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HEALTHCARE VALUE HUB

WELCOME TO:

DRIVING HEALTHCARE TRANSPARENCY WITH ACTIONABLE RESOURCES

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Welcome and Introduction

Lynn Quincy
Director, Healthcare Value Hub

Housekeeping

- Thank you for joining us today!
- All lines are muted until Q&A
- Webinar is being recorded
- Technical problems? Call Tad Lee at 202-776-5126

Agenda

- **Welcome & Introduction**
  - **Lynn Quincy,** Altarum Healthcare Value Hub
- **Introduction to Healthcare Transparency Tool**
  - **Emilio Galan and Cliff Rayman**, Honest Health
- **Best Practices in Using the Transparency Tool**
  - **Melissa Hillmyer and Leanne Candura**, Human Services Research Institute (HSRI)
- **Advocate Case Study**
  - **Amanda Dunker**, New York Community Service Society (CSS)
- **NY Department of Health Activity**
  - **Emilio Galan and Cliff Rayman**, Honest Health
- **Q & A**

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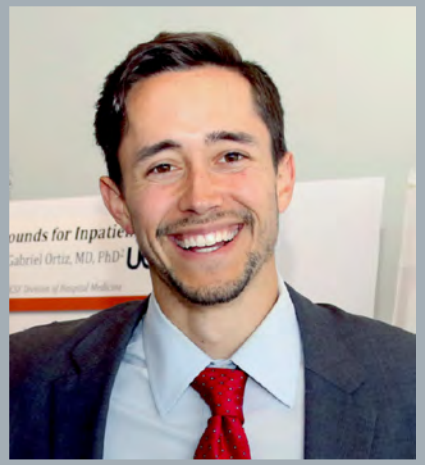


Emilio Galan

Chief Executive Officer, Honest Health

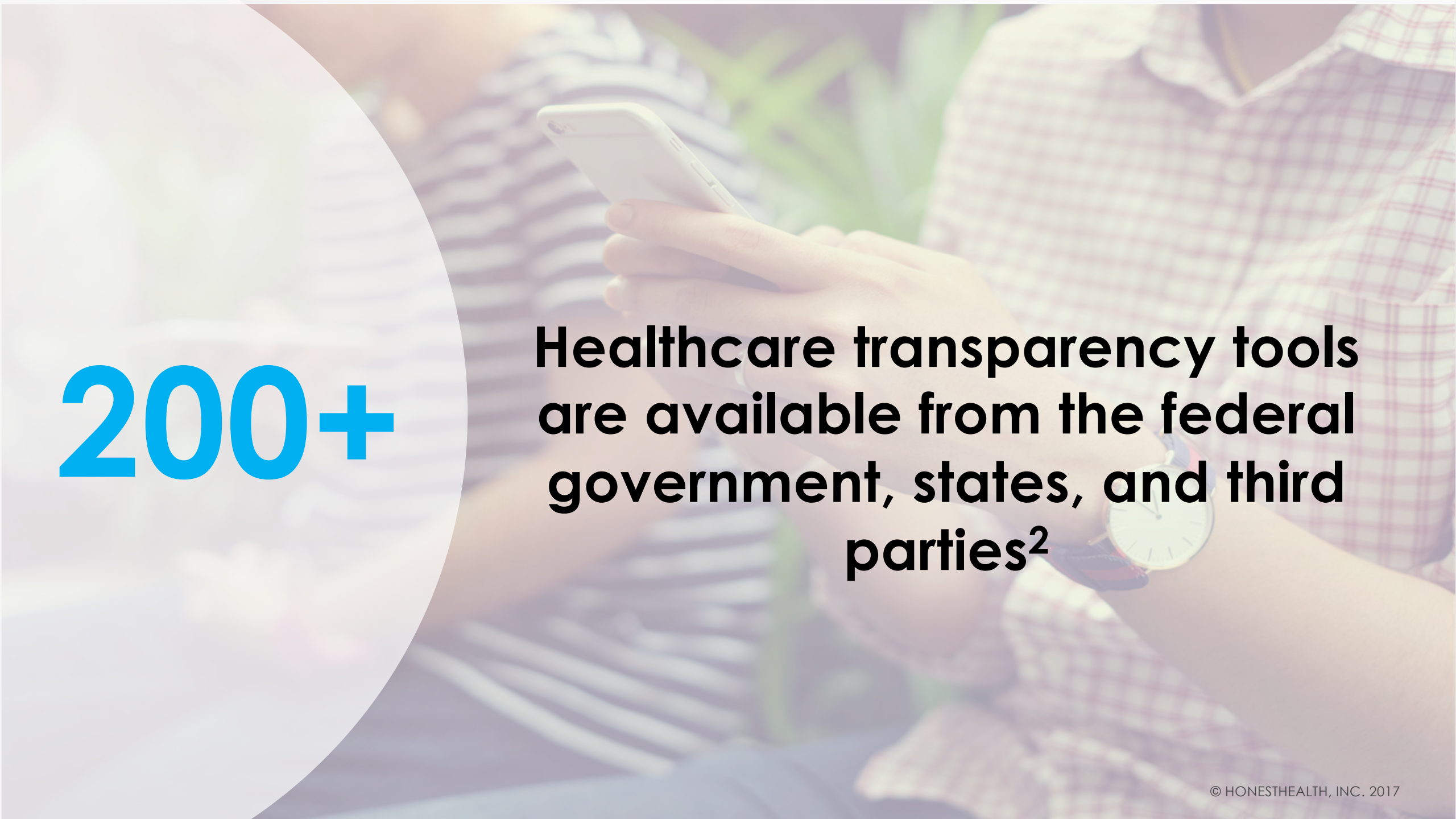
Cliff Rayman

Chief Technology Officer, Honest Health

ABOUT US

HonestHealth performs evaluation, testing, design, and software development exclusively for health care transparency efforts.

50%
Today's patients are searching for healthcare price information[1]



200+

Healthcare transparency tools are available from the federal government, states, and third parties[2]

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63%

Report not finding the information they are looking for[3]

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With funding from NYSHF, we inventoried 250 health care transparency websites into a database and report for stakeholders

Searches

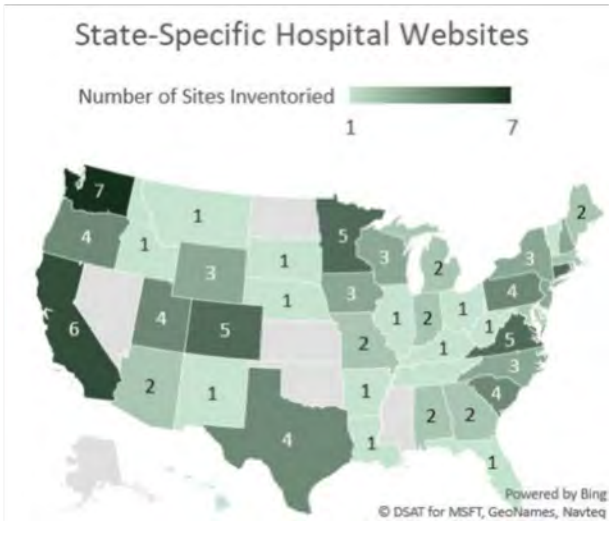
Choosing plans
Which health plan should I get?

Finding a doctor
Who is an affordable orthopedist?

Finding a hospital
What's the best hospital near me?

Drug Pricing
How much will this medication cost?

