

PATIENT EXPERIENCE REPORTING ON GETBETTERMAINE.ORG



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Communications Manager



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Maine Health Management Coalition | Maine Health Management Coalition-Foundation
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Overview / Outline

This presentation will cover:

- The purpose and history of the Maine Health Management Coalition's public reporting efforts
- An overview of the current GetBetterMaine website
- Upcoming metrics – including patient experience
- CG-CAHPS report dissemination
- Issues and challenges in reporting patient experience

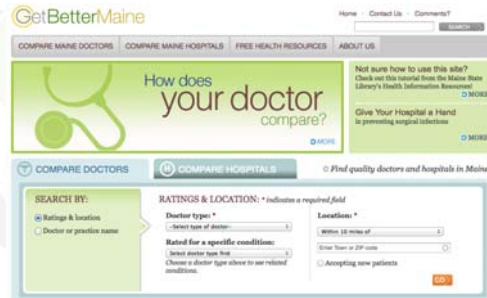
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Defining Our Purpose

GetBetterMaine.org serves 3 purposes...

- Support and Encourage consumers looking for high quality healthcare services
- Encourage physicians to report and improve
- Entice purchasers to use the information in their value-based purchasing strategies



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MHMC.info ~ 1998-2002

MHMC MAINE HEALTH MANAGEMENT COALITION
Bringing you healthcare information you can trust.

Names of 1998-1999 Physician Award Winners for Best Practice in Customer Satisfaction and Preventive Health

After viewing this list you may have questions about the study and how these doctors were rated. Below are links to the most common questions about this study. Click on them to get the answer:

- How did these doctors get on this list?
- What issues did the study evaluate?
- What questions did the study ask patients about their doctors?
- What did the study NOT measure?
- How many doctors participated?
- How many patients participated?
- What if my doctor is not on this list?
- How can I tell if I have a high quality doctor?

Best Maine Doctors

(This list is arranged geographically. Most of the doctors who qualified for the study were from Southern Maine. What if my doctor is not on this list?)

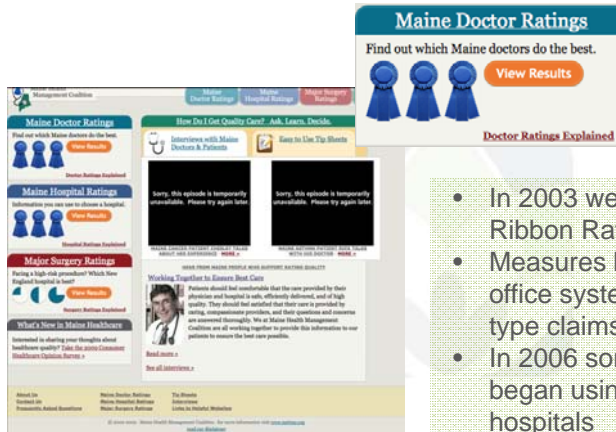
York County	Specialty	City
David A. Engler, MD	Obstetrics/Gyn	Blue
William A. Gifford, MD	Family Practice	Kittery
Mark F. O'Brien, MD	Family Practice	Kittery
Edward A. McElroy Jr., MD	Family Practice	Kittery
Frederick W. Thibault, MD	Family Practice	Kittery
Reginald B. Bennett, MD	Pediatrics	York
Richard P. Lempert, MD	Pediatrics	York
Sancti Spiritus Area	Specialty	City
William D. Lee, MD	Internal Medicine	Bridgton
Conner M. Brown, MD	Pediatrics	Bridgton
Wanda L. Boudreau, MD	Pediatrics	Bridgton
David M. Markowitz, MD	Pediatrics	Bridgton
Donald A. Rogers, MD	Pediatrics	Bridgton
Marshall A. Farnsworth Jr., MD	Family Practice	Bridgton
Portland Area	Specialty	City
Leslie W. Trapp, MD	Family Practice	Bass
Linda F. Barham, MD	Family Practice	Portland
Lauren P. Johnson, MD	Family Practice	Portland

