

Measuring Quality of Care Indicators and the Possibilities Patients Have to Access Comparative Information on the Internet



Presented by Jugna Shah, MPH
President, Nimitt Consulting Inc.
Oslo, Norway
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A Question to Consider...

- Can hospitals be “motivated, inspired, forced, etc.” to provide high quality of care? If so, how?
 - Link payments directly to data reporting and quality measures (yesterday’s presentation)
 - Do NOT pay for poor care up front
 - Do NOT pay for poor outcomes at the end
 - Make outcomes data public and let the “market” work (today’s focus)

DRG Uses Have Evolved Over Time

Original use for financing, but today DRGs are being used for more and more both in and out of the U.S.

- Hospital clinical and financial decision-making
- Physician comparative statistics and provider profiling
- Quality of care comparisons at the hospital, local, state, and national level
- Benchmarking
- Development of “report cards” and other comparative level information for patients to use to make informed decisions

Medicare’s Quality of Care Vision and Goals

- **Vision:** **Patient-centered**, high quality care delivered efficiently.
- **Goals:**
 - Safety: where care doesn’t harm patients
 - Effectiveness: where care is evidence-based and **outcomes-driven** to better manage diseases and prevent complications from them
 - Smooth Transitions of Care: where care is well-coordinated across different providers and settings
 - **Transparency**: where information is used by patients and providers to guide decision-making and quality improvement efforts, respectively
 - Efficiency: where resources are used to maximize quality and minimize waste.
 - Eliminating Disparities: where quality care is reliably received regardless of geography, race, income, language, or diagnosis.
- Referenced from www.cms.hhs.gov report titled: “Roadmap for Quality Measurement in the Traditional Medicare Fee-for-Service Program”.

Current Medicare Quality Measure Environment

- Medicare tracks a number of quality related measures and makes some of them publicly available
 - Hospital inpatient and outpatient; about 60 measures
 - Physician Quality Reporting Initiative– about 153 measures
 - Nursing Home – about 19 measures
 - Home Health – about 12 measures
 - Dialysis (End Stage Renal Disease, or ESRD) – about 22 measures

Transparency in the Medicare Program Through Publicly Available Comparative Data

- Hospital Compare is a consumer-oriented, user-friendly website, released in 2005; Created by Medicare in association with the Hospital Quality Alliance (HQA), which consists of organizations that represent consumers, hospitals, doctors, employers, accrediting organizations, and Federal agencies.
- As of March 2008, Medicare began posting cost information in addition to quality metrics on Hospital Compare
- Hospital Compare information is updated quarterly and can be downloaded at: www.HospitalCompare.hhs.gov
 - <http://www.hospitalcompare.hhs.gov/Hospital/Search/Welcome.asp?version=default&browser=Firefox|3|WinXP&language=English&defaultstatus=0&MBPProviderID=&TargetPage=&ComingFromMBP=&CookiesEnabledStatus=&TID=&StateAbbr=&ZIP=&State=&pagelist=Home>

27 Measures of Inpatient Care Made Transparent on the Hospital Compare Website

- Hospital Compare reports on 27 measures of hospital quality of care in the areas of heart attack, heart failure, pneumonia, and the prevention of surgical infections.
 - 24 clinical processes of care and 3 clinical outcomes measures
 - 10 patient experience of care topics are covered
 - New patient survey information on patient experience of care also available now
- Consumers now have access to the information they need to make effective decisions about the quality and value of health care available to them through local hospitals
- Indirect financial and non-financial incentives being created through public reporting and transparency – the market at work!

Using the Hospital Compare Website

U.S. Department of Health & Human Services

HHS.gov

Hospital Quality Compare - A quality tool provided by Medicare

Find and Compare Hospitals

Welcome to Hospital Compare. In this tool you will find information on how well hospitals care for patients with certain [medical conditions or surgical procedures](#), and results from a survey of patients about the quality of care they received during a recent hospital stay. This information will help you compare the quality of care hospitals provide. Talk to your doctor about this information to help you, your family and your friends make your best hospital care decisions.

Hospital Compare was created through the efforts of the Centers for Medicare & Medicaid Services (CMS), the Department of Health and Human Services, and other members of the [Hospital Quality Alliance: Improving Care Through Information \(HQA\)](#). The information on this website comes from hospitals that have agreed to submit quality information for Hospital Compare to make public.

Find and Compare Hospitals

Hospital Quality Compare - A quality tool provided by Medicare [Hospital Compare Home](#)
[Medicare.gov](#)

Step 1: Enter Search Criteria

Read: Choose one option and enter your search criteria. Then fill in the required fields for your selection. After you enter your search criteria, click on "Continue" to proceed with your search.

Choose one option and enter your search criteria

- Find a hospital by entering some or all of the **Hospital Name**
- Find a hospital within a certain distance of a **ZIP Code**
- Find a hospital within a certain distance of a **City**
- Find a hospital within a **State / Territory**
- Find a hospital within a **County**

Hospital Quality Compare - A quality tool provided by Medicare [Hospital Compare Home](#)
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Choose one option and enter your search criteria

- Find a hospital by entering some or all of the **Hospital Name**
- Find a hospital within a certain distance of a **ZIP Code**
Please enter a ZIP code and select the maximum distance from that ZIP code that you want to search:
ZIP Code: [ZIP Code Locator](#)
Distance:
- Find a hospital within a certain distance of a **City**
- Find a hospital within a **State / Territory**

Go online and Test the Hospital Compare Site

Hospital Quality Compare - A quality tool provided by Medicare [Hospital Compare Home](#)

[Back to Enter Search Criteria](#) [Medicare.gov](#)

Step 2: Choose a Search Option

Search for hospital information in your area or across the nation.

- » The **general search** provides information on: Hospital Process of Care Measures; Hospital Outcome of Care Measures; and Survey of Patients' Hospital Experiences.

You can also search by a specific medical condition or surgical procedure.

- » The **specific medical condition or surgical procedure search** provides information on: Hospital Process of Care Measures, Hospital Outcome of Care Measures and Cardiac Surgery Registry, where applicable; Survey of Patients' Hospital Experiences and Medicare Payment and Volume. [View List of All Medical Conditions and Surgical Procedures](#)

Choose your search options then click 'Continue'

Choose one of the following options:

- General Search
- Medical Condition Search
- Surgical Procedure Search

Choose your search options then click 'Continue'

Choose one of the following options:

- General Search
- Medical Condition Search
- Surgical Procedure Search**

Choose one of the following body parts:

- Heart and Blood Vessels
- Abdominal
- Neck, Back and Extremities (Arms and Legs)**
- Bladder, Kidney and Prostate
- Female Reproductive

Choose one of the surgical procedures:

- Spinal Fusion (cervical)
- Spinal Fusion (not cervical)
- Back and Neck Surgery (no fusion)
- Arm and Shoulder Surgery
- Major Surgery (more than one joint - hip, knee, ankle)
- Major Joint Replacement/Reattachment Surgery (e.g., hip, knee)**
- Joint (hip, knee) Revision Surgery
- Muscle and Bone Biopsy
- Other Bone and Muscle Surgery

General Information		Quality Information			Major joint replacement or reattachment of lower extremity w/o MCC [MS-DRG 470]	
Name, Address, Telephone, Type of Hospital and Distance	Provides Emergency Services	Hospital Process of Care Measures <small>What is This?</small>	Hospital Outcome of Care Measures <small>What is This?</small>	Survey of Patients' Hospital Experiences ^a <small>What is This?</small>	Median Medicare Payment to Hospital <small>What is This?</small>	Number of Medicare Patients Treated ^c
<input type="checkbox"/> EMORY JOHNS CREEK HOSPITAL 8325 HOSPITAL PARKWAY JOHNS CREEK, GA 30097 (678) 474-7000 Distance: 1.51 miles Acute Care Mapping & Directions	Yes	Available	Not Available	Available	\$9,802	22 Medicare Patients
<input type="checkbox"/> NORTHSIDE HOSPITAL FORSYTH 1200 NORTHSIDE FORSYTH DRIVE CUMMING, GA 30041 (404) 851-8700 Distance: 11.37 miles Acute Care Mapping & Directions	Yes	Available	Not Available	Available	\$10,638	173 Medicare Patients
<input type="checkbox"/> NORTH FULTON REGIONAL HOSPITAL 3000 HOSPITAL BOULEVARD ROSWELL, GA 30076 (770) 751-2500 Distance: 11.94 miles Acute Care Mapping & Directions	Yes	Available	Not Available	Available	\$11,562	121 Medicare Patients
<input type="checkbox"/> GWINNETT MEDICAL CENTER 1000 MEDICAL CENTER BOULEVARD LAWRENCEVILLE, GA 30045 (678) 442-4310 Distance: 12.27 miles	Yes	Available	Not Available	Available	\$11,854	290 Medicare Patients

