



## **Reporting Patients' Experiences with Their Doctors**

*Process, Politics and Public  
Reports in Massachusetts*

**Melinda Karp**  
***MHQP Director of Programs***  
**March 31, 2006**

### **Today's Objectives**

- ✓ Provide brief background on MHQP as important context for reporting efforts
- ✓ Describe MHQP's approach to developing patient experience reports for physicians and consumers
- ✓ Describe stakeholder perspectives and decision points around key reporting issues



## The Headlines from October, 1994...

*The Boston Globe*



### High hospital death rates

Study finds 10 facilities with above-average mortality

## High Death Rates Noted At 10 Hospitals In State



## ...Led to the Creation of MHQP in 1995

- **Provider Organizations**
  - MA Hospital Association
  - MA Medical Society
  - 2 MHQP Physician Council representatives
- **Government Agencies**
  - MA EOHHS
  - CMS Region 1
- **Employers**
  - Analogue Devices
- **Health Plans**
  - Blue Cross Blue Shield of Massachusetts
  - Fallon Community Health Plan
  - Harvard Pilgrim Health Care
  - Health New England
  - Tufts Health Plan
- **Consumers**
  - Exec. Director HCFA
  - Exec. Director NE Serve
- **Academic**
  - Harris Berman, MD, Board Chair



## The MHQP 2005 Statewide Patient Experience Survey

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- Survey field period, July-Sept. 2005
- Funded by MHQP health plan members
- Focus on primary care practice sites
  - 497 practices
  - 92% of registered primary care physicians
- 50 item instrument covering 8 domains
- Internal release of results to physician practices in November 2005
- Public release of results March 9, 2006



## MHQP's Goal

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- To be the trusted source of actionable health care quality information for health plans, physicians and consumers that will result in improved quality of care for MA residents



## Achieving the Goal: A Process Built on MHQP Collaborative Mission

- Expert team
- Health Plan Workgroup
- Plan/Physician Communication Workgroup
- MHQP Physician Council
- MA Medical Society
- MHQP Board of Directors
- Consumer Focus Groups



## Setting the Stage for Public Reporting: Engaging Physicians

**“A voice at the table is huge”**

“Physicians know all their concerns are not going to be met, but to be able to raise what is really important and have it taken seriously and used to modify the process is worth everything.”

*Karen Boudreau, MD  
Valley Medical Group*

*MHQP Physician Council Member*



## Setting the Stage for Public Reporting: Key Issues for Physicians

- **What measures get reported**
  - Criteria for reporting measures publicly
  - Use of “super” composites to rate overall performance
  - Level of detail presented to consumers—composites vs. item level
- **How measures get reported**
  - Absolute vs. relative scoring
  - Use of “subjective” performance labels—Excellent, Good, etc.
  - Determining performance categories
  - Minimizing the risk of misclassification
  - Recognizing high achievers
- **Setting the context for the user**



Summary Measures	Score	Mean Score	Reliability
<b>Quality of Doctor-Patient Interaction:</b>	0 10 20 30 40 50 60 70 80 90 100		
Communication	▼	62.0	B
Integration of Care	▲	95.0	A
Knowledge of Patient	●	68.0	A
Health Promotion	▼	50.0	A
<b>Organizational/Structural Features of Care:</b>	0 10 20 30 40 50 60 70 80 90 100		
Organizational Access	●	80.0	A
Visit-Based Continuity		--	D
Clinical Team	▼	60.0	A
Office Staff	▲	62.0	A
<b>Global Rating:</b>	0 10 20 30 40 50 60 70 80 90 100		
Willingness to Recommend	●	70.0	C

**Reliability Legend**

A = Site level reliability  $\geq .70$ . Available sample for this measure meets or exceeds reliability standards required for public reporting.

B = Site level reliability between .50 and .69. Available sample for this measure is slightly less than optimal. Your practice's performance relative to the state average is very likely correct, but your actual score could differ somewhat in a sample including a larger number of your patients. Results are provided for your information only and will not be reported publicly.

C = Site level reliability between .34 and .49. Available sample size for this measure is less than optimal. Your practice's performance relative to the state average is likely correct, but your actual score could vary considerably in a sