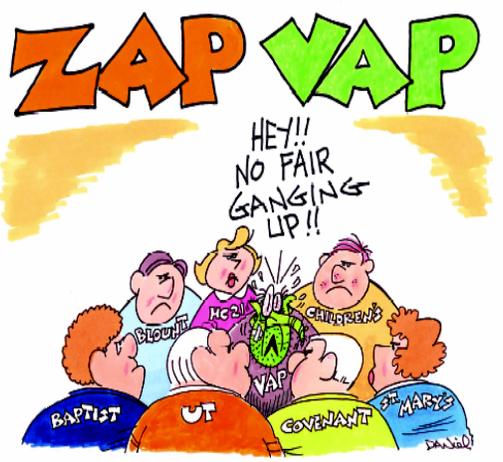


# Measuring Quality

- Health Plans
  - TN Health Plan Performance Report
- Hospitals
  - Consumer Guide for Hospital Care
  - Knoxville Area Study Group
- Physicians
  - Data Cooperative
    - Community problems
    - Outliers
    - Benefit design

# Knoxville Area Study Group



**ZAP VAP**

HEY!! NO FAIR GANGING UP!!

**Ventilator Associated Pneumonia:**

**Getting Zapped by Your Local Hospitals!**

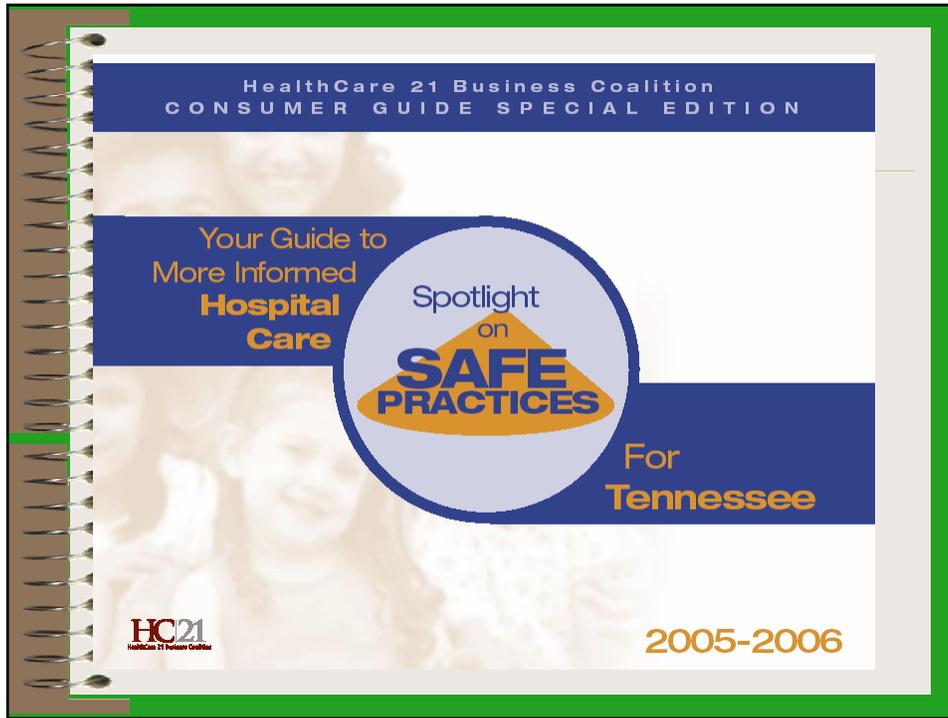


## Transparency Matters

- Quality of care and variation is a real problem
- Consumers want better information
- Purchasers can use information to select providers and steer employees
- It is necessary for an efficient marketplace

## Communicating and Disseminating Results

- Annual Consumer Guide on Hospital Care
- Sent to all CEOs and Quality Managers
- Distributed to libraries in multiple communities
- Posted on HC21 website



