

# 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

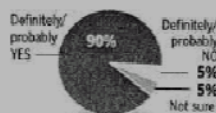
By Liz Kowalezyk  
GLOBE STAFF

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

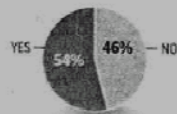
48,294 adults were questioned about their primary care physician.

**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

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# 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](http://www.mhqp.org).

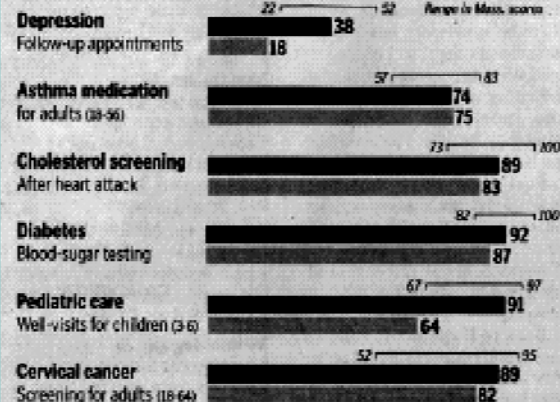
• Doctors at disadvantage without computers. C1.

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

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# The Headlines from June 25, 2007

The world of the on-field Tornadoes MC Page 01

**TELEGRAM & GAZETTE** Weather  
A2  
Winds, with clouds and sun. High 66, low 66.  
MONDAY, JUNE 25, 2007  
www.telegram.com  
CESTER MASSACHUSETTS 60 CENTS



## Doctors highly ranked

### Study evaluates medical groups

By Bob Kleyer  
TELEGRAM & GAZETTE STAFF

**■ The ranking:** On 12 of 15 criteria, doctors fared better in a study that ranked 100 primary care physicians in Massachusetts.

**■ The big trade:** Doctors who were ranked higher in the study were more likely to be board certified.

**■ The goal:** The study was part of a larger effort to improve the performance of primary care physicians in the state's largest medical groups.

Under the state's health care reform law, more than 400,000 residents will likely obtain health

care by 2010.

FROM PAGE ONE

## State doctors rank high in survey of medical groups

Doctors from Page One

Insurance for the first time last year, the study, a large pool of individuals that advocates have will use some of the information in writing a primary care physician.

"In making clinical quality measures available publicly, advocates hope patients will be able to make more informed decisions about their health insurance," said Dr. Robert M. Fink, executive director of the Massachusetts Health Quality Partners.

"One of the most data factors regarding doctors on how well they perform, clinical measures and patient satisfaction."

Using the primary care data from the study, the Health Quality Partners has developed a list of 100 primary care physicians in the state's largest medical groups.

The report, first grade overall, and covers 100 primary care physicians in the state's largest medical groups. It describes how

about 4.5 million of the state's million privately insured patients had their care received by doctors in Massachusetts.

Physicians say the data, while not painting a complete picture, provides a valuable tool in assessing how well they are doing while participating in various medical groups that need additional resources.

On 12 of the 15 measures on which the study doctors were ranked, doctors in the top 100 performed better than the rest of the state's primary care physicians.

But primary care doctors were ranked lower on patient satisfaction, which was a challenge. While the overall average is 75 percent, the state average for the study was a low of 60 percent.

The report also notes that while the overall average is 75 percent, the state average for the study was a low of 60 percent.

The information is available on the website www.mhqp.org.

### Health care providers ranking

- 1. What was the study about?
- 2. What will it mean?
- 3. How do I find the information?
- 4. What are the study findings?
- 5. What are the study findings?
- 6. What are the study findings?

The study was conducted by the Health Quality Partners, a coalition of medical groups and individual doctors, to evaluate the performance of primary care physicians in the state's largest medical groups.

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TELEGRAM & GAZETTE MONDAY, JUNE 25, 2007 A5

The statewide average for children, which is a good quality score that to locate your practice in a good, middle-class district," said Dr. B. Dale Major of Massachusetts Medical Society.

For the study, Central Medical Society, a coalition of 100 primary care physicians, ranked the doctors of 100 medical groups in the state's largest medical groups.