Websites & Features Evaluated



Hospitals

133 Total Sites Inventoried
62 Total Features Evaluated
32 Price-Specific Features
27 Quality-Specific Features

Doctors

49 Total Sites Inventoried
59 Total Features Evaluated
32 Price-Specific Features
24 Quality-Specific Features

Drugs

18 Total Sites Inventoried
20 Total Features Evaluated

Insurance

36 Total Sites Inventoried
33 Total Features Evaluated

Use

A quick view into the data available on the website healthcaretransparency.org

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Links to HealthcareTransparency.org

Main Website Link:

http://www.healthcaretransparency.org/

Details of the Questions:

http://www.healthcaretransparency.org/question-details/

How the Tools Were Searched and Selected:

http://www.healthcaretransparency.org/how-sites-were-found-and-selected/

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Examples Features of Physician Tools

QUESTION NUMBER*	COMMON FEATURES	BENEFITS TO USERS	% OF ALL TOOLS WITH FEATURE	NY TOOL
Q 3	Information About Clinical Quality of Care	Makes a snapshot of a physician's overall performance available in a single view	49%	✔
P 23	Price Information by Physician	Shows the price information at the granularity the consumer is looking for	20%	✘
P 38	Enter the Insurance Carrier	Allows consumers to get more specific data based on their actual coverage	6%	✘
P 41	Displays If a Doctor Is In-Network for User's Insurance Plan	One of the first questions consumers ask is whether or not a doctor is in-network	4%	✘
P 43	Displays the Co-Pay Amount	Shows the price information most relevant to the consumer, out-of-pocket costs	10%	✘
P 061	Price Information Based on Payment Data Sourced from Commercial Claims	Instead of estimates based on charges, actual claims are more reliable	27%	✘
Q 20	View Information for Physicians Side by Side	Enables users to quickly compare locations, performance, and other information in a single view	59%	✔

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Example Features of Hospital Tools

QUESTION NUMBER*	COMMON FEATURES	BENEFITS TO USERS	% OF TOOLS WITH FEATURE	NY TOOL
P 23	Price Information by Hospital	Shows the price information at the granularity the consumer is looking for	32%	✔
P 24	Enter the Insurance Carrier	Allows consumers to get more specific data based on their actual coverage	81%	✘
P 28	Displays the Co-Pay Amount	Shows the price information most relevant to the consumer, out-of-pocket costs	77%	✘
P 35	View Information for Hospitals Side by Side	Enables the ability to quickly compare care options	74%	✘
P 065	Price Information Based on Payment Data Sources from Commercial Claims	Instead of estimates based on charges, actual claims are more reliable	8%	✘
Q 9	Uses Non-Technical "Plain English" Language for Lay Consumers	Limits cognitive burden and helps consumers quickly process information	65%	✘
S 15	Summary View with All of a Hospital's Information	Makes a snapshot of a hospital's overall performance available in a single view	62%	✔
Q 10	Information About "Better" Performers" and "Poorer Performers"	Allows users to view performance via evaluative symbols such as stars, rankings, and grades; reduces cognitive burden and makes it easier to compare hospitals	54%	✔

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Example Features of Prescription Drug Tools

QUESTION NUMBER*	COMMON FEATURES	BENEFITS TO USERS	% OF TOOLS WITH FEATURE	NY TOOL
P 3	Look up a Prescription Drug Including Dosage	Allows users to drill down to detailed prescription drug information and avoid unexpected financial surprises that could come with an increased dosage	94%	✗
P 4	Look up Pricing for a Prescription Drug by Pharmacy	Reinforces consumer choice and buying power, making it easier to comparison shop	94%	✓
P 16	Pricing for Compounded Medications Available	Allows ability to search for relevant drugs	6%	✗
P 11	Shows Generic and Brand Name Alternatives	Reinforces consumer choice and buying power, making it easier to comparison shop	72%	✗
P 8	Information Is Two Years Old or Less (from 2015, 2016, or 2017)	Offers recent data that are more relevant for making health care decisions, which evoke confidence in the tool and the sponsoring organization	61%	✓
P 13	Available in Spanish	Expands access and relevance to wider proportions of users	50%	✗

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Summary of Health Insurance Purchasing Tools

QUESTION NUMBER*	COMMON FEATURES	BENEFITS TO USERS	% OF TOOLS WITH FEATURE	NY TOOL
P 4	Filters Insurance Carriers by Postal Code, City, or State	Makes results more targeted, meaningful, and relevant	69%	✔
P 26	Quality Ratings per Insurance Carrier	Provides users with quality information to assess with price	22%	✔
P 9	Shows Cost of Insurance Plan	Makes it easier for users to comparison shop and make budget-based decisions	64%	✔
P 19	Validates If a Specified Doctor Is In-Network	Allows consumers to ensure coverage with an existing provider	31%	✘
P 12	Shows In-Network/Out-of-Network Deductibles, Co-Pays, and Out-of-Pocket Costs	Provides users with more personalized, accurate information, making it more straightforward to comparison shop	61%	✔
P 8	Enter Prescription Drugs Used to Determine Drug Costs After Insurance	Allows consumers to estimate drug pricing given an insurance plan to better select coverage	25%	✘
P 18	Shows the Number of Doctors Within the Network in the User's Area	Allows users to assess coverage in their area	19%	✘
P 23	Filter Results by Metal Level (Platinum, Gold, Silver, Bronze)	Simplifies comparison shopping and allows users to quickly evaluate options	56%	✔

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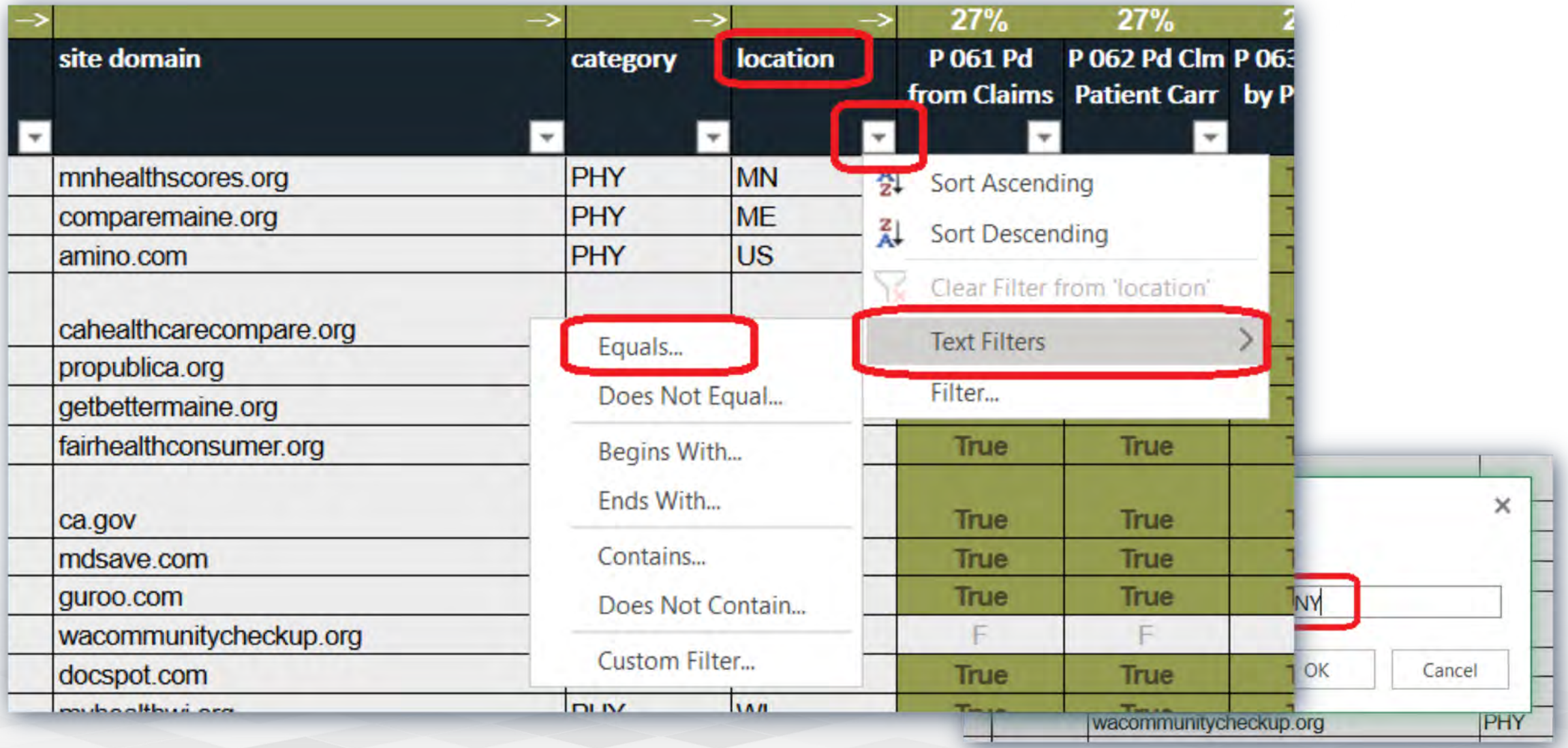
Selecting a Specific State to Review