Hospital Process of Care Measure	UNITED STATES AVERAGE	GEORGIA AVERAGE	Percentage for NORTHSIDE HOSPITAL	Percentage for NORTHSIDE HOSPITAL FORSYTH	Percentage for SAINT JOSEPH'S HOSPITAL OF ATLANTA, INC
Percent of surgery patients who were given the right kind of antibiotic to help prevent infection	94%	94%	95% of 438 patients ²	98% of 293 patients ²	97% of 490 patients ²
Percent of surgery patients whose doctors ordered treatments to prevent blood clots after certain types of surgeries	87%	87%	96% of 451 patients ²	91% of 275 patients ²	98% of 252 patients ²
Percent of patients who got treatment at the right time (within 24 hours before or after their surgery) to help prevent blood clots after certain types of surgery	85%	85%	92% of 451 patients ²	87% of 275 patients ²	98% of 252 patients ²

If patients needed medicine for pain during their hospital stay, the survey asked how often their pain was well controlled. "Well controlled" means their pain was well controlled and that the hospital staff did everything they could to help patients with their pain.

	Pain was "always" well controlled	Pain was "usually" well controlled	Pain was "sometimes" or "never" well controlled		
Average For All Reporting Hospitals In The United States	68%	24%	8%		
Average For All Reporting Hospitals In Georgia	68%	24%	8%	Number of Completed Surveys [What is This?]	Survey Response Rate [What is This?]
NORTHSIDE HOSPITAL	71%	23%	6%	300 or More	35%
NORTHSIDE HOSPITAL FORSYTH	64%	28%	8%	300 or More	30%
SAINT JOSEPH'S HOSPITAL OF ATLANTA, INC	65%	27%	8%	300 or More	44%

	NORTHSIDE HOSPITAL ATLANTA, GA <i>Acute Care</i>	NORTHSIDE HOSPITAL FORSYTH CUMMING, GA <i>Acute Care</i>	SAINT JOSEPH'S HOSPITAL OF ATLANTA, INC ATLANTA, GA <i>Acute Care</i>
Median Medicare Payment	\$11,233	\$10,638	\$10,648
Number of Medicare Patients Treated	196 Medicare Patients	173 Medicare Patients	600 Medicare Patients
Major joint replacement or reattachment of lower extremity w MCC (MS-DRG 469)			
	NORTHSIDE HOSPITAL ATLANTA, GA <i>Acute Care</i>	NORTHSIDE HOSPITAL FORSYTH CUMMING, GA <i>Acute Care</i>	SAINT JOSEPH'S HOSPITAL OF ATLANTA, INC ATLANTA, GA <i>Acute Care</i>
Median Medicare Payment	\$13,372	\$14,274	\$14,289
Number of Medicare Patients Treated	12 Medicare Patients	17 Medicare Patients	26 Medicare Patients

Other Measures on the Hospital Compare Website

- For nursing home care, beneficiaries can compare 19 quality measures.
- In December 2008, Medicare released quality ratings for 15,800 nursing homes. Facilities were assigned star ratings from a low of one star to a high of five stars based on health inspection surveys, staffing information, and quality of care measures.
- In another transparency initiative, in 2008, Medicare posted the names of 52 poor performing nursing homes on its website.