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# 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:



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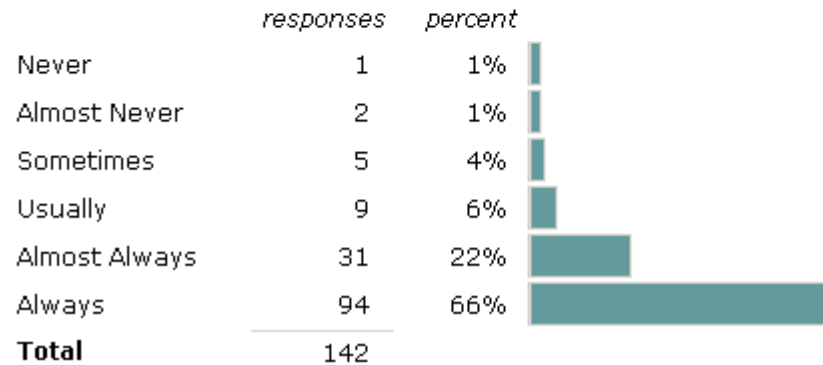
## Care From Personal Doctors: How Well Doctors Know Their Patients

### Acton Medical Associates (Pediatrics)

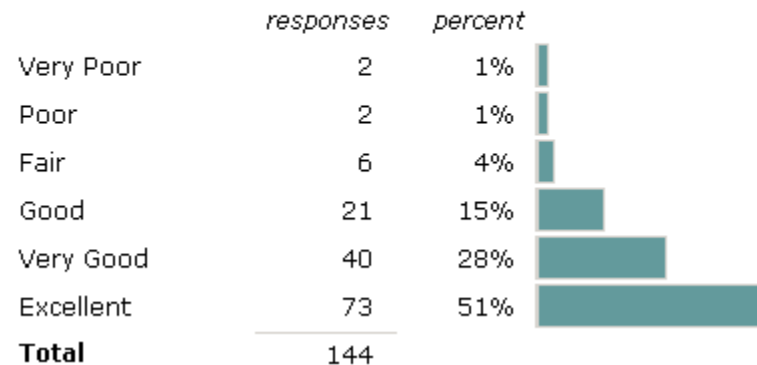
[Go To Medical Group's Website](#)



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
<b>Depression</b>		
Short-term Medication	72.0%	★★★★★
Long-term Medication	57.3%	★★★★★
Follow-up Appointments	40.2%	★★★★★
<b>Asthma Care</b>		
Medications for Children (Ages 5 to 17)	79.1%	★★★★★
Medications for Adults (Ages 18 to 56)	79.9%	★★★★☆
<b>Heart Disease and Cholesterol Management</b>		
Cholesterol Screening Test after a Heart Attack or Heart Surgery		N/D
<b>Diabetes Care for Adults</b>		
HbA1c Test	92.7%	★★★★★
Cholesterol (LDL-C) Screening Test	93.4%	★★★☆☆
<b>Pediatric Care</b>		
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%	★★★★★
<b>Women's Health</b>		
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](http://www.mhqp.org)**

# Medicaid Consumers & Informed Decision-Making

Jessica Greene PhD



*Department of Planning, Public Policy & Management*

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*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

