



Mini-Rotation on the Health Care System

Theme: Quality Measures and Perspectives

Topic: Public Reporting of Physician Performance

Faculty: Barbra Rabson, MPH, President and CEO, Massachusetts Health Quality Partners

Objectives:

By the end of this session, participants should be able to identify and describe:

- Provide a brief background on MHQP.
- Describe MHQP's experience with developing clinical and patient experience reports for physicians and the public.
- Describe stakeholder perspectives and decision points around key reporting issues.
- Present MHQP's joint public release with Consumer Reports.
- Describe national trends towards greater transparency.
- Discuss challenges.

Overview of the presentation (August 2015):

About Massachusetts Health Quality Partners (MHQP, <http://www.mhqp.org/>)

- History and mission
- Member of Network for Regional Healthcare Improvement (NRHI)

Measurement and public reporting (based on MHQP activities)

- Introductory descriptions of 1) clinical quality and 2) patient experience
- Reliable information to help 1) physicians improve quality of care and 2) consumers make informed decisions
- MHQP relationship with Consumer Reports

Collaborative process

- Involving physicians in measurement process
- Aggregating data across health plans
- Engaging members of a broad-based collaborative

Online reports (based on MHQP activities, <http://www.healthcarecompassma.org/>)

- Illustration of online tool to select and compared physician practices
- Online explanations for users

Survey instrument: patient experience

- Survey questions (e.g., whether their doctors listen to their needs and concerns; how hard or easy it is to get lab or other test results)

Consumer education via online reporting and materials

- Goal of improving the patient/clinician partnership
- "What to do" sections to help patients get most out of their care
- Importance of a good fit with your doctor
- Patient experience as important dimension in evaluating quality of care
- Practice improvement stories
- Outcomes from MHQP/Consumer Reports reader survey: patients' intent to change what they do or say in future visits
- Plain language brochures for consumers: working with doctors; coordinating their care; communicating with doctors; improving child's health

Changing landscape of online physician reporting (with screenshots)

- Proliferation of "transparency" companies reporting on cost only or cost and quality
- Commercial entities (e.g., HealthGrades)
- Non-profit regional health improvement collaboratives
- State mandates for transparency
- Focus on .making information more understandable to the public
- Center for Healthcare Transparency: national effort to increase availability of information on relative cost and quality of healthcare services
- Massachusetts requirements for transparency

Performance report elements: hospital detail

- Detail on patient experience and quality
- Quality sources: Leapfrog, CMS, AHRQ, NCQA, etc.
- Easy to understand quality content

Challenges

- Just like in other industries, consumers are expecting to be able to research and evaluate their health care decisions
- The market will serve this demand, and the public is much less demanding of scientific rigor in these comparisons than the physician community
- Maintaining accurate and timely information
- The question of who should pay for making the more reliable data available is an open one