<http://www.medicare.gov/NHCompare/home.asp>

Nursing Home Compare

[<< Back to Enter Search Criteria](#)

Step 2: Choose Nursing Home to Compare

Your Search Results	Five Star Quality Rating
<p>Your search resulted in 359 nursing homes available in Georgia.</p> <p>Select up to 3 Nursing Homes from the results table below and select the "Compare" button to compare your selections in more detail.</p> <p>These results are sorted by Nursing Home Name.</p>	<p>Nursing homes are rated overall and on health inspections, nursing home staffing and quality measures. More stars are better.</p> <p>Much Above Avg. ★★★★★</p> <p>Above Avg. ★★★★★</p> <p>Average ★★★</p> <p>Below Avg. ★★</p> <p>Much Below Avg. ★</p>

Nursing Home Name and General Information	Overall Rating	Health Inspections	Nursing Home Staffing	Quality Measures	Program Participation	Number of Certified Beds
	[What is this?]	[What is this?]	[What is this?]	[What is this?]		
<input type="checkbox"/> DELMAR GARDENS OF GWINNETT 3100 CLUB DRIVE LAWRENCEVILLE, GA 30044 (770) 923-3100 Distance: 5.39 miles Resident Council Mapping & Directions	★ 1 out of 5 stars	★★ 2 out of 5 stars	★ 1 out of 5 stars	★★★★ 4 out of 5 stars	Medicare and Medicaid	67
<input type="checkbox"/> HERITAGE HEALTHCARE OF LILBURN 788 INDIAN TRAIL ROAD LILBURN, GA 30047 (770) 923-2020 Distance: 6.82 miles Resident Council Mapping & Directions	★ 1 out of 5 stars	★★ 2 out of 5 stars	★ 1 out of 5 stars	★★★ 3 out of 5 stars	Medicare and Medicaid	152
<input type="checkbox"/> D SCOTT HUDGENS CENTER FOR SKILLED NURSING, THE 3500 ANNANDALE LANE SUWANEE, GA 30024 (770) 932-3472	★★★★★ 5 out of 5 stars	★★★★★ 5 out of 5 stars	★★★★ 4 out of 5 stars	★★★★★ 5 out of 5 stars	Medicare and Medicaid	16

Your Selected Nursing Homes			
	DELMAR GARDENS OF GWINNETT 3100 CLUB DRIVE LAWRENCEVILLE, GA 30044 (770) 923-3100 Mapping & Directions	HERITAGE HEALTHCARE OF LILBURN 788 INDIAN TRAIL ROAD LILBURN, GA 30047 (770) 923-2020 Mapping & Directions	D SCOTT HUDGENS CENTER FOR SKILLED NURSING, THE 3500 ANNANDALE LANE SUWANEE, GA 30024 (770) 932-3472 Mapping & Directions
Overall Rating	★ 1 out of 5 stars	★ 1 out of 5 stars	★★★★★ 5 out of 5 stars
<input type="button" value="+ Show Information"/> Health Inspections	★★ 2 out of 5 stars	★★ 2 out of 5 stars	★★★★★ 5 out of 5 stars
<input type="button" value="+ Show Information"/> Nursing Home Staffing	★ 1 out of 5 stars	★ 1 out of 5 stars	★★★★ 4 out of 5 stars
<input type="button" value="+ Show Information"/> Quality Measures	★★★★ 4 out of 5 stars	★★★ 3 out of 5 stars	★★★★★ 5 out of 5 stars
<input type="button" value="+ Show Information"/> Fire Safety Inspections	0 Fire Safety Deficiencies	1 Fire Safety Deficiencies	2 Fire Safety Deficiencies
	Click here to Show / Hide Fire Safety Inspection Measures		

Aligning Forces For Quality (AF4Q)

- A Robert Wood Johnson Foundation (RWJF) Initiative first launched in 2006 as an effort to help communities build health care systems where none existed.
- *AF4Q* believes that measuring and reporting on health care, if done right, can:
 - help providers improve their own ability to deliver quality care
 - help providers measure and publicly report their performance
 - help patients and consumers understand their vital role in recognizing and demanding high-quality care.
- AF4Q sets priorities but let's each community innovate to achieve results
 - Ex 1: Measurement and transparency in Minnesota

Aligning Forces For Quality (AF4Q)

- In the following 15 communities, AF4Q seeks to lift the quality of health and health care by teaming up with those who get care, give care and pay for care.

- Albuquerque, N.M., Cincinnati, Ohio, Cleveland, Ohio, Detroit, Michigan, Humboldt County, California, Kansas City, Missouri, **Maine**, Memphis, Tennessee, **Minnesota**, Puget Sound, Washington, South Central, Pennsylvania, West Michigan, Western New York, Willamette Valley, Oregon, and **Wisconsin**.