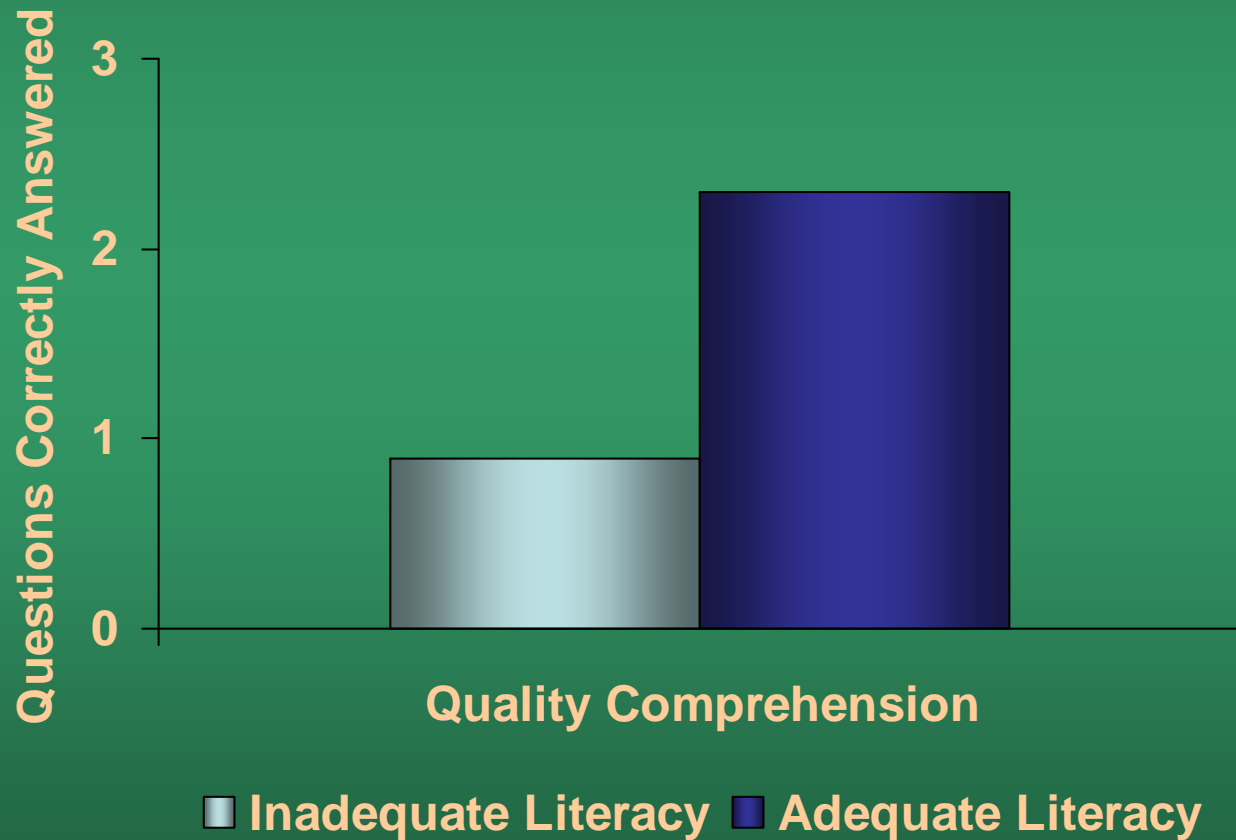
- One time mailings are not sufficient to educate consumers about major program changes
  - Partnering and/or educating community organizations can reinforce messages to consumers
- It is important to make clear that mailed materials matter
  - “This is not a bill” may be translated to “not important”
- 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/ FloridaStaywell/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 <sup>A</sup>	\$3 / admit	45 days combined <sup>A</sup>	\$3 / admit	45 days combined <sup>A</sup>	\$3 / admit	45 days combined <sup>A</sup>	\$3 / admit	45 days combined <sup>A</sup>	\$3 / admit	45 days combined <sup>A</sup>	\$0	This plan only accepts members 20 and under.		
Hospital Inpatient / Physical Health		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
Transplant Services		No limit <sup>A</sup>	\$0	No limit <sup>A</sup>	\$0	No limit <sup>A</sup>	\$0	No limit <sup>A</sup>	\$0	No limit <sup>A</sup>	\$0	No limit <sup>A</sup>			No limit <sup>A</sup>	
Hospital Outpatient / Surgery		\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit	\$3 / visit			\$3 / visit	
Lab / X-ray		\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day	\$1 / day			\$1 / day	
Hospital Outpatient Services (non-emergency)		\$1,500 / yr combined	\$3 / visit	\$1,500 / yr combined	\$3 / visit	\$1,500 / yr combined	\$3 / visit	\$1,500 / yr combined	\$3 / visit	\$1,500 / yr combined	\$3 / visit	\$1,500 / yr combined			\$3 / visit	\$200 / yr
Outpatient Therapy (physical / respiratory)																\$100 / yr
Emergency Room																
Ambulatory Surgery		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>				No limit <sup>A</sup>
Dialysis Services																
Chemotherapy Services			\$0		\$0		\$0		\$0		\$0				\$0	
Primary Care Physician / ARNP/PA																
Specialty Physician		1 visit / day		1 visit / day		1 visit / day		1 visit / day		1 visit / day		1 visit / day				1 visit / day
Clinic (FQHC, RHC)																
Maternity / Family Planning Services		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>		No limit <sup>A</sup>				No limit <sup>A</sup>
Home Health Services		24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr			\$2 / visit	15 visits / yr
Chiropractor		24 visits / yr	\$1 / visit	24 visits / yr	\$1 / visit	24 visits / yr	\$1 / visit	24 visits / yr	\$1 / visit	24 visits / yr	\$1 / visit	24 visits / yr			\$1 / visit	24 visits / yr
Podiatrist		24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr	\$2 / visit	24 visits / yr			\$2 / visit	12 visits / yr
Dental Services		dentures / emergency	5% co-insurance	dentures / emergency	5% co-insurance	dentures / emergency	5% co-insurance	dentures / emergency	5% co-insurance	dentures / emergency	5% co-insurance	dentures / emergency			5% co-insurance	dentures / emergency
Vision Services		2 pair glasses <sup>A</sup>	\$2 / visit	2 pair glasses <sup>A</sup>	\$2 / visit	2 pair glasses <sup>A</sup>	\$2 / visit	2 pair glasses <sup>A</sup>	\$2 / visit	2 pair glasses <sup>A</sup>	\$2 / visit	2 pair glasses <sup>A</sup>			\$2 / visit	2 pair glasses <sup>A</sup>
Hearing Services	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs	\$0	1 device / 1 evaluation per 3 yrs			
Outpatient / Mental Health	**SAME		**SAME		**SAME		**SAME		**SAME		**SAME		**SAME			
Outpatient / Pharmacy***																
Non-emergency Transportation	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>	\$1 / trip	No limit <sup>A</sup>			
Ambulance		\$0		\$0		\$0		\$0		\$0		\$0				
Durable Medical Equipment****													\$100 / yr			
EXTRA SERVICES	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 one year		Over the Counter Pharmacy – \$25 per household per month Adult Dental – Exam / Cleanings / Fillings / Extractions / X-rays Circumcision – Routine for babies under twelve weeks		This plan is limited to children with serious medical, developmental, behavioral or emotional conditions. Their siblings may also enroll.			
Contact the plan for more details																

