adults</td>
<td>74</td>
<td>75</td>
</tr>
<tr>
<td>Cholesterol screening</td>
<td>23</td>
<td>39</td>
</tr>
<tr>
<td>After heart attack</td>
<td>62</td>
<td>83</td>
</tr>
<tr>
<td>Diabetes</td>
<td>62</td>
<td>87</td>
</tr>
<tr>
<td>Blood sugar testing</td>
<td>62</td>
<td>87</td>
</tr>
<tr>
<td>Pediatric care</td>
<td>67</td>
<td>89</td>
</tr>
<tr>
<td>Well-visits for children</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Cervical cancer screening for adults</td>
<td>52</td>
<td>85</td>
</tr>
</tbody>
</table>

SOURCE: Massachusetts Health Quality Partners

MHQP

MASSACHUSETTS HEALTH QUALITY PARTNERS
trusted information, quality insights.
State doctors rank high in survey of medical groups

Health care procedures ranking

1. Provincial hospital
2. Community hospital
3. Private hospital

Provincial hospitals are more likely to have facilities for outpatient care, including imaging and procedures. They also have more experienced doctors and specialists.

Community hospitals are more likely to have facilities for inpatient care, including surgery and intensive care. They also have more available beds and resources.

Private hospitals are more likely to have facilities for elective procedures, including cosmetic surgery and cardiology. They also have more specialized equipment and technology.

What are the top innovations?

1. Personalized medicine
2. Telemedicine
3. Virtual reality simulation

Personalized medicine is the use of genetic information to tailor medical treatment to an individual's specific needs. It is more effective and less costly than traditional treatments.

Telemedicine is the use of technology to provide health care services remotely. It is more convenient and less expensive than traditional care.

Virtual reality simulation is the use of technology to simulate real-world experiences. It is more effective and less costly than traditional training.

What are the top challenges?

1. Funding
2. Access
3. Education

Funding is the biggest challenge for health care providers. They need more money to provide high-quality care.

Access is another big challenge. Many people do not have access to health care because they cannot afford it or do not have insurance.

Education is also a problem. Doctors need more training to provide the best care possible.

MHQP: Massachuetts 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 “evaluable”
  – 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
### Doctors' Office Summary: Care From Personal Doctors

<table>
<thead>
<tr>
<th>Measure Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>How Well Doctors Communicate with Patients</td>
</tr>
<tr>
<td>How Well Doctors Coordinate Care</td>
</tr>
<tr>
<td>How Well Doctors Know Their Patients</td>
</tr>
<tr>
<td>How Well Doctors Give Preventive Care and Advice</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Measure Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting Timely Appointments, Care, and Information</td>
</tr>
<tr>
<td>Seeing your own Doctor</td>
</tr>
<tr>
<td>Getting Quality Care from Other Doctors and Nurses in the Office</td>
</tr>
<tr>
<td>Getting Quality Care from Staff in the Doctor's Office</td>
</tr>
</tbody>
</table>

Click on the measure name to learn more information about the measure, and click on the stars to learn about how patients answered each survey question.
# Doctors' Office Summary: Care From Personal Doctors

This page provides a summary of patient experiences in primary care, focusing on the quality of care provided by doctors. Patients are asked to rate their doctors on various measures, such as how well doctors communicate with patients, coordinate care, and provide preventive care and advice. The ratings are displayed as stars, with the number of stars indicating the level of satisfaction.

<table>
<thead>
<tr>
<th>Doctors’ Office</th>
<th>How Well Doctors Communicate with Patients</th>
<th>How Well Doctors Coordinate Care</th>
<th>How Well Doctors Know Their Patients</th>
<th>How Well Doctors Give Preventive Care and Advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accon Medical Associates</td>
<td>★★★★</td>
<td>N/D</td>
<td>★★</td>
<td>★★★★★</td>
</tr>
<tr>
<td>(Pediatrics)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>[Go to Medical Group’s Website]</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvard Vanguard Medical Associates, Concord Hillside</td>
<td>★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★</td>
</tr>
<tr>
<td>(Pediatrics)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>[Go to Medical Group’s Website]</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Click on a doctors’ office to view results on all measures.
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?

<table>
<thead>
<tr>
<th>responses</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>1</td>
</tr>
<tr>
<td>Almost Never</td>
<td>2</td>
</tr>
<tr>
<td>Sometimes</td>
<td>5</td>
</tr>
<tr>
<td>Usually</td>
<td>9</td>
</tr>
<tr>
<td>Almost Always</td>
<td>31</td>
</tr>
<tr>
<td>Always</td>
<td>94</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>142</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>responses</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Poor</td>
<td>2</td>
</tr>
<tr>
<td>Poor</td>
<td>2</td>
</tr>
<tr>
<td>Fair</td>
<td>6</td>
</tr>
<tr>
<td>Good</td>
<td>21</td>
</tr>
<tr>
<td>Very Good</td>
<td>40</td>
</tr>
<tr>
<td>Excellent</td>
<td>73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144</strong></td>
</tr>
</tbody>
</table>
### Quality Reports: Clinical Quality

