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Health Systems Institute  
A Georgia Tech / Emory Initiative


## Transparency of Health Information

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**AGENDA**

- ▶ Introduction
- ▶ Current Research
- ▶ Restructured Approach
- ▶ Next Steps



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“Mandatory measurement and reporting of results is perhaps the single most important step in reforming the [U.S.] health care system.”

*-Redefining Health Care*

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## Why is Transparency Important?

- ▶ Leapfrog Group key aim:  
to “**encourage health providers to publicly report their quality and outcomes** so that consumers and purchasing organizations can make informed health care choices”

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## Does Transparency Work?



### ▶ Joint Commission

- ▶ Tracked performance of over 3000 hospitals since 2002 in treating common ailments
- ▶ Recent report showed **consistent yearly improvement** in almost all of the measures

Performance Measure	2002	2003	2004	2005	2006	2002-2006 improvement (percentage points)
<b>Heart attack care composite</b>	<b>86.9%</b>	<b>89.8%</b>	<b>91.5%</b>	<b>90.6%</b>	<b>94.4%</b>	<b>7.5%</b>
Providing aspirin at arrival	93.0%	94.3%	94.7%	95.5%	96.6%	3.6%
Prescribing aspirin at discharge	92.0%	93.7%	94.5%	95.6%	96.6%	4.6%
Prescribing ACE inhibitor/ARB at discharge	75.8%	78.3%	79.9%	83.6%	86.7%	10.9%
Providing smoking cessation advice	66.6%	76.2%	84.3%	92.1%	96.6%	30.0%
Prescribing a beta blocker at discharge	87.3%	90.3%	92.5%	94.8%	96.2%	8.9%
Prescribing a beta blocker at arrival	85.0%	88.3%	90.0%	92.2%	93.6%	8.6%

Source: [www.jointcommissionreport.org](http://www.jointcommissionreport.org)

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## Does Transparency Work?



### ▶ Emory Healthcare

- ▶ Hired a performance management company called SciHealth in 2006 to track specific patient satisfaction benchmarks
- ▶ Two year later, their overall Press Ganey **patient satisfaction score has increased 2 points**

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## Does Transparency Work?



### ▶ American Medical Association

- ▶ Measured care of over 18,000 hospitalized stroke patients over the course of a year
- ▶ Study found **statistically significant improvements in 11 of 13 performance measures** and cited particular program components, including the Patient Management Tool's ability to provide immediate feedback on care based on scientific guidelines

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## Pay-for-Performance Programs



- ▶ Encourage physicians to adopt the best standards of care
- ▶ Diabetes Physician Recognition Program (DPRP)
  - ▶ Currently, 208 Georgia physicians certified
  - ▶ Is also generating cost savings:

Clinical Measure	Annual savings per diabetic patient	Max
HbA1c Control	Poor Control	\$177
	Good Control	\$96
		\$279
Blood pressure control	< 140/90 mm Hg	\$166
	< 130/80 mm Hg	\$230
		\$494
LDL control	< 130 mg/dl	\$149
	< 100 mg/dl	\$251
		\$369
Nephropathy Assessment		\$77

Source: Diabetes Care Analysis—Savings Estimates, Towers Perrin HR Services, 2005

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## When Will Real Reform Come?



- ▶ Only when consumers take on a proactive role in using the data to make their own health care decisions
- ▶ Since the ultimate goal of data transparency is to create a patient-centered health care system, shouldn't our approach to it be patient-centered as well?