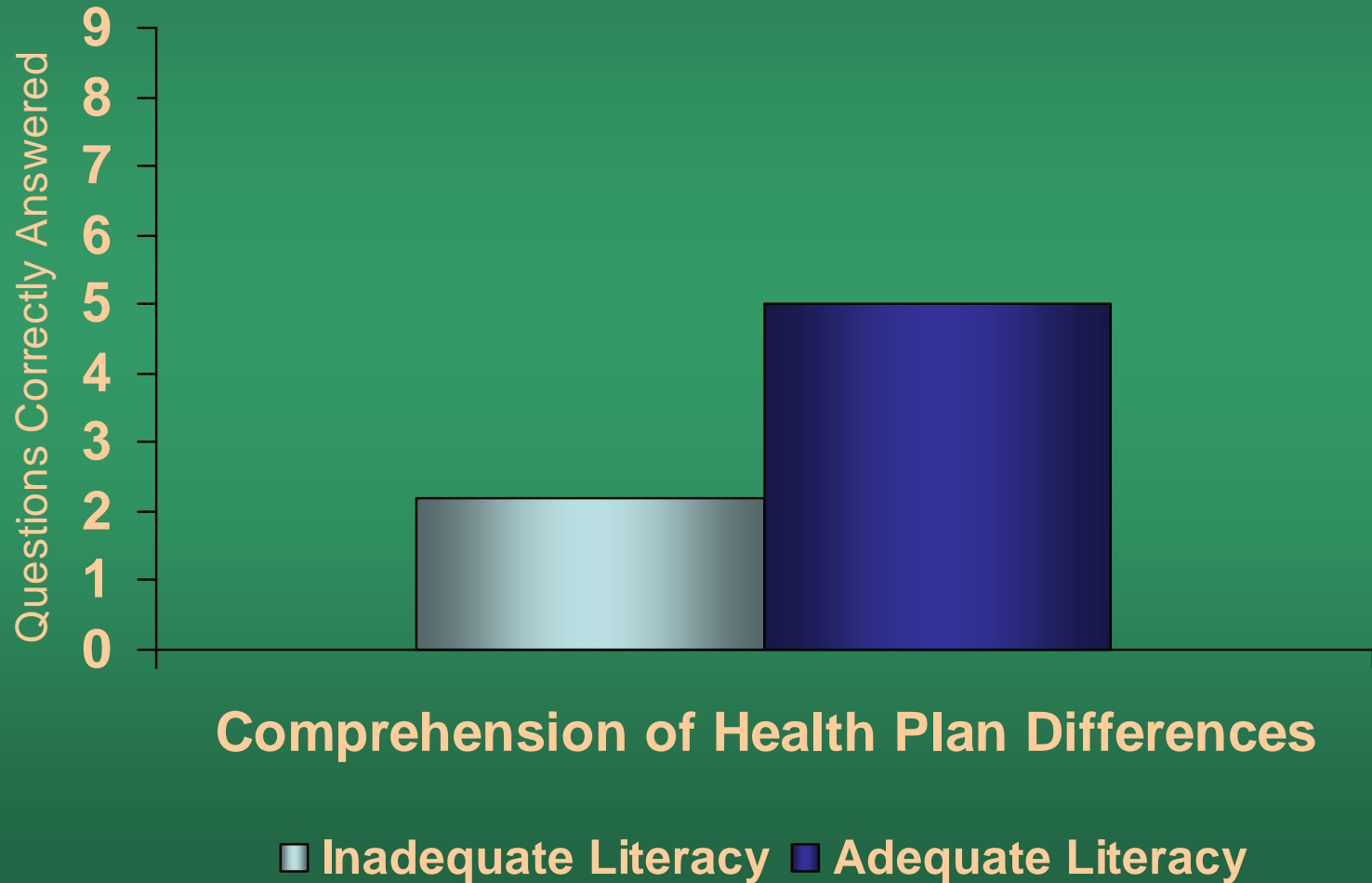
**ENROLL – Call or Visit a Choice Counselor or Mail-In a Medicaid Reform enrollment form**