- Started reporting on PCPs and Hospitals in 1998
- Ratings were based on a CAHPS-like survey administered by HealthSource
- Designed to "Help Maine employees and their families learn how to take charge of their health and get the best care"

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MHMC.info ~ 2003-2009

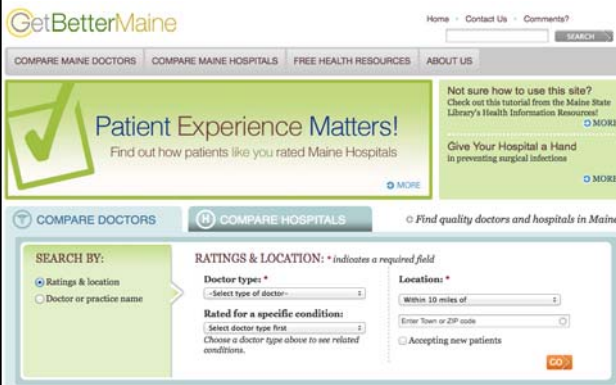


- In 2003 we switched to Blue Ribbon Ratings and pie charts
- Measures based on 'home grown' office systems survey and HEDIS type claims reporting
- In 2006 some large plan sponsors began using ratings to tier hospitals
- In 2007 they began to tier primary care providers

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GetBetterMaine.org ~ 2010-present



- With financial support from RWJF and technical assistance from AIR, we built and consumer tested GetBetterMaine.org
- The site included Primary Care, Pediatric, Orthopedic, Cardiology, and Hospital Ratings

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GetBetterMaine.org

The screenshot shows the GetBetterMaine.org website. On the left, there's a search bar with options to compare doctors or hospitals. A red arrow points from the search results to a list of practices on the right. The list includes:

- Portland Community Health Center
- Martin's Point Health Care - Portland
- Heidi M. Larson MD
- Interleaf Internal Medicine - Marginal Way

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GetBetterMaine.org

The screenshot shows the 'Compare Practice Ratings' section of the GetBetterMaine.org website. It displays a table comparing four practices across various categories. A callout box highlights the rating system: Best, Better, Good.

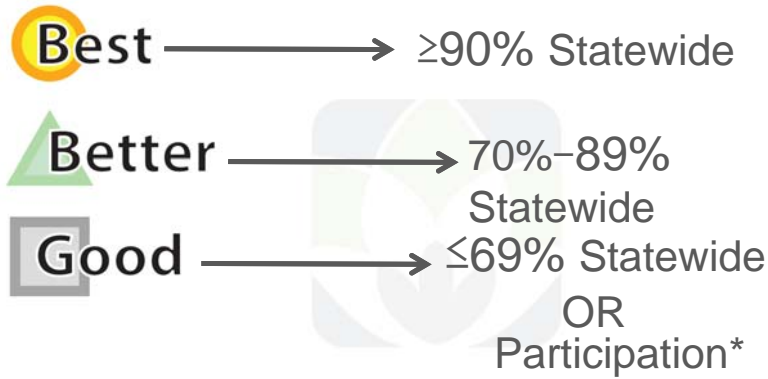
Practice	Diabetes Care	Heart Disease Care	Hypertension Care	Safe	Effective
Portland Community Health Center	Unable To Determine	Unable To Determine	Unable To Determine	Best	Best
Martin's Point Health Care - Portland	Unable To Determine	Unable To Determine	Unable To Determine	Best	Best
Heidi M. Larson MD	Unable To Determine	Unable To Determine	Unable To Determine	Best	Best
Interleaf Internal Medicine - Marginal Way	Unable To Determine	Unable To Determine	Unable To Determine	Best	Best

- Switched to a Low, Good, Better, Best rating system
- Currently report on outcome (Effective) and process (Safe) measures
- All 'effective' and 'safe' ratings are based on nationally accepted BTE or NCQA recognitions

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Proposed CG-CAHPS Benchmarks



*Starting July 2015, less than 50% will be Low

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Communicating Benchmarks

Patient Experience What patients say about this practice					
Overall Patient Experience	Ratings required	Best	Good	Better	Not Enough Data
Access to Care	Ratings required	Best	Good		
Communication with Doctors	Ratings required	Best	Good		
Helpful and Courteous Staff	Ratings required	Best	Good		
Overall Doctor Rating	Ratings required	Better	Good		

Practice ratings in this category are based on statewide benchmarks. Ratings are assigned as follows:

Good - This practice participated in the State of Maine's patient experience survey program, which indicates their commitment to measuring and improving their patient's experience of care.