Measurement and Transparency: State Level Innovation in Minnesota

- Minnesota Community Measurement is a community-based nonprofit organization dedicated to improving the quality of health care in Minnesota and surrounding communities.
 - Collect health care performance data on clinics and publicly report results.
 - Provide information to consumers that they can use to make health care decisions.
 - Provide information to physicians so they can improve the care they deliver.
 - Provide information to policy makers, employers and others who are concerned with the quality and costs of health care.

Example of State Level Innovation: Transparency in Minnesota

- Minnesota HealthScores
Developed based on data provided by Minnesota health plans as well as data submitted directly by more than 300 medical clinics. Minnesota HealthScores is a community asset, used by medical groups and clinics to improve patient care, by employers and patients as vital information about the cost and quality of health care services, and by health plans for their pay-for-performance programs.
<http://www.mnhealthscores.org/?p=home>
- The D5 for Diabetes
The D5 is a set of five treatment goals that when achieved together represent the gold standard for managing diabetes. Reaching all five goals greatly reduces a patient's risk for the cardiovascular problems associated with diabetes. The D5 Web site is targeted to diabetes patients to encourage them to learn about the five goals and work with their health care team to achieve them. <http://www.thed5.org/>

MINNESOTA HealthScores
When Health Care Improves, Everyone Wins.

HOME ▾ LEARN MORE ▾ OUR REPORTS ▾ COST REPORTS ▾

MEDICAL GROUPS CLINICS HOSPITALS

Search by Name, City or Zip Code:

List All Hospitals

Category / Condition:

- Abdominal Aortic Aneurysm Repair
- Angioplasty Heart Surgery
- Blood Clots After Surgery
- Heart Bypass Surgery
- Hip Fracture Surgery
- Pressure Ulcer
- Surgery Complications
- Vaginal Delivery With Instrument
- Vaginal Delivery Without Instrument

All Hospitals

Sort By Name: City Zip

Children's Hospitals and Clinics of Minnesota	St. Paul	55102	view profile >
Gillette Children's Specialty Healthcare	St. Paul	55101	view profile >
Regions Hospital	St. Paul	55101	view profile >
St. Joseph's Hospital	St. Paul	55102	view profile >
United Hospital	St. Paul	55102	view profile >

St. Joseph's Hospital

Overview

<http://www.healtheast.org>
Main Phone: 651-232-3000

Simple Display

Condition	Numerator	Denominator	Risk Adjusted Rate (Risk Adjusted Confidence Interval)	Expected	Compared to Expected
Heart Bypass Surgery	6	156	0.039 (0.011 - 0.067)	0.034	Same
Blood Clots After Surgery	34	4456	0.009 (0.007 - 0.011)	0.004	Worse
Abdominal Aortic Aneurysm Repair	1	40	0.065 (0.000 - 0.189)	0.032	Same
Hip Fracture Surgery	0	128	0.000 (0.000 - 0.032)	0.024	Same
Angioplasty Heart Surgery	7	543	0.014 (0.005 - 0.023)	0.011	Same
Pressure Ulcer	22	3645	0.007 (0.005 - 0.009)	0.004	Worse

MN HealthScores

Cost Report Info:

Total health care costs are a product of the amount paid for a service and how many services are used. Here we show the payment amount for physician services, which includes how much a health plan pays for a procedure or office visit plus what the health plan tells the physician to collect as a copayment from the patient.

The amount you'll pay depends on the details of your health plan coverage. Please talk to member services at your health plan for specific details. The contact information is on your insurance card.

Vaginal delivery

Routine obstetric care with a vaginal delivery, including care before, during and after delivery

[read more >](#)

Hide Legend

What do these numbers mean?