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](mailto: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

# Programs are Complex

**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: 1-888-454-3555; TDD: 1-888-467-4376.

**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.

**NOV. 2007 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 888-275-2422 www.firstcoastadvantage.com	Universal Health Care 888-690-4842 www.uhc.com	Access Health Solutions 888-291-6171 www.accesshealth.com	HealthCare 888-415-5678 www.welchcare.com/duval FloridaHealthCare.com	Staywell 888-215-9267 www.staywell.com FloridaStaywell.com	UnitedHealthcare 888-840-4386 www.uhc.com	Children's Medical Services 888-315-6507 www.cms.com
<b>BENEFITS</b>	<b>Medical Insurance:</b> Behavioral health, Chronic disease, Diabetes, Durable medical equipment, Eye care, Hearing, Hospital inpatient, Outpatient, Surgery, Prescription drugs, Vision services. <b>Prescription Drugs:</b> \$1,000/yr (combined) <b>Outpatient Services:</b> \$1,000/yr (combined) <b>Emergency Services (ER/ICU/Transportation):</b> \$1,000/yr (combined) <b>Maternity Services:</b> \$0 <b>Childbirth Services:</b> \$0 <b>Home Health Services:</b> \$0 <b>Skilled Nursing Facility:</b> \$0 <b>Long Term Care:</b> \$0 <b>Voluntary: Family Planning Services:</b> \$0 <b>Senior Health Services:</b> \$0 <b>Chiropractic:</b> \$0 <b>Acupuncture:</b> \$0 <b>Behavioral Health:</b> \$0 <b>Pharmacy:</b> \$0 <b>Private Services:</b> \$0 <b>Travel Services:</b> \$0 <b>Wearing Services:</b> \$0 <b>Comprehensive Health:</b> \$0 <b>Subsidized Pharmacy:</b> \$0 <b>Out-of-network Prescription:</b> \$0 <b>Adult Vision:</b> \$0	<b>Medical Insurance:</b> Behavioral health, Chronic disease, Diabetes, Durable medical equipment, Eye care, Hearing, Hospital inpatient, Outpatient, Surgery, Prescription drugs, Vision services. <b>Prescription Drugs:</b> \$1,000/yr (combined) <b>Outpatient Services:</b> \$1,000/yr (combined) <b>Emergency Services (ER/ICU/Transportation):</b> \$1,000/yr (combined) <b>Maternity Services:</b> \$0 <b>Childbirth Services:</b> \$0 <b>Home Health Services:</b> \$0 <b>Skilled Nursing Facility:</b> \$0 <b>Long Term Care:</b> \$0 <b>Voluntary: Family Planning Services:</b> \$0 <b>Senior Health Services:</b> \$0 <b>Chiropractic:</b> \$0 <b>Acupuncture:</b> \$0 <b>Behavioral Health:</b> \$0 <b>Pharmacy:</b> \$0 <b>Private Services:</b> \$0 <b>Travel Services:</b> \$0 <b>Wearing Services:</b> \$0 <b>Comprehensive Health:</b> \$0 <b>Subsidized Pharmacy:</b> \$0 <b>Out-of-network Prescription:</b> \$0 <b>Adult Vision:</b> \$0	<b>Medical Insurance:</b> Behavioral health, Chronic disease, Diabetes, Durable medical equipment, Eye care, Hearing, Hospital 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<b>EXTRA SERVICES</b>	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0	<b>Comprehensive:</b> \$0 <b>Over the Counter:</b> \$0