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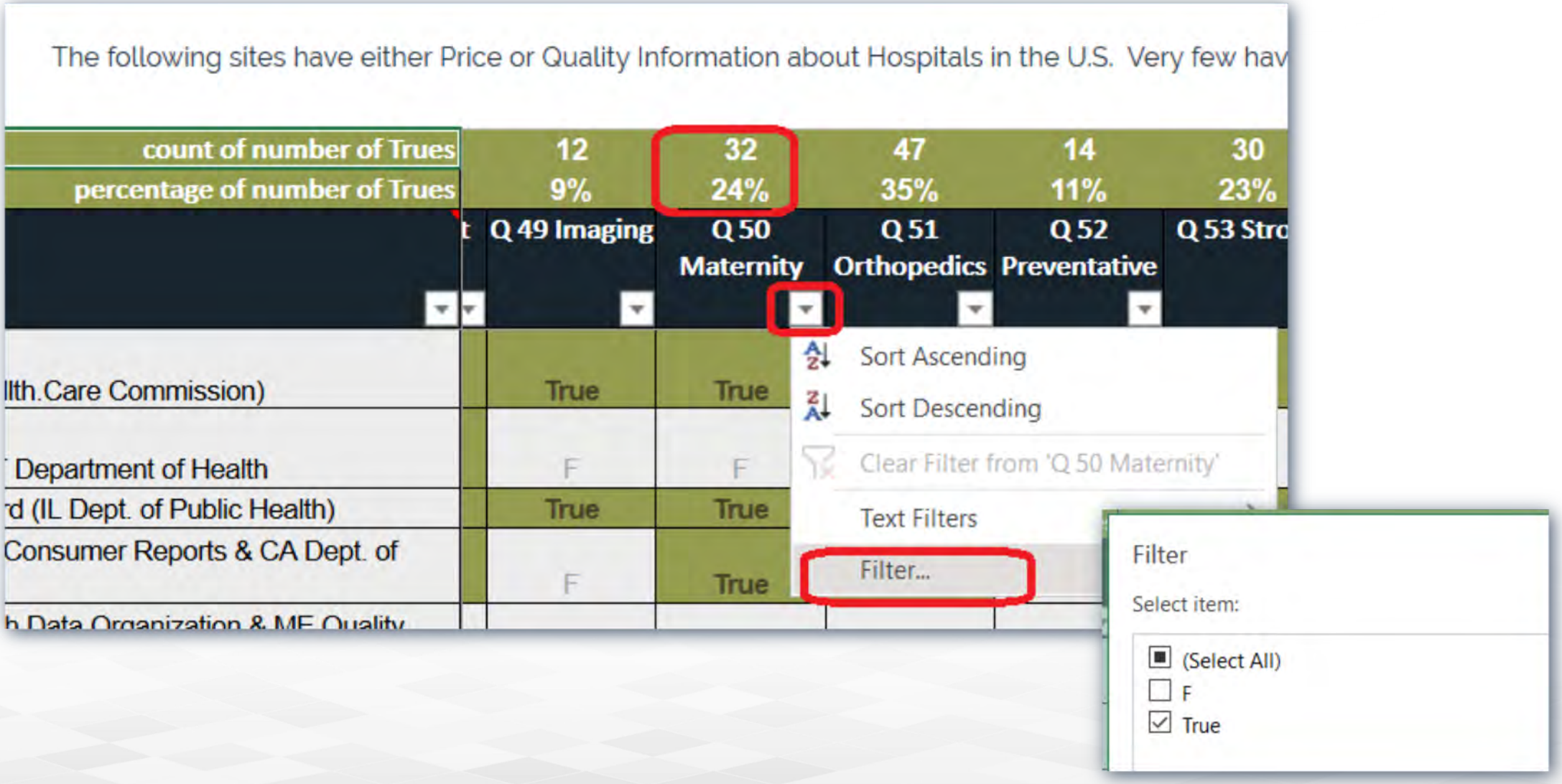
Selecting Sites with a Feature Present



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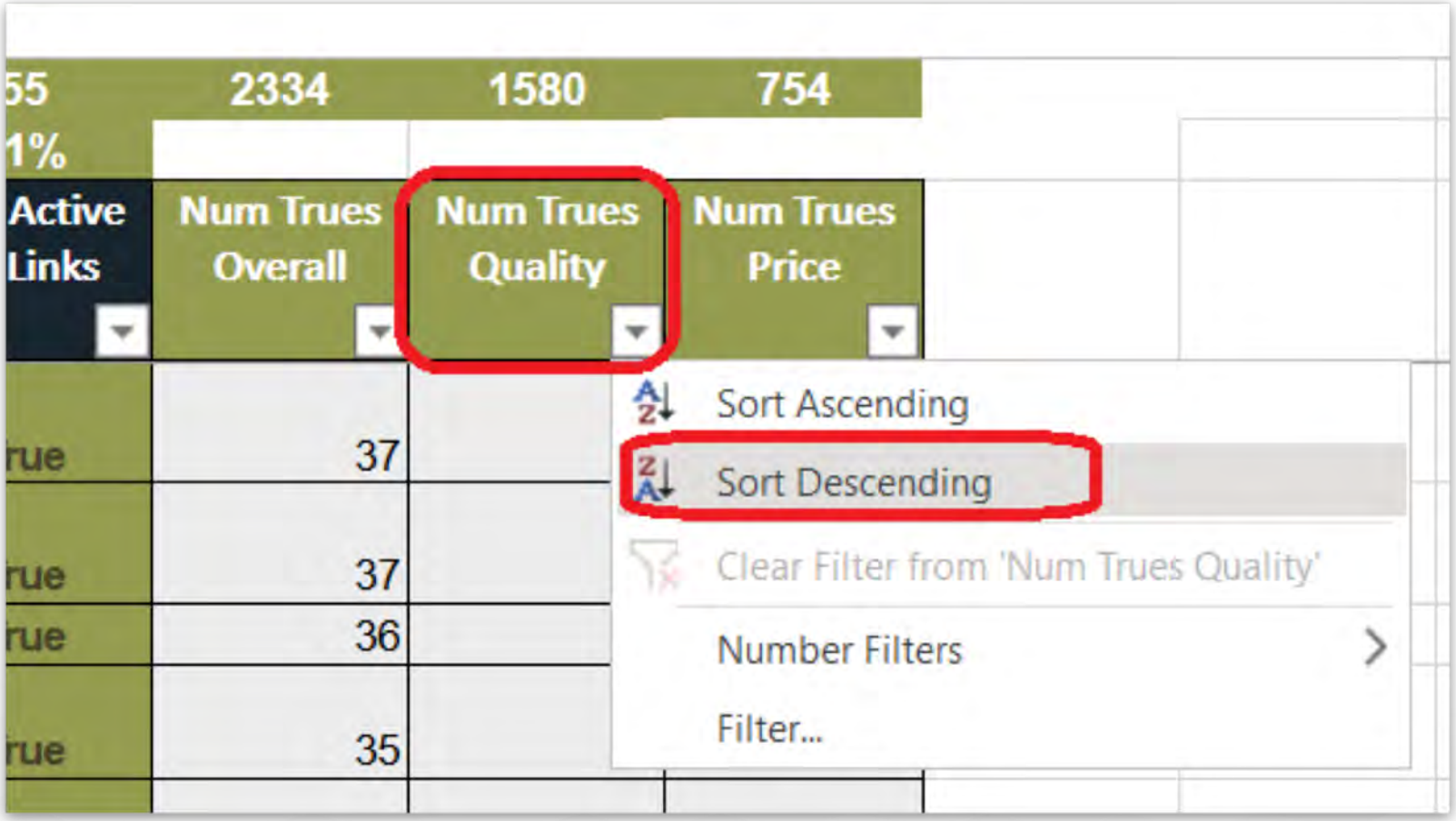
Viewing Sites with the Most Features Present



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THANK YOU

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Leanne Candura

Director, HSRI

Melissa Hillmyer

Project Manager, HSRI

Driving Healthcare Transparency with Actionable Resources

Best Practices for Transparency Tools

Highlighting Eight Best Practices

Best practices are a combination of:

- Research
- Consumer and Stakeholder Feedback
- Usability Studies
- Experience

CIVHC
CENTER FOR IMPROVING VALUE IN HEALTH CARE

CompareMaine
health costs & quality

honesthealth™

MHDO Maine Health Data Organization
Information | Insight | Improvement

NH HealthCost™

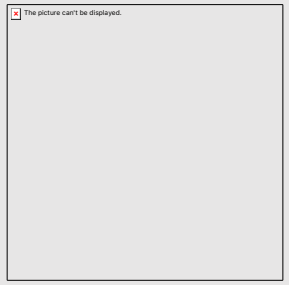
NYS HEALTH FOUNDATION
Improving the state of New York's health