Better - Based on patient survey results, this practice scored higher than 70%, but lower than the top 10% of practices in Maine.

Best - Based on patient survey results, this practice scored in the top 10% of practices in Maine.

For more information on how we developed our ratings, check out our [Practice Rating Methodology](#)

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Future GBM Rating Page

GetBetterMaine

Home - Contact Us - Comments?

COMPARE MAINE DOCTORS | COMPARE MAINE HOSPITALS | FREE HEALTH RESOURCES | ABOUT US

Compare Practice Ratings

Best how your selected Practices compare for Quality ratings:

APC - Advanced Primary Care

Adult Care ratings for your selected practices (Last updated on Mon, 03/18/2013 - 10:01)

	Uses treatments proven to get results	Uses tools to prevent medical errors	Patient survey results	Makes referrals to high quality hospitals
Shady Grove Healthcare Portland, ME > See Rating Detail and Practice Info	Best	Best	Best	yes
Trout Brook Primary Care Westbrook, ME > See Rating Detail and Practice Info	Best	Better	Better	no
Crystal Lake Primary Care Portland, ME > See Rating Detail and Practice Info	Better	Best	Better	no
Two Rivers Healthcare Scarborough, ME > See Rating Detail and Practice Info	Best	Best	Average	yes

Would you like us to ask your doctor or hospital to report? Do you have any comments about the information on our website?

- Moving to composites based on outcomes, safety, patient experience and cost/utilization
- Lowers cognitive burden
- Allows for consistency in ratings over time

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Outcomes Drilldown

Compare Practice Ratings

Uses treatments proven to be effective

Uses tools to prevent medical errors

Patient Survey Results

Practice Info

Shady Grove Healthcare - Uses treatments proven to be effective

Overall Score

Best

These condition ratings show how well your doctor provides the care that experts recommend:

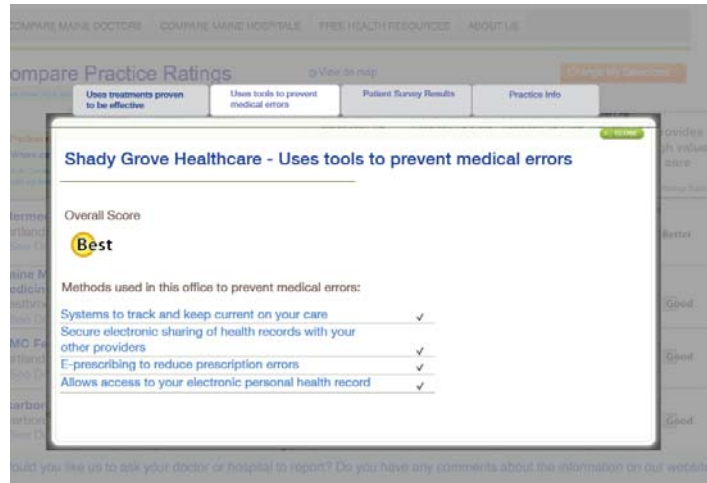
Coronary Artery Disease Care	Best	ratings explained
Congestive Heart Failure Care	Best	ratings explained
Chronic Obstructive Pulmonary Disease Care	Average	ratings explained
Depression Care	Better	ratings explained
Diabetes Care	Best	ratings explained
Heart Disease Care	Best	ratings explained
Hypertension Care	Did Not Report	ratings explained
Lung Disease Care	Best	ratings explained
Spine Care	Below	ratings explained