Sample Medical Group	City	Zip	Average Cost
Sample Medical Group	Sampleville	55303	\$53.00

(click name for detailed profile)

MN HealthScores

Sort by Name			Sort by Cost		
Gundersen Lutheran	La Crosse	54601	\$3887		view profile >
Mayo Clinic	Rochester	55905	\$3821		view profile >
Park Nicollet Health Services	St. Louis Park	55426	\$3398		view profile >
Mayo Health System	Rochester	55905	\$3386		view profile >
Avera Health/Avera Tri-State	Sioux Falls	57108	\$3365		view profile >
Sanford Clinic	Sioux Falls	57117	\$3095		view profile >
St. Mary's/Duluth Clinic Health System	Duluth	55805	\$3056		view profile >
Western Wisconsin Medical Associates	Hudson	54016	\$3034		view profile >

The D5

- 1 CONTROL BLOOD PRESSURE
- 2 LOWER BAD CHOLESTEROL
- 3 MAINTAIN BLOOD SUGAR
- 4 BE TOBACCO-FREE
- 5 TAKE ASPIRIN DAILY

- People with diabetes can work together with their health care providers to manage the disease.
- Goals based on clinical guidelines developed by the Institute for Clinical Systems Improvement and the American Diabetes Association.
- D5 goals most critical for preventing dangerous cardiovascular complications associated.
- D5 focuses on the five goals that have the greatest health impact.
 - People who achieve the D5 greatly reduce their risk of heart attack, blood vessel damage and other cardiovascular diseases.
 - Patients achieving the D5 also experience fewer problems with their kidneys, eyes and nervous system.

BP
LESS THAN
130/80
mmHg

LDL
LESS THAN
100
mg/dl

A1c
LESS THAN
7%

✓
YES

✓
YES

the
D5

DIABETES SCORECARD

FIVE GOALS FOR LIVING WELL WITH DIABETES

Do you know all your D5 scores?
Fill out this card with your doctor and work together to achieve D5 success!

	GOALS	MY D5 SCORES
<p>1 CONTROL BLOOD PRESSURE High blood pressure makes your heart work too hard. It can cause heart attack, stroke, and kidney disease.</p>	BP less than 130/80 mmHg	<input type="text"/>
<p>2 LOWER BAD CHOLESTEROL LDL or "bad" cholesterol can build up and clog your blood vessels. It can cause heart attack or stroke. HDL or "good" cholesterol helps remove cholesterol from your blood vessels.</p>	LDL less than 100 mg/dl	<input type="text"/>
<p>3 MAINTAIN BLOOD SUGAR High blood glucose levels (too much sugar in your blood) can harm your heart, blood vessels, kidneys, feet, and eyes.</p>	A1c less than 7%	<input type="text"/>
<p>4 BE TOBACCO-FREE Smoking doubles your risk of heart disease. Both smoking and diabetes narrow blood vessels. Smoking can damage the blood vessels in your legs, increasing the risk of amputation.</p>	<input checked="" type="checkbox"/> YES	<input type="text"/>
<p>5 TAKE ASPIRIN DAILY (ages 40 and older) Taking aspirin every day can help reduce the risk of heart disease and stroke. Ask your doctor whether taking aspirin is right for you.</p>	<input checked="" type="checkbox"/> YES	<input type="text"/>

The D5 are recommended goals for patients with diabetes. Your goals may be different based on your individual needs. Talk to your doctor about the D5 goals that are right for you.

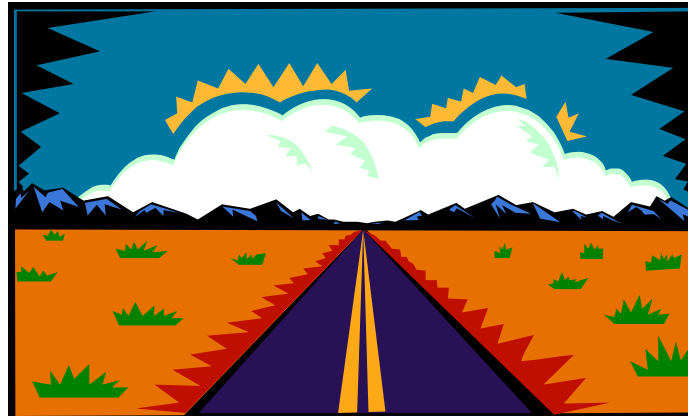
For more information about the D5, visit www.theD5.org

D5 Clinic Comparison Example

The following data is based on patients with type I or type II diabetes, aged 18-75, who were treated in clinics in and around Minnesota in 2008:

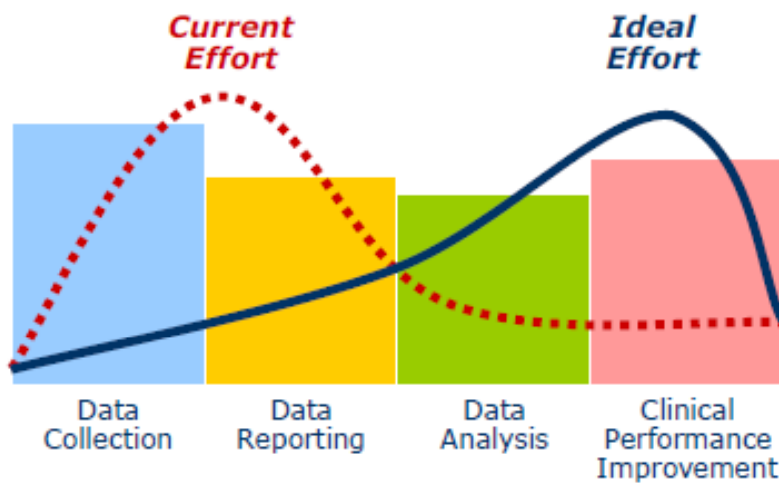
Clinic Name, Group, County, Location	Percentage of a clinic's patients who achieved the D5	Number of a clinic's patients who achieved the D5
Fairview Oxboro Clinic Group: Fairview Health Services, County: Hennepin 600 W 98th St Bloomington MN 55420	45.0%	546 of 1219 medical records reviewed
HealthPartners - Bloomington Group: HealthPartners Medical Group, County: Hennepin 8600 Nicollet Ave. Bloomington MN 55420	24.0%	136 of 574 medical records reviewed
Park Nicollet Clinic - Bloomington Group: Park Nicollet Health Services, County: Hennepin 5320 Hyland Greens Dr Bloomington MN 55437	18.0%	104 of 565 medical records reviewed
Bloomington Lake Clinic - Xerxes Group: Bloomington Lake Clinic, County: Hennepin 7901 Xerxes Ave S Bloomington MN 55431	13.0%	44 of 352 medical records reviewed
Aspen Medical Group - Bloomington Group: Aspen Medical Group, County: Hennepin 7920 Cedar Ave. S. Bloomington MN 55425	11.0%	5 of 45 medical records reviewed

The Road Ahead: Transparency and Patient Driven Healthcare



What's Changed?

Recognition that we need to move from data collection to improved outcomes!



- *From: Envisioning the Roadmap for Hospital Quality Reporting, A report by Booz Allen Hamilton for the AHA, FAH, and AAMC, June 2006*

Can Patients Drive Change?

- They already are by being armed with more information when they interact with healthcare providers
- Patients are online, looking for information on the cost and quality of healthcare services...even the Medicare population (primarily over 65)
- Social marketing efforts, like Facebook and Twitter have a large following including the Medicare eligible population

Summary

- Transparency is at the heart of many of the healthcare initiatives and reforms underway in the U.S.
- Placing patients in the center of reform efforts is key
- U.S. Federal government initiatives related to health information technology and the electronic health record can help facilitate patients having even more information and power over their own healthcare services
- Data is information and information is power but it has to be used carefully

Website References on Quality of Care Initiative Underway in the U.S.

- Hospital Quality Alliance;
www.hospitalqualityalliance.org/hospitalqualityalliance/resources/resources_page.html
- CMS: www.cms.hhs.gov
- Stand for Quality: <http://www.standforquality.org/>
- National Priorities Partnership: www.nationalprioritiespartnership.org
- Minnesota Community Measurement :
http://www.mncm.org/site/?page=our_work&view=3
- Robert Wood Johnson Foundation Aligning Forces for Quality:
<http://www.rwjf.org/qualityequality/af4q/about.jsp>

Thank You and Questions and Answers

Presented By:

Jugna Shah, MPH
President of Nimitt Consulting Inc.
2038 18th Street NW #403
Washington, DC 20009
Phone: 215-888-6037
Fax: 208-460-6613
E-mail: jugna@nimitt.com
Web: www.nimitt.com