VERMONT

Developing and Maintaining Transparency Tools

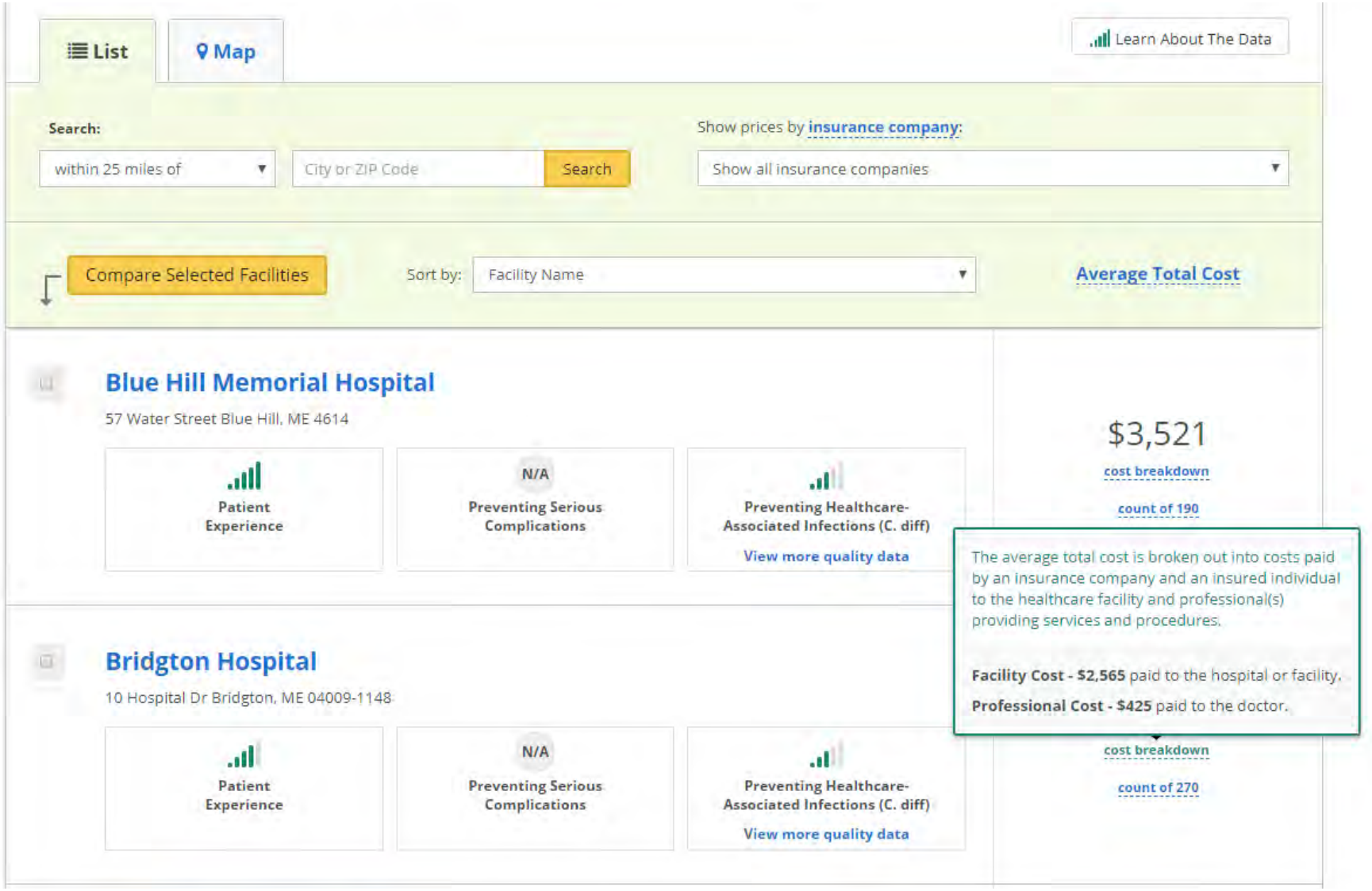
1

Incorporate innovative features that are easy to use.



- Adhere to consumer-focused content creation and responsive web design.
- Limit cognitive burden:
  - Take a “less is more” approach and drill down to detailed information.
  - Utilize plain language, symbols and word icons.

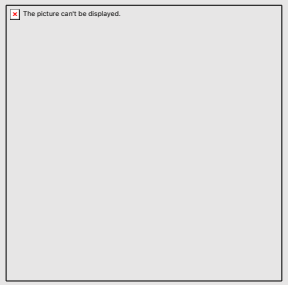
Symbols and Roll-Overs on CompareMaine



Developing and Maintaining Transparency Tools

2

Tailor information to consumers.

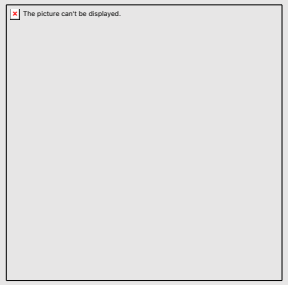


- Information that is meaningful drives transparency and actionable engagement.
- Seek feedback from consumers and key stakeholders throughout the process.
  - Consumer Advisory Group
  - Usability Studies
  - Interviews

Developing and Maintaining Transparency Tools

3

Establish a clear information hierarchy.



Develop a framework that organizes measures and incorporates consumer-friendly definitions.

- The Agency for Healthcare Research and Quality supports the framework by the Institute of Medicine, which highlights the six aims for the health care system:
    1. Safe
    2. Effective
    3. Patient-Centered
    4. Timely
    5. Efficient
    6. Equitable

Framework for NH HealthCost

Patient-Centered Care
Meeting a patient's wants and needs.

Timely Care
Reducing waits and harmful delays for those who give and receive care.

Effective Care
Providing services proven to get results.

Safe Care
Protecting patients from medical errors and does not cause harm.

Quality Care

Quality care is getting the care you need when you need it. NH HealthCost provides you with a convenient way to see nationally available quality data on local health care facilities. You'll find a wealth of information, compiled from different sources, to help you make better healthcare decisions.

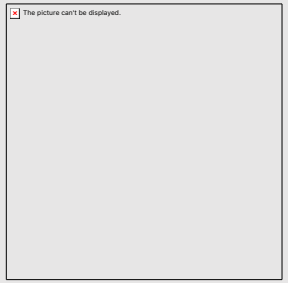
Medicaid Quality Information System

The New Hampshire Department of Health and Human Services manages a tool, the Medicaid Quality Information System, which is dedicated to the reporting of Medicaid program quality metrics. For additional information and to access these reports, please visit http://medicaidquality.nh.gov/.

Developing and Maintaining Transparency Tools

4

Relate cost data to an individual's personal situation.



- Help consumers determine the amount they can expect to pay out of pocket.
  - Base cost estimates on a dollar amount that represents the total amount paid for a health care service by both consumers and insurers, as derived from payment data from commercial claims.
  - Display bundles of care and outline what is included in the cost estimates.
  - Allow consumers to filter plan options to compare quality, benefits and costs.

Relating to Users on NH HealthCost

Medical Procedures | Procedure Code: 45380

Health Costs: Colonoscopy with biopsy (outpatient)

A colonoscopy with biopsy. Procedure code 45380

This event consists of a number of health care services that often occur at the same time. The cost shown reflects the services provided bundled into one cost estimate.

Search again:

Medical Procedures

Procedure Name

Colonoscopy with biopsy (outpatient)

Insurance Carrier * | **Plan Type**

Anthem - NH | Individual (self

Search

Filter Results: Your Zip Code + Entire State Search

Actual driving distances may vary.

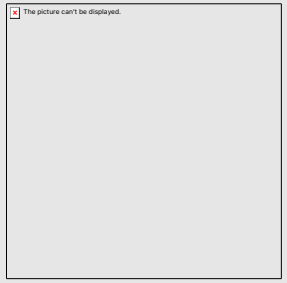
Sort Results: Sort by Estimate of Total Cost

Provider Name	Compare Selected	Estimate of Total Cost	Precision of the Cost Estimate	Typical Patient Complexity
Wentworth Surgery Center		$889	HIGH	MEDIUM
Bedford Ambulatory Surgical Center		$988	LOW	MEDIUM
York Hospital		$1,371	HIGH	HIGH
Exeter Hospital		$1,398	MEDIUM	MEDIUM

Developing and Maintaining Transparency Tools

5

Focus on quality measures that are meaningful and methodologically sound.

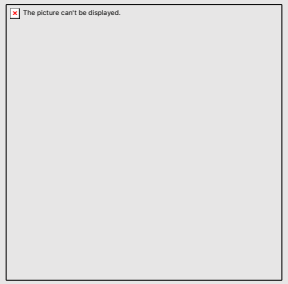


- Use nationally accepted quality measures, such as those outlined by the National Quality Forum.
- Provide comprehensive clinical quality-of-care information in multiple categories.
- Display quality measures that consumers care about:
  - Patient-Centeredness
  - Effectiveness
  - Safety of Medical Procedures
- Clearly define the methodologies.
- Distinguish between good and poor performers.

Developing and Maintaining Transparency Tools

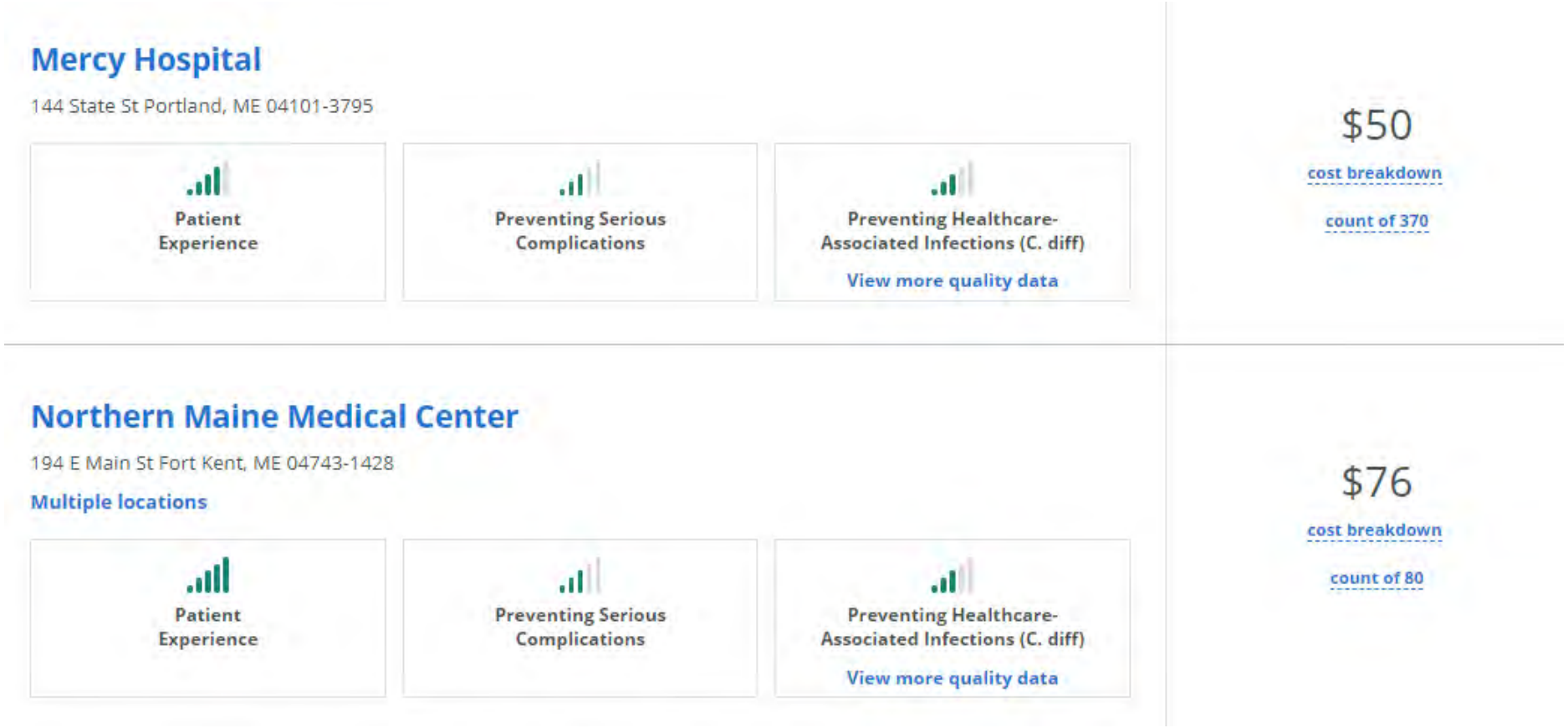
6

Present cost and quality data side-by-side to demonstrate value.



- Guide consumers away from the common misconception that high price means high quality.
- Ease comparison of multiple providers and services.
- Enable users to easily and quickly identify high-value providers (high-quality, low-cost).

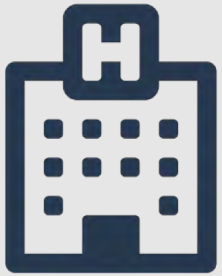
Displaying Value on CompareMaine



Developing and Maintaining Transparency Tools

7

Display provider-specific information.



Consumers value information about individual physicians and hospitals:

- Cost
- Quality
- Credentials
- Demographics
- Expertise
- Hospital Affiliations

Provider Profiles on CompareMaine

Printer Friendly Version

Maine Medical Center

22 Bramhall St Portland, ME 04102-3134
Multiple locations

(207) 662-0111

https://mainehealth.org/maine-medical-center

View on Google Maps

Cost of Procedures | Quality Measures

Learn About The Data

Show prices for my insurance company:

Show all insurance companies

Choose a Topic:

Office Visits

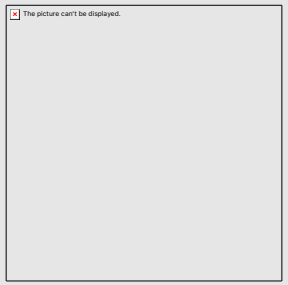
Adult Preventative Care Office Visit (or Wellness Office Visit)

Procedure	Average Total Cost	Maine State Average
New patient preventive care visit for adult, ages 18 to 39	**$196**	$198
New patient preventive care visit for adult, ages 40 to 64	**$207**	$222
Preventive care visit for adult, ages 18 to 39	**$157**	$165

Developing and Maintaining Transparency Tools

8

Build an audience.



Building a website alone is insufficient to foster change in consumer behaviors.

- Coordinate with existing user channels to educate and engage audiences.
- Promote the site:
  - Influencers
  - Marketing Materials
  - Press Releases
  - Social Media
- Regularly update the data and site content.

Thank You

HSRI

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Amanda Dunker

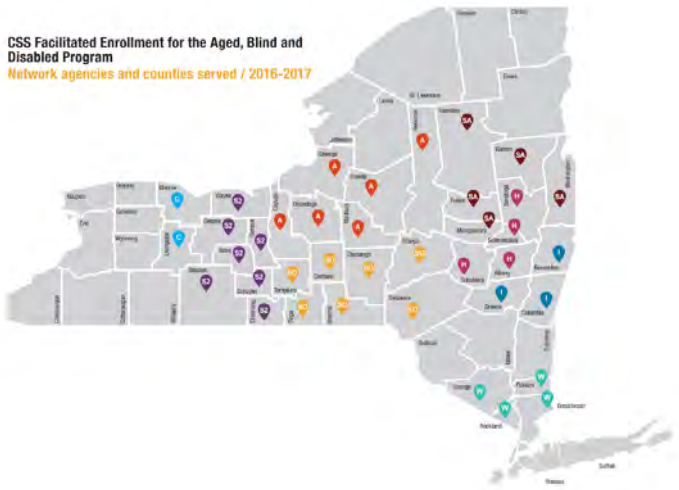
Policy Associate, Community Service Society

Advancing Health Care Transparency in New York

Amanda Dunker
Senior Health Policy Associate
Community Service Society of New York

Who We Are

- The Community Service Society of New York has advocated for low-income New Yorkers for over 170 years through research, advocacy, and direct service
- The Health Initiative Department's programs help over 130,000 New Yorkers obtain and use health coverage annually, in every part of the state



ICAN
Independent Consumer Advocacy Network

COMMUNITY SERVICE SOCIETY NAVIGATOR NETWORK

community health advocates
We've Got You Covered

Transparency Efforts in New York

- Original All-Payer Claims Database legislation passed in 2011, in recent years the State has held annual stakeholder meetings but much of the work is behind the scenes

- Many past public facing efforts:
  - New York State Physician Profiles
  - NYS Health Profiles: Hospitals
  - Prescription Drug Costs in New York
  - New York State of Health
  - New York State Provider and Health Plan Look-Up

Advocacy strategies

- CSS and Health Care for All New York tracked State activity and tried to participate in state workgroups on the APCD, but public opportunities to provide comments/participate have been less frequent than with other advocacy issues

- Movement required more targeted effort - the Governor mentioned transparency in his State of the State last year which created a conversation starter
  - Governor's office
  - Department of Financial Services
  - Department of Health

Our talking points:

1. New York's information is hard for consumers to navigate; there's no centralized tool to support consumers trying to shop for care.

2. New York has done a lot of work to get information to consumers about health care; however, its tools lack some features that consumers in other states have already.

3. New York's tools are not comprehensively leveraging the data being collected in the APD.

We needed New York specific data to prove that consumers care and a way to directly compare New York to other states…. The combination of research and advocacy funding was a great opportunity to move forward!

There were report cards and some survey data that helped:

- Catalyst for Payment Reform report cards include every state – New York has gotten an “F” every year

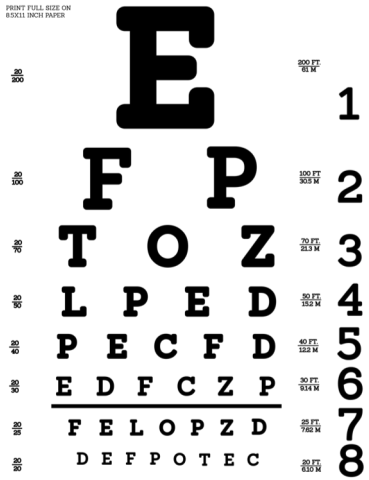
- A Public Agenda survey talked to New Yorkers and helped make the case that they ARE looking for price information and that they prefer it come from the State

We also had many examples of conversations Navigators and advocates have with consumers every day

- Choosing plans:
  - "What kind of cost-sharing makes sense for my situation?
  - How can I be sure my doctors are in-network?"
- Finding a doctor:
  - "Which doctors near me are open on the weekend?
  - Which are the best at treating my condition?
- Comparison shopping for hospitals and facilities:
  - "Which are safest?
  - Which charge the lowest prices?"

But the Honest Health tool let us do a much better evaluation of transparency in New York

- The criteria was a big step forward – gave advocates a much more in-depth understanding of what was possible and what already exists



Site	site URL	P 061 Pd from Claims	P 062 Pd Clm Patient Carr	P 063 Pd Clm by Provider
New York State Physician Profile (NY Department of Health)	http://www.nydoctorprofile.com/welcome.jsp	F	F	F
Cardiac Surgery & Angioplasty Outcomes Reports(NY State Dept. of Health)	https://www.health.ny.gov/statistics/diseases/cardiovascular/	F	F	F

Physician | Hospital | Prescription Drugs | Insurance

CSS talked the State through each of the Honest Health categories

New York's insurance tool: New York State of Health

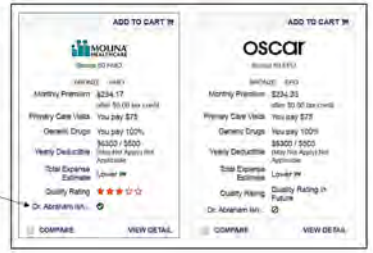
Best Practices:
- Easy to compare monthly costs
- Uses simple icons

Room for Improvement:
- No cost calculator that can support decision-making
- Provider directory not integrated into comparison tool
- Explanations of quality measures are not very detailed

California's insurance tool: Covered California

Best Practices:
- Gives recommendations based on your expected use (ex. number of visits or prescriptions a year)
- Search is easy
- Includes quality info using simple icons
- Comparison tool integrates provider directory

Room for Improvement:
- Quality only available after plan has been available for two years
- Quality info not detailed



https://www.coveredca.com

www.cssny.org

Minnesota's insurance tool: MNSure

Best Practices:
- Clear estimated costs
- Recommendations based on your expected use (ex. number of visits or prescriptions a year)
- Specific drug coverage info

Room for Improvement:
- Comparison tool does not integrate provider network
- Quality measure explanations are several screens away

https://www.mnsure.org

www.cssny.org

Our final recommendations:

1. Increase consumer engagement
    - Create a comprehensive, centralized decision support tool WITH consumers – develop and test drive prototypes WITH consumers before launch
    - Motivate other stakeholders to improve transparency of information when the State can't directly, for example mandating insurers to provider price information to members
    - Provide data to external stakeholders through open data

2. Obtain adequate funding to support these efforts and maintain transparency in how funding is used

3. Use claims data collected through the APD to add cost and quality features to consumer tools

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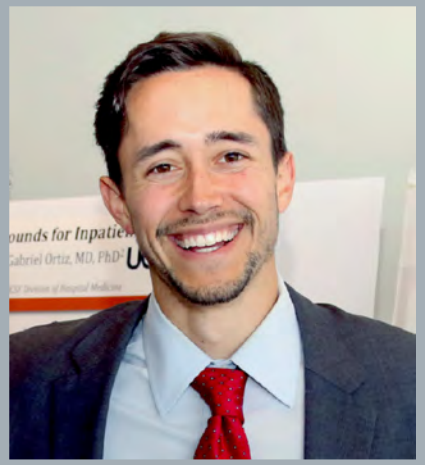

Emilio Galan

Chief Executive Officer, Honest Health

Cliff Rayman

Chief Technology Officer, Honest Health

Consumers **trust their state** to present reliable health care transparency information.[1]

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NYDOH has grant-funded two **pilots to prototype price and quality transparency tools** for consumers in part based on this work that will be tested by focus groups this coming year.

The pilots described in this presentation were supported by the Funding Opportunity Number PR-PRP-13-001 from the US Department of Health and Human Services, Centers for Medicare & Medical Services. The content of this report is solely the responsibility of the authors and does not necessarily represent the official views of HHS, HHS agencies, HRI/NYSDOH

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NY Health Nexus Prototype

A chat interface to help New Yorkers navigate existing resources and data.

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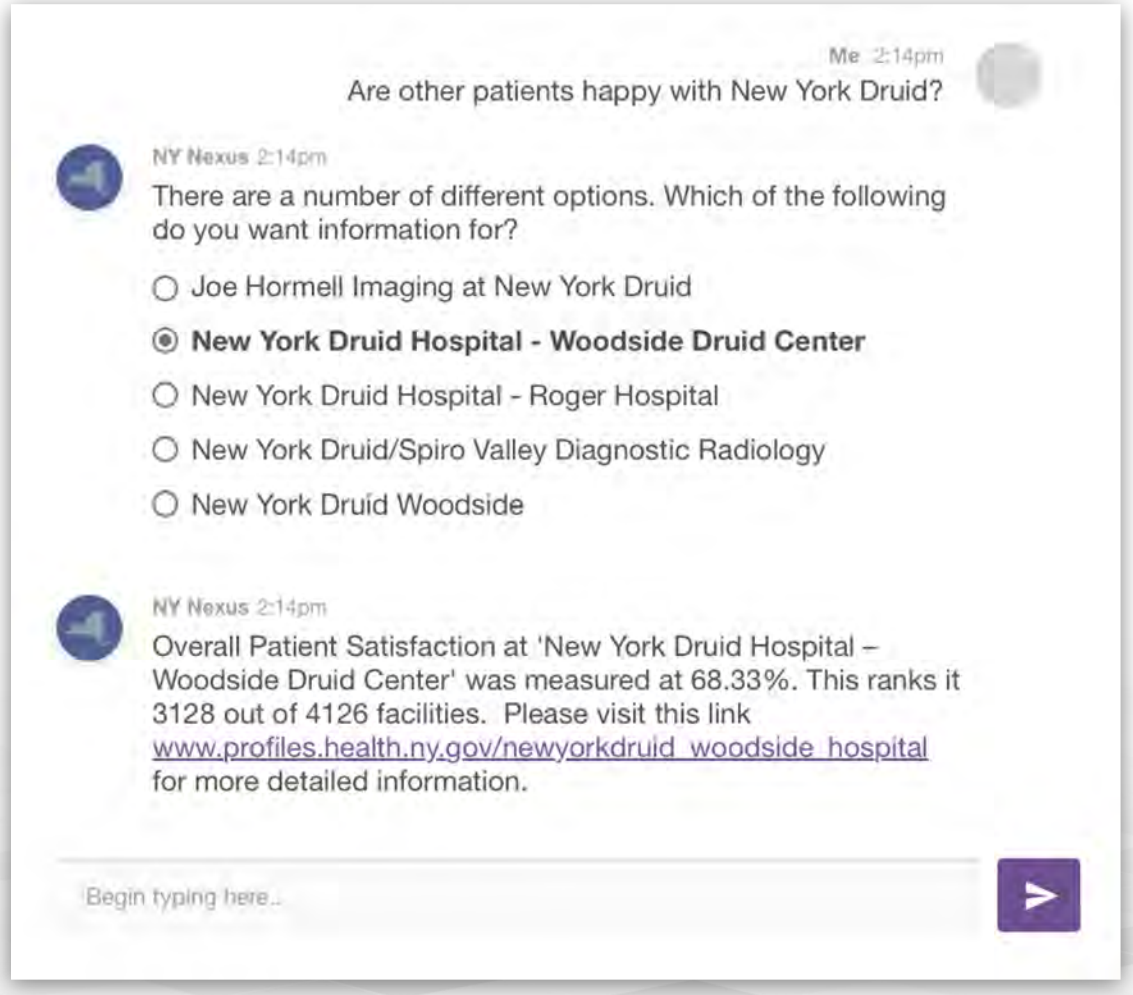
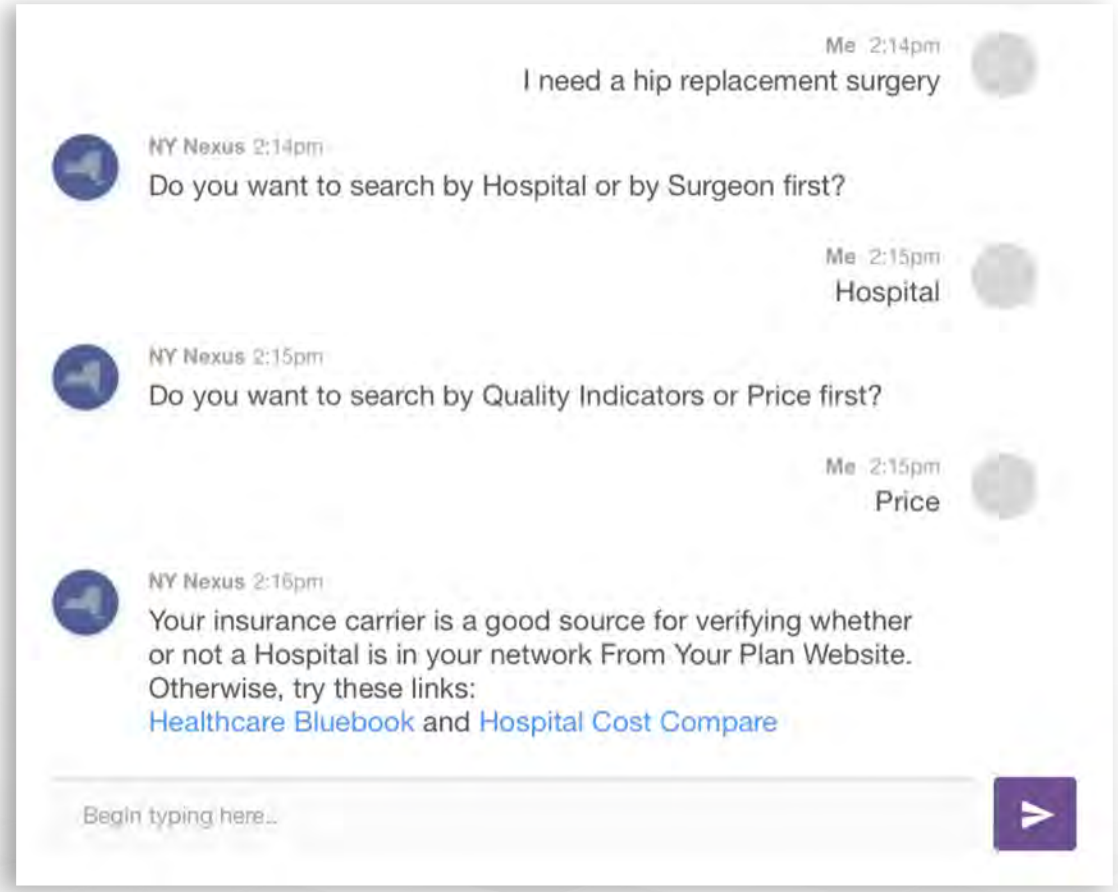
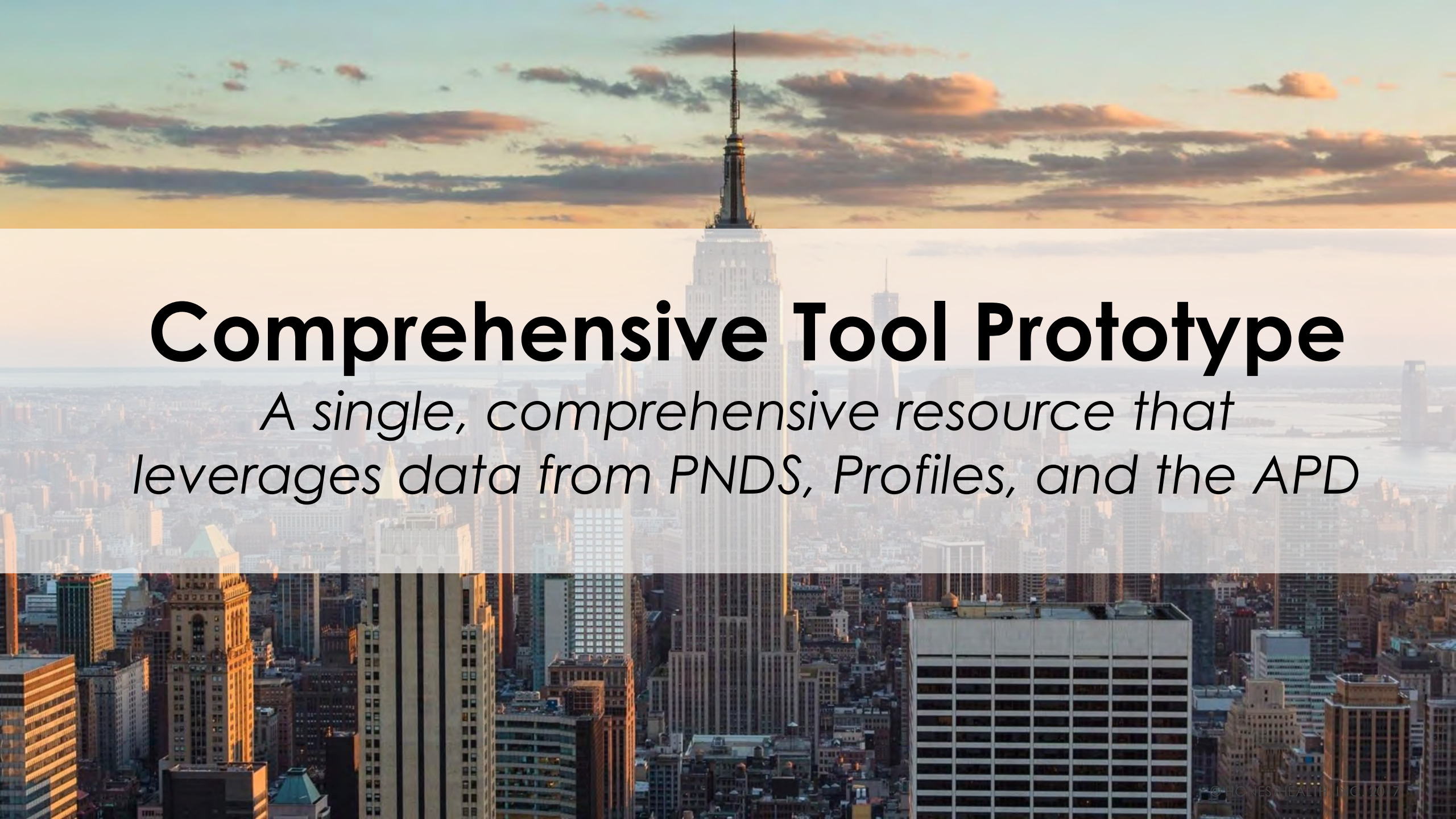
Background on Nexus

- NYSDOH wanted to allow NY residents to find all relevant healthcare websites easily and more quickly.
- HonestHealth built the Nexus prototype, which allows plain English language search queries to be entered, and chat with the user to clarify the query when needed.
- The tool can be embedded into different tools to allow easy searching regardless of starting place including
- One example includes: NYS Health Connector

Example Nexus Queries







Comprehensive Tool Prototype

A single, comprehensive resource that leverages data from PNDS, Profiles, and the APD

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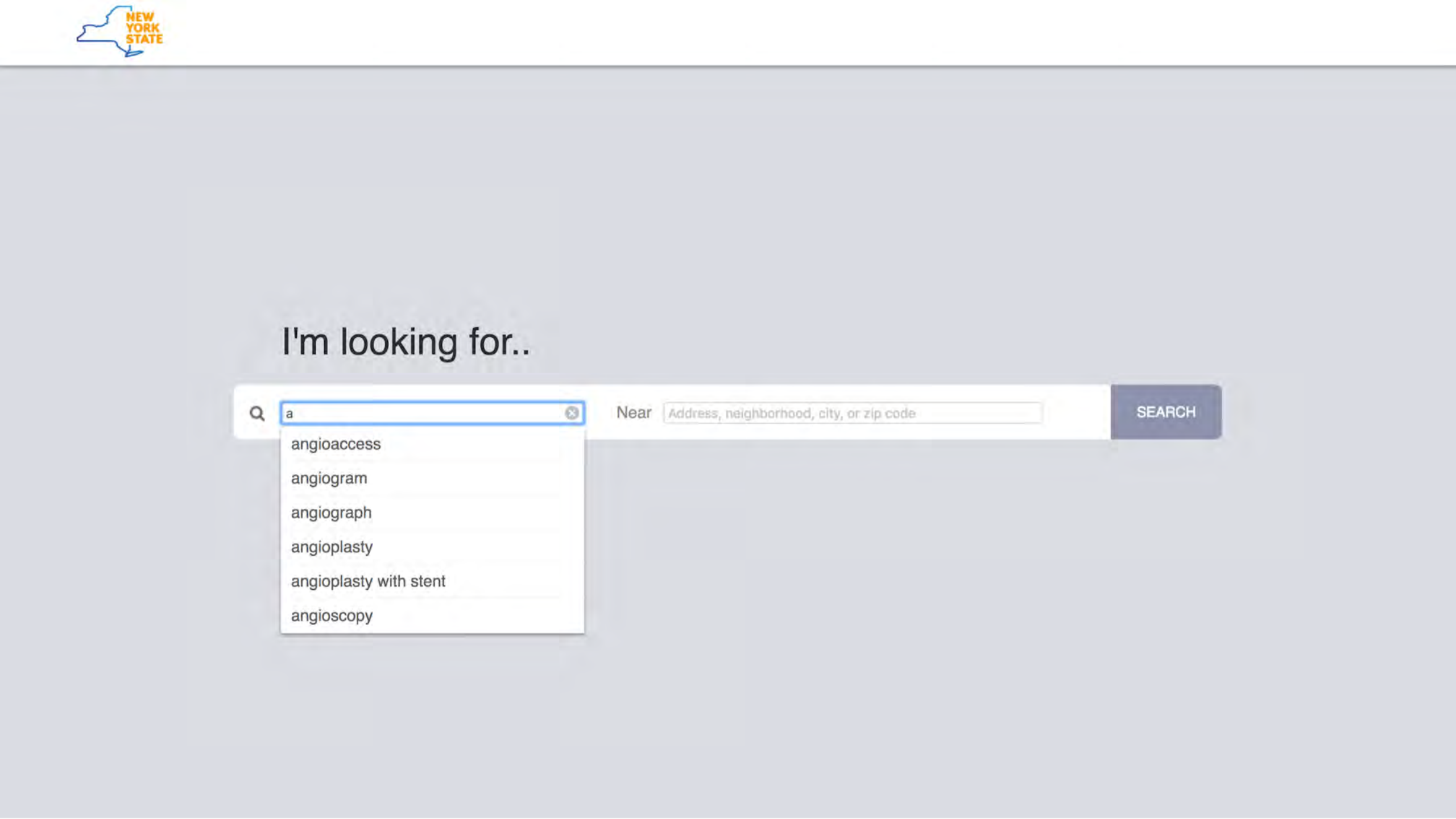

NEW YORK STATE
I'm looking for..
a
Near
Address, neighborhood, city, or zip code
SEARCH
angioaccess
angiogram
angiograph
angioplasty
angioplasty with stent
angioscopy

NEW YORK STATE

Angioplasty with Stent | Near | 1945 11th St Brooklyn, NY 11223 | ADD INSURANCE

Distance (mi) < 25 miles | Price Range $ $ $ $ | Quality | More Filters

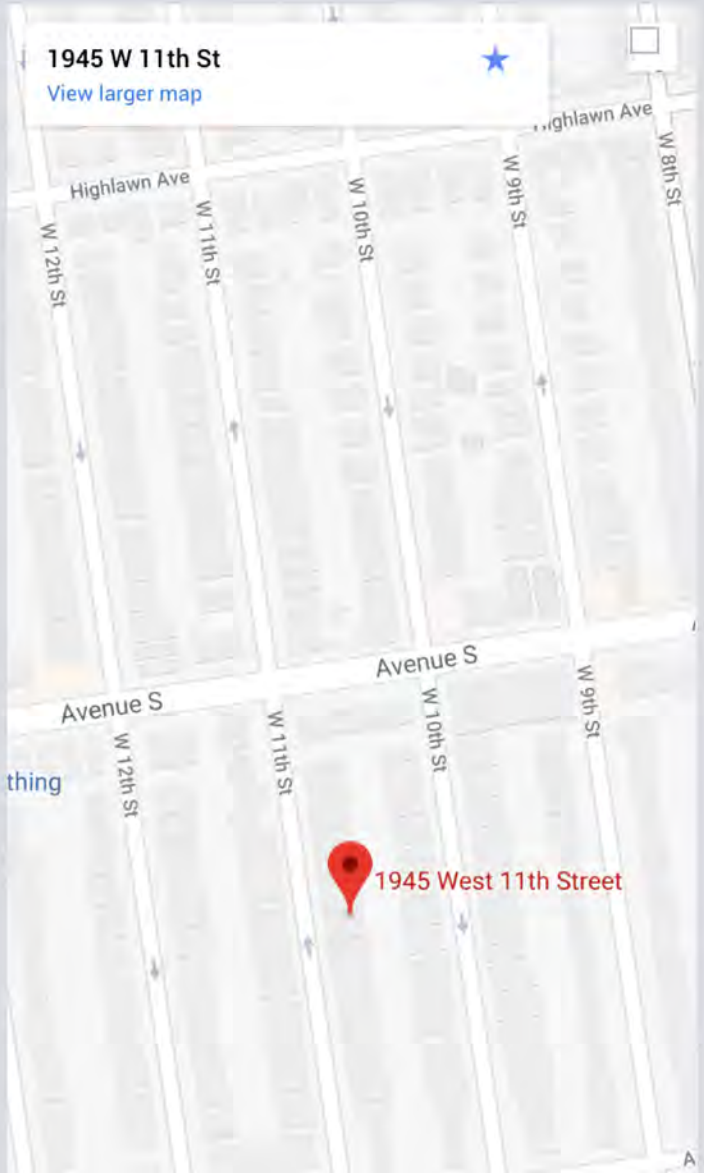
Low $10,000 - $12,000 $ **Medium** $12,000 - $16,000 $$ **High** $16,000 - $39,000 $$$ - $$$$ MORE DETAIL

Showing 4 results Sort By Default

Olympian Hospital
OH — Out of Network
HOSPITAL
1975 E 13th St,
Brooklyn, NY 11221 (.7 miles)
$$$ $16,566 3/5 COMPARE

Luthren Hospital
LH — Out of Network
HOSPITAL
719 Ocean View Ave.
Brooklyn, NY 11235 (2.4 miles)
$$ $15,845 4/5 COMPARE

Brookings Hospital
BH — Out of Network
HOSPITAL
7611 5th Ave,
Brooklyn, NY 11209 (3.4 miles)
$$$ $16,391 3/5 COMPARE



← Back to Hospital Results

Compare Hospitals

Out of Network	Out of Network	Out of Network
Olympian Hospital	**Brookings Hospital**	**Nantucket Hospital**
HOSPITAL	HOSPITAL	HOSPITAL
1975 E 13th St, Brooklyn, NY 11221 (.7 miles)	7611 5th Ave, Brooklyn, NY 11209 (3.4 miles)	790A Union St, Brooklyn, NY 11215 (6.4 miles)
View Full Detail	View Full Detail	View Full Detail
✓ Has an Emergency Room	✓ Has an Emergency Room	✗ No Emergency Room
You Pay $$$$ $16,566	You Pay $$$$ $16,391	You Pay $$$$ $17,484
Quality 3/5 ✓	Quality 3/5 ✓	Quality 3/5 ✓
Distance 22 min 8 min 22 min	Distance 30 min 16 min 30 min	Distance 47 min 27 min 47 min

Questions for our Speakers?

- Use the chat box or to unmute, press *6

- Please do not put us on hold!

Thank you!

- **Emilio Galan, Cliff Rayman, Leanne Candura, Melissa Hillmyer, Amanda Dunker**
- **Robert Wood Johnson Foundation**

Contact Lynn Quincy at **lynn.quincy@Altarum.org** or any member of the Hub staff with your follow-up questions.

Join us at our next webinar:

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Friday, Jan. 11, 2019

2:00-3:00 p.m. ET

Register now at: HealthcareValueHub.org/events