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## Focus on What Consumers Want

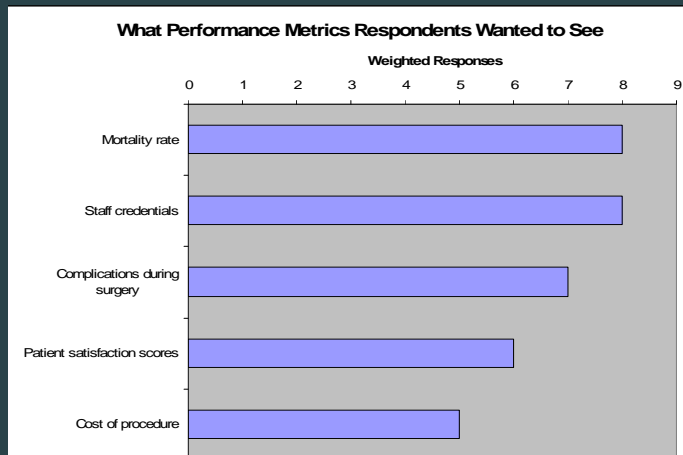


1. Develop simple standardized performance metrics
2. Raise awareness of quality and price data availability
3. Teach consumers how to understand and use the available data

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# 1. Develop simple standardized performance metrics



What consumers want to see ≠ What they are provided!

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# 1. Develop simple standardized performance metrics



▶ **Coalition between health care consumers, providers, medical experts, and payers is needed!!**

- The Metrics Should:
1. Apply across the board to all provider settings and services.
  2. Be detailed and relevant enough to provide an accurate snapshot of provider quality.
  3. Be simple enough for consumers to understand.
  4. Include common elective procedures.

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## 2. Raise awareness of quality and price data availability



- ▶ **Nationwide campaign to advertise the availability of this data.**
  - ▶ Require all hospitals and physicians offices to display notices in waiting rooms or distribute information sheets at check-in.
  - ▶ Television, newspaper, and online ads

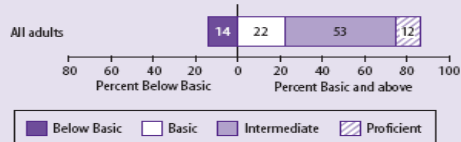
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## 3. Teach consumers how to understand and use available data



**Figure 2-1. Percentage of adults in each health literacy level: 2003**



NOTE: Detail may not sum to totals because of rounding. Adults are defined as people 16 years of age and older living in households or prisons. Adults who could not be interviewed because of language spoken or cognitive or mental disabilities (3 percent in 2003) are excluded from this figure. SOURCE: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, 2003 National Assessment of Adult Literacy.

- ▶ 36% of Americans have a health literacy level of “Basic” or “Below Basic”

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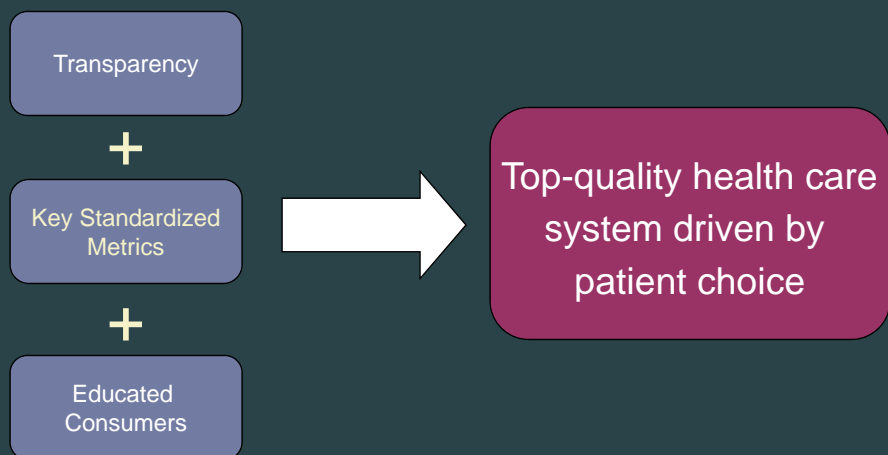
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### 3. Teach consumers how to understand and use available data

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- ▶ We need:
  - ▶ step-by-step tutorial and plain language explanations of metrics
  - ▶ simple visuals and large-print pages
  - ▶ Spanish-language pages

### Next Steps



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# Questions?

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