**Quality Insights: Clinical Quality in Primary Care**

**Acton Medical Associates**

- Go To Group's Website

<table>
<thead>
<tr>
<th>Clinical Measure</th>
<th>Rate</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Depression</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-term Medication</td>
<td>72.0%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Long-term Medication</td>
<td>57.3%</td>
<td>★★★</td>
</tr>
<tr>
<td>Follow-up Appointments</td>
<td>40.2%</td>
<td>★★★</td>
</tr>
<tr>
<td><strong>Asthma Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medications for Children (Ages 5 to 17)</td>
<td>79.1%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Medications for Adults (Ages 18 to 50)</td>
<td>79.9%</td>
<td>★★★★</td>
</tr>
<tr>
<td><strong>Heart Disease and Cholesterol Management</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cholesterol Screening Test after a Heart Attack or Heart Surgery</td>
<td>N/C</td>
<td></td>
</tr>
<tr>
<td><strong>Diabetes Care for Adults</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HbA1c Test</td>
<td>92.7%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Cholesterol (LDL-C) Screening Test</td>
<td>93.4%</td>
<td>★★★★</td>
</tr>
<tr>
<td><strong>Pediatric Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well-Visits for Children Ages 0 to 15 Months</td>
<td>61.7%</td>
<td>★★★</td>
</tr>
<tr>
<td>Well-Visits for Children Ages 3 to 6</td>
<td>94.5%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Well-Visits for Adolescents Ages 11 to 18</td>
<td>82.0%</td>
<td>★★★★</td>
</tr>
<tr>
<td><strong>Women's Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breast Cancer Screening (Ages 50 to 69)</td>
<td>91.7%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Cervical Cancer Screening (Ages 19 to 44)</td>
<td>89.6%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Chlamydia Screening (Ages 16 to 20)</td>
<td>52.7%</td>
<td>★★★★</td>
</tr>
<tr>
<td>Chlamydia Screening (Ages 21 to 25)</td>
<td>33.3%</td>
<td>★★★★</td>
</tr>
</tbody>
</table>

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
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

Greene, CHCS Issue Brief July 2007
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

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?

<table>
<thead>
<tr>
<th>Quality Indicators</th>
<th>Health Ease</th>
<th>Staywell</th>
<th>United Healthcare</th>
<th>Universal Health Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention Percent of Children</td>
<td>63%</td>
<td>63%</td>
<td>70%</td>
<td>54%</td>
</tr>
<tr>
<td>Receiving Immunizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan Satisfaction Percent of Members That Decide to Stay in Health Plan</td>
<td>93%</td>
<td>94%</td>
<td>93%</td>
<td>87%</td>
</tr>
</tbody>
</table>
Quality Comparison Comprehension & Literacy

Questions Correctly Answered

Quality Comprehension

Inadequate Literacy  Adequate Literacy

0 1 2 3

Questions Correctly Answered
### 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 Adult or Disabled group, look below.

- **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.

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

**REV. 5/07**

<table>
<thead>
<tr>
<th>HEALTH PLANS</th>
<th>FIRST COST Advantage</th>
<th>Universal Health Care</th>
<th>HealthFirst Solutions</th>
<th>HealthyCare</th>
<th>StayWell</th>
<th>UltraCare</th>
<th>Children's Medical Services</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>BENEFITS</strong></th>
<th><strong>You Pay</strong></th>
<th><strong>Plan Limit</strong></th>
<th><strong>You Pay</strong></th>
<th><strong>Plan Limit</strong></th>
<th><strong>You Pay</strong></th>
<th><strong>Plan Limit</strong></th>
<th><strong>You Pay</strong></th>
<th><strong>Plan Limit</strong></th>
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<tbody>
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<td>Inpatient/Outpatient Behavioral Health</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Inpatient/Outpatient Physical Health</td>
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<tr>
<td>Urgent Services</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Inpatient/Outpatient Surgery</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Lab/Imaging</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Hospital/Outpatient Services (non-emergency)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Outpatient Therapy/Physical Therapy</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Ambulatory Services</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Pharmacy Services</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Primary Care Physicians/AEPCPA Inc.</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Pediatrician</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Maternity/Family Planning Services</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Home Health Services (non-emergency)</td>
<td>$0</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
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<td>$0</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Dentist/Orthodontist</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tr>
<tr>
<td>Network/Pharmacy</td>
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<td>$0</td>
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<td>$0</td>
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<td>$0</td>
<td>$0</td>
</tr>
<tr>
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</table>

**EXTRA SERVICES**
- Contact the plan for more details

**ENROLL – Call or Visit a Choice Counselor or Mail-in a Medicaid Reform enrollment form**

**For Authorization, other limits, or exceptions may vary. Your plan will have you details.**

Beneficiaries with disabilities may receive additional services from the Choice Counselor upon request at no charge. These services include, but are not limited to, case management, care management, home care, and transportation. To receive these services call 1-866-456-0151, TDD 1-866-456-4970, or email checkouts@aimedco.com. 800-313-6907, or mail: Florida Medicaid, 3950 N. Forest Blvd, Tallahassee, FL 32308-5619.
Plan Benefit Comparison & Literacy

Comprehension of Health Plan Differences

Questions Correctly Answered

Comprehension of Health Plan Differences

Inadequate Literacy
Adequate 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

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

Greene & Hibbard. AARP 2005 & Hibbard et al MCR&R In Press
Programs are Complex

What We Know

• Simplifying complex information may not be sufficient to improve comprehension
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?