

# Can Consumers Organize for Delivery Reform?

The Massachusetts Campaign For  
Better Care

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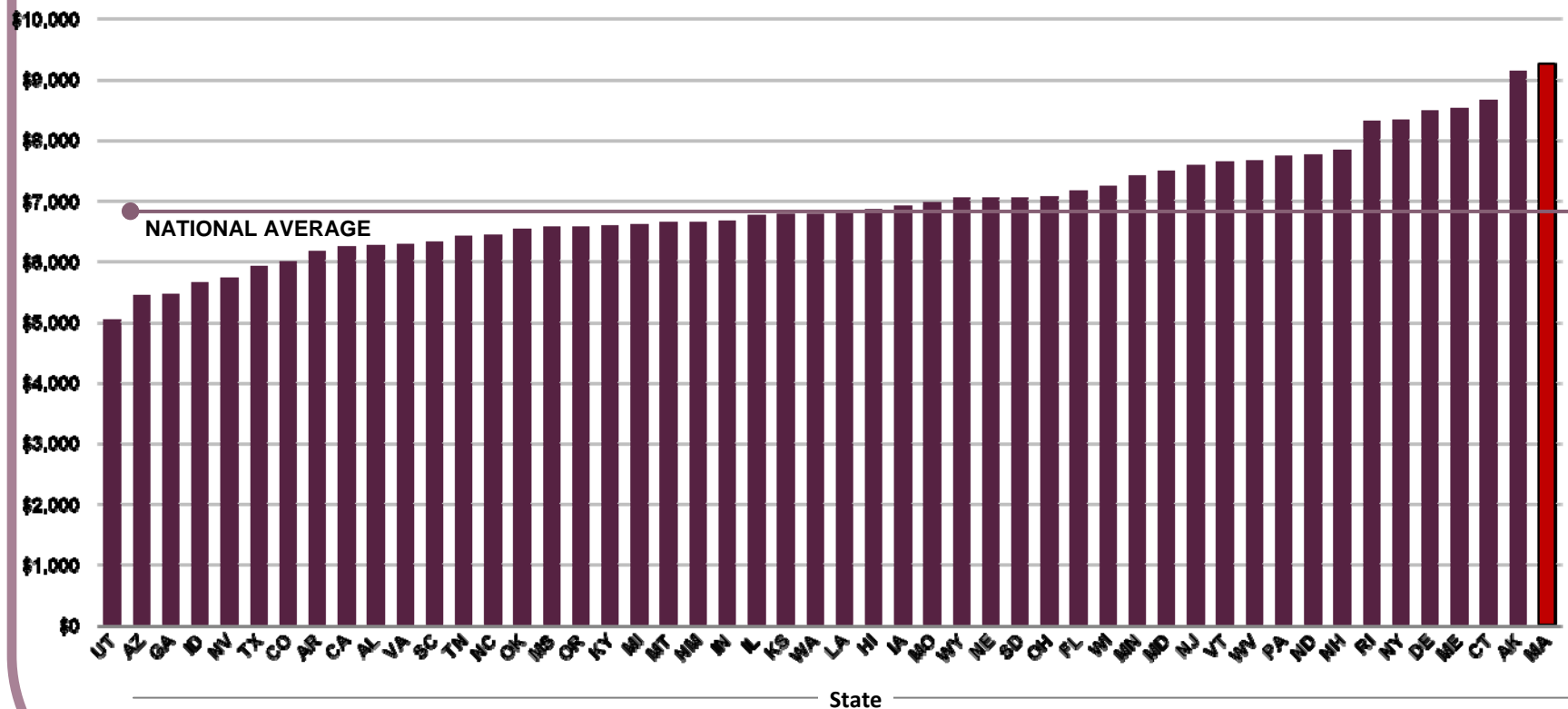
Health Care for

**all**



# Massachusetts Spends More on Health Care than Any Other State

PER CAPITA PERSONAL HEALTH CARE EXPENDITURES, 2009



NOTE: District of Columbia is not included.

SOURCE: Centers for Medicare & Medicaid Services, *Health Expenditures by State of Residence*, CMS, 2011.

# 2008: Cost / Quality Bill

“Special Commission on the Health Care Payment System”



Caring. Health You Can Afford.

Better  
*Care*

the campaign for Massachusetts



# Who Are Our Natural Allies?

## Access

- Hospitals
- Physicians
- Religious groups
- Seniors
- Low income

## Cost and Quality

- Insurers
- Business
- Religious groups
- Seniors
- Mental health
- Disabilities

# Better Care

the campaign for Massachusetts







My Health Care  
Coordinated

My Health Care  
Affordable

My Health Care  
Personalized

My Health Care  
Patient-Centered

My Health Care  
High Quality

My Health Care  
Accessible



# Our 10 Principles (1-5)

1. Patient-Centered Care
2. Protect Vulnerable Consumers
3. Consumer Voice
4. Patient Activation and Empowerment
5. Public & Community Health

## Our 10 Principles (6-10)

6. Shared Savings
7. Patient Choice & Accessibility
8. Consumer Protections
9. Transparency
10. Evaluation and Monitoring

# Our Dilemma:

How Do We Organize Consumers Around  
Delivery System Reform?

**“the average person looking  
at your fact sheet would not  
understand a single word”**

# Simplify Message (!)

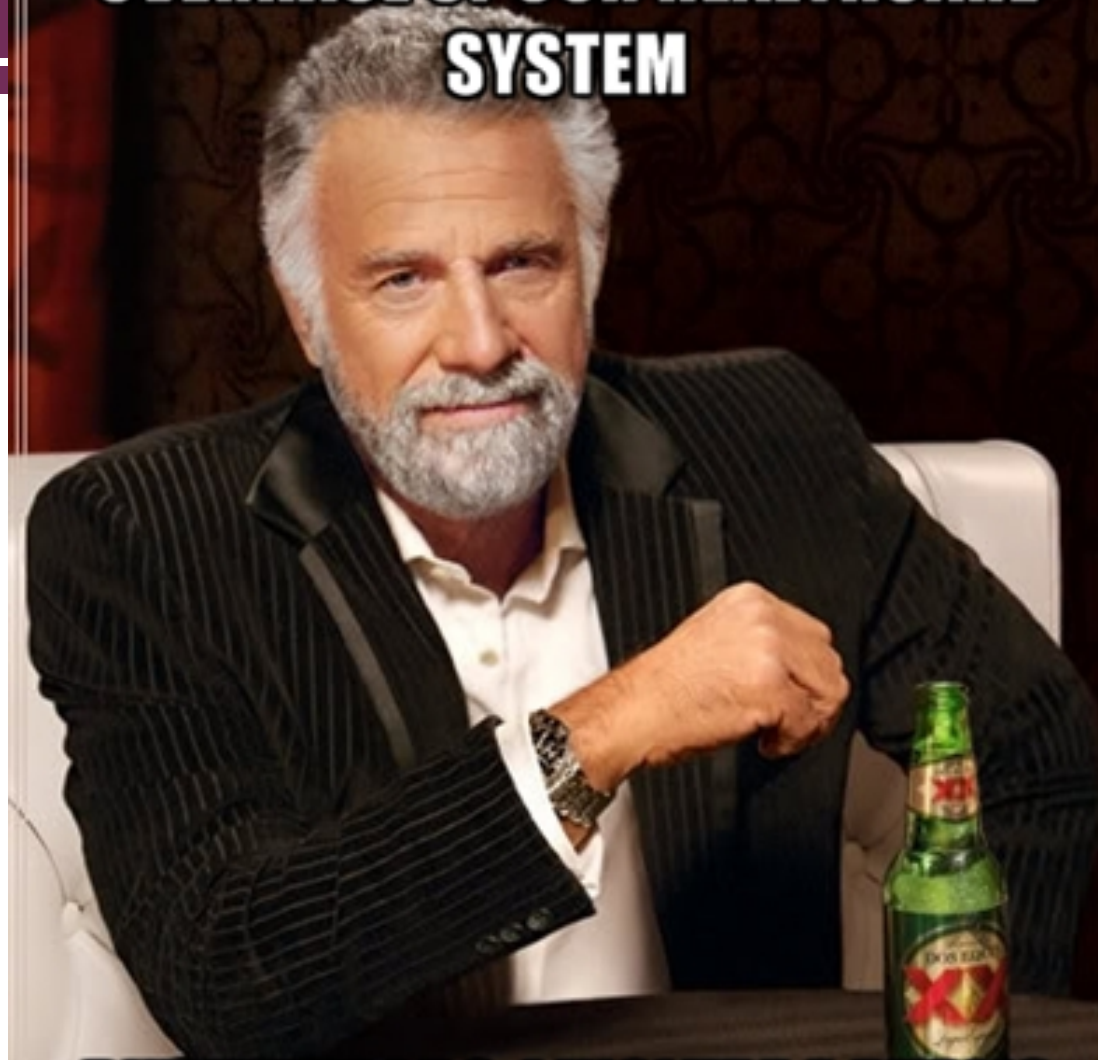


# Grassroots



PaymentReformMadeMeme.  
tumblr.com

**I DON'T ALWAYS PASS A MAJOR  
OVERHAUL OF OUR HEALTHCARE  
SYSTEM**



**BUT WHEN I DO, I INCLUDE A PUBLIC  
HEALTH TRUST**



**CLEAR EYES  
FULL HEARTS**

**CAN'T KEEP PAYING  
FOR POOR HEALTH  
OUTCOMES**



# WONKBLOG

by Ezra Klein



(Payment Reform Made Meme)

Attention, wonks: We may have stumbled onto the world's wonkiest Tumblr.

# New Fact Sheets

## What Makes Better Care? 10 Essential Elements for Payment Reform Legislation



**1. Patient-Centered Care** | Payment reform legislation should align incentives so that patients are at the center of our health care system. The payment system should support teams that can deliver culturally-competent, coordinated preventive and primary care that focuses on the patient's physical and behavioral health.

2. Protection of Vulnerable Consumers
3. Consumer Voice
4. Patient Activation & Empowerment
5. Promotion of Public and Community Health
6. Shared Savings
7. Patient Choice and Accessibility
8. Consumer Protections
9. Transparency
10. Evaluation and Monitoring



- Require payment levels to be tied to patient outcomes.
- Payment should be reduced to providers with higher rates of potentially preventable events.
- Payment should reward those who deliver high quality, comprehensive care that keeps patients well.



# Chapter 224



# Now What?

- Implementation – way more complex
- Organizing led to new issues:
  - Copays and Deductibles
  - Limited and Tiered Networks

# Can *WE* Organize Consumers For Delivery Reform?

- Yes!
- Very challenging
- Focus on cost to you
  - quality of care issues hard
  - systemic issues very hard

*but not impossible*