**SAFE Practices Score**

**Chattanooga/Cleveland High Risk Treatments**

HOSPITAL	C.P.D.E.	ICU Staffing	Bypass (Volume 450+ is better)	PCI (Volume 400+ is better)	Aneurysm Repair (Number 50+ is better)	Electrocoagulation (Number 15+ is better)	Pancreatic Resection (Number 11+ is better)	High Risk Diseases & NCDU (Number 15+ is better)
Memorial Hospital								
Memorial North Park								
Bradley Memorial Hospital								
Erlanger East								
Erlanger Medical Center								
Erlanger North								
Partridge East Hospital								
Partridge Medical Center								
Grandview Medical Center								
Athens Regional Medical Center								
Cleveland Community Hospital								

## Our Process

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- Completely transparent process
- Multiple communications with CEO and lead quality contact
- Open to feedback
- Send draft verbiage and data results for review
- Hold group meeting and conference calls to share information.
- Offer support as needed to facilitate responses.
- Follow up with thank you letters signed by Board chair

## Lessons You Can Use

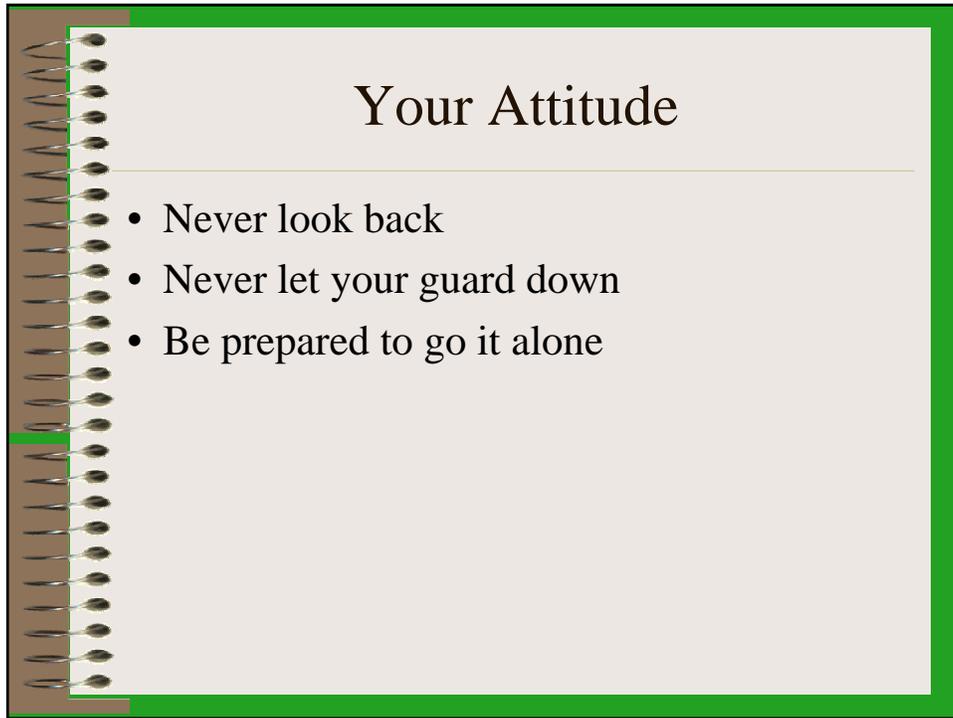


## Reporting Wizardry

- Stay focused on the goal: transparency
- Start early with communications
- Find cheerleaders and worker bees
- Listen and be open to make changes
- Black eye for nonparticipants
- Double and triple check data
- Acknowledge limitations
- Create long term strategy