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

**FOR AUTHORIZATION OF BENEFITS, PLEASE CONTACT THE CHOICE COUNSELOR. YOUR PLAN WILL ONLY APPLY TO YOU UNTIL YOU DENY OR YOU ARE UNABLE TO.**

**PHARMACY:** \$0 per household per month. **Over the Counter:** \$0 per household per month.

**ADULT DENTAL:** Deep cleanings, exams, x-rays, fillings and extractions. **Over the Counter:** \$25 per household per month.

**ADULT VISION:** \$0 per household per month. **Over the Counter:** \$10 per household per month.

Duval County Reform Health Plans for Adults										
See Reverse Side For Children, and Pregnant Women										
	Health Ease 866-613-9078	First Coast Advantage 866-270-2422	Staywell 866-613-9067	United Healthcare 800-940-1506	Universal Health Care 866-690-4842	Access Health Solutions 866-291-6171				
<b>What You Pay When Getting Health Services</b>	\$0	\$0	\$0	\$2 Mental health visit \$3 Hospital stay (mental health only)	\$3 Hospital stay (all) \$2 Home health visit \$3 Outpatient hospital \$1 Lab/x-ray \$1 Non-emergency Transportation \$2 Vision services \$% Dental costs	\$2 Doctor \$3 Clinic visit \$2 Mental health visit \$3 Hospital stay (all) \$2 Home health visit \$3 Outpatient hospital \$1 Lab/x-ray \$1 Non-emergency Transportation \$2 Vision services \$% Dental costs				
<b>Plan Limits On What Services are Covered</b>	\$1,500/yr 24 visits/yr 1 visit/day 45 days/yr 2 pair/yr 1 device/yr	Outpatient hospital Home health Doctor Hospital Glasses Hearing	\$1,500/yr 24 visits/yr 1 visit/day 45 days/yr 2 pair/yr 1 device/yr	Outpatient hospital Home health Doctor Hospital Glasses Hearing	\$1,500/yr 15 visits/yr 1 visit/day 45 days/yr 2 pair/yr 1 device/yr	Outpatient hospital Home health Doctor Hospital Glasses Hearing	\$1,500/yr 60 lifetime visits 1 visit/day 45 days/yr 2 pair/yr 1 device/yr	Outpatient hospital Home health Doctor Hospital Glasses Hearing	\$1,500/yr 60 lifetime visits 1 visit/day 45 days/yr 2 pair/yr 1 device/yr	Outpatient hospital Home health Doctor Hospital Glasses Hearing
<b>Extra Services Covered by the Health Plan</b>	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month	Adult Dental Deep cleanings, exams, x-rays, fillings and extractions <b>Over the Counter Pharmacy</b> \$25 per household per month

## 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?