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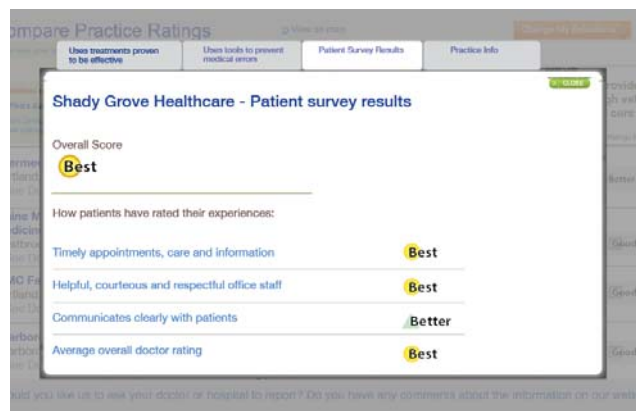
Safety Drilldown



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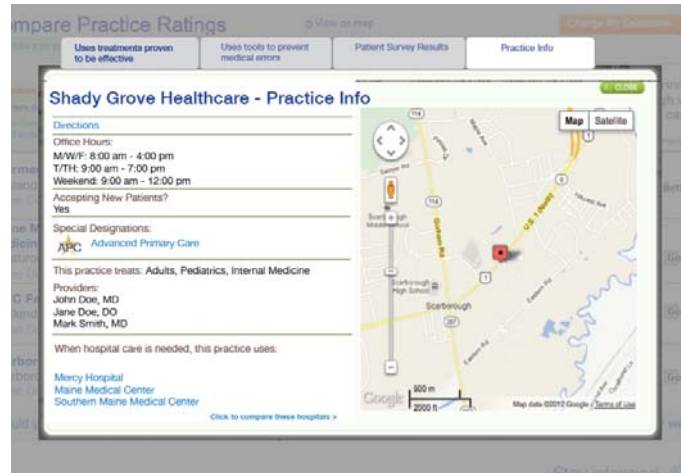
Patient Experience Drill Down



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Practice Info Drilldown



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Report Dissemination

- Working with employers/plan sponsors to promote the new ratings
- Working with Area Agencies on Aging, AARP, Consumer Reports, and other consumer organizations to encourage use of the site
- Press releases to local media outlets
- Targeted advertising with Google Adwords
- Social Media
- Newsletters

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Obtaining Future Data

- Going forward, practices will be encouraged to continue measuring patient experience using CAHPS surveys
- Results will be reported to the National CAHPS database by the practice's survey vendor
- Data Use Agreements have been put in place to allow for data feeds on specified Maine practices to be sent directly to the Coalition
- Direct feeds create an easier pathway for reporting for both the practices and the Coalition

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Issues and Challenges

Inexperience with CAHPS Vendors

- No hospital support or pre-existing arrangements with vendors
- Lack of knowledge regarding survey process
- Lack of funds to support hiring a survey vendor.

How do we rate practices that did not participate in the survey?

- 'Did Not Report' has a negative connotation for consumers
- Nothing pejorative will be used in the first year
- Blank spots make our website seem broken/unhelpful, but we are using them for the first year

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Issues and Challenges (con't)

Word Icons vs. Percentages for drilldown scores

- Which is more consumer friendly?
- Which does the PTE Steering Committee prefer (multi-stakeholder process)

Sustainability

- Will state funding exist for another round of surveys?
- Will we accept non-CAHPS surveys going forward?

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Key Take-Aways for AF4Q/CVEs

Start Small

- We began our patient experience initiative with three pilot practices.
- The pilot program gave us insight into how we would report Patient Experience, and what sorts of challenges we might face going into the larger program

Results Will Vary

- In Maine the scores were lower than we expected
- We were forced to create our own cut-points for ratings based on state specific data

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Key Take-Aways for AF4Q/CVEs

Communicate, Communicate, Communicate

- Unlike hospitals, who have been reporting on Patient Experience for years, practices may be unfamiliar with patient surveying tools and vendors
- If financial assistance exists, make sure practices know about it. Many cannot afford to conduct surveys themselves
- Set clear guidelines on how the information will be used and reported on. Communicate with stakeholders to reach consensus on what the fairest way to report is

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