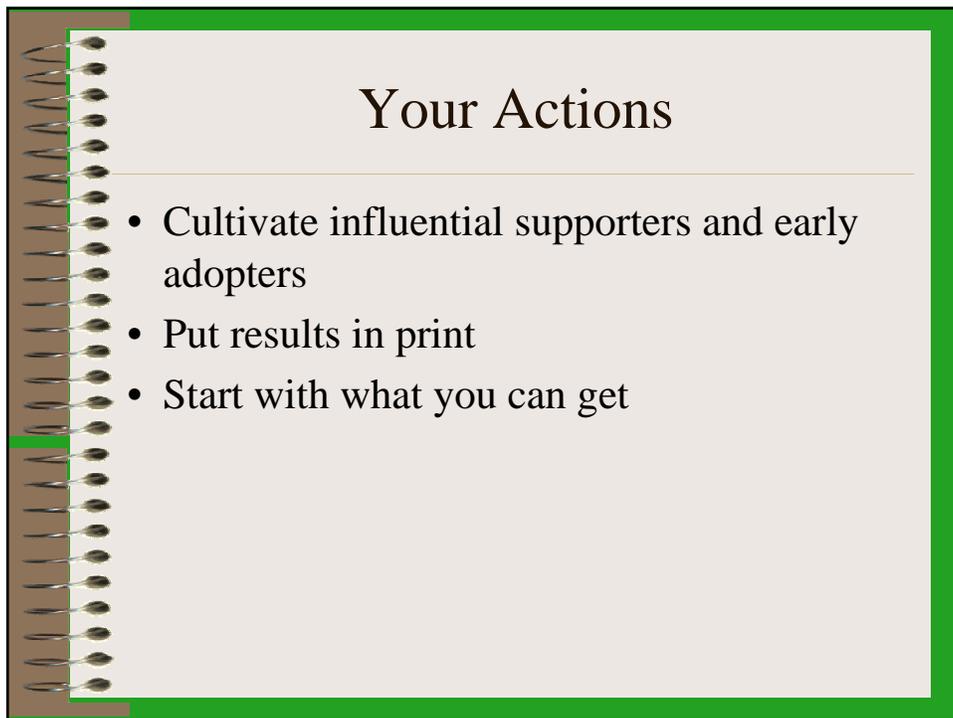
## Build Relationships With Providers

- Make it clear everyone is working towards the same end
- Wear a velvet glove on an iron fist
- Help providers be the best they can be
- Strive for geographically diversity
- Look for ways to work collaboratively

A graphic of a spiral-bound notebook with a green cover and a light beige page. The spiral binding is on the left side. The page contains the title "Your Attitude" and a bulleted list of three items.

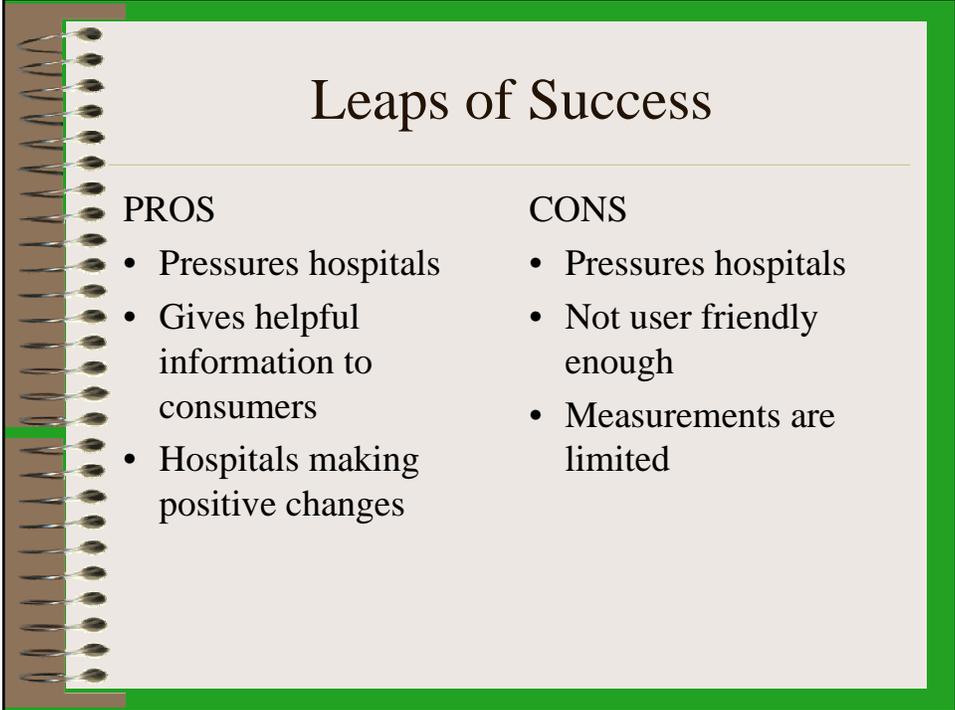
## Your Attitude

- Never look back
- Never let your guard down
- Be prepared to go it alone

A graphic of a spiral-bound notebook with a green cover and a light beige page. The spiral binding is on the left side. The page contains the title "Your Actions" and a bulleted list of three items.

## Your Actions

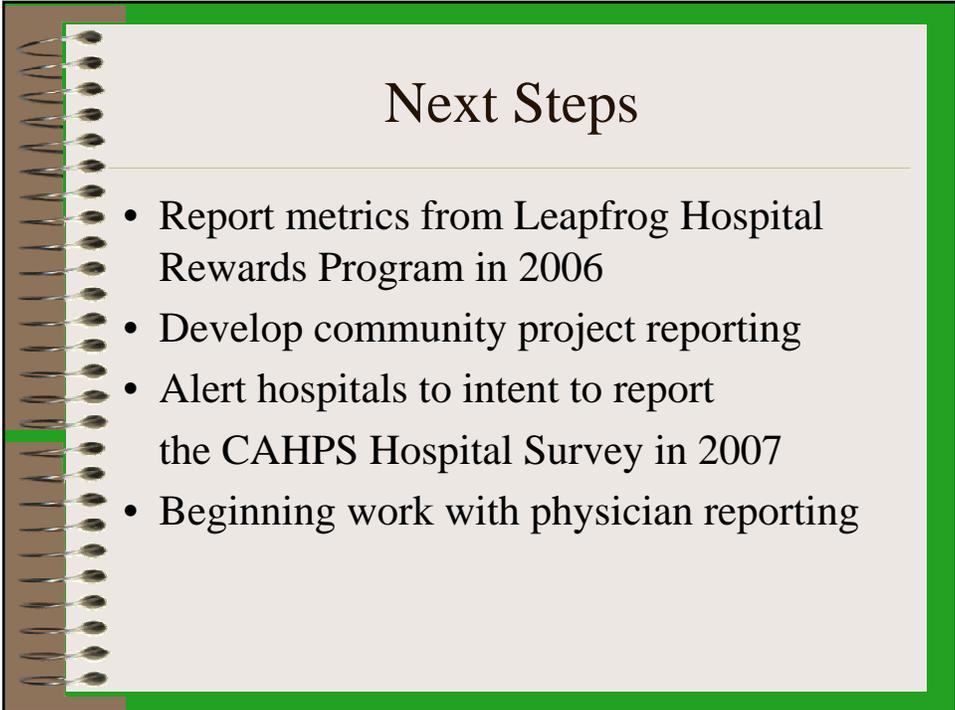
- Cultivate influential supporters and early adopters
- Put results in print
- Start with what you can get



**Leaps of Success**

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PROS	CONS
<ul style="list-style-type: none"><li>• Pressures hospitals</li><li>• Gives helpful information to consumers</li><li>• Hospitals making positive changes</li></ul>	<ul style="list-style-type: none"><li>• Pressures hospitals</li><li>• Not user friendly enough</li><li>• Measurements are limited</li></ul>



**Next Steps**

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- Report metrics from Leapfrog Hospital Rewards Program in 2006
- Develop community project reporting
- Alert hospitals to intent to report the CAHPS Hospital Survey in 2007
- Beginning work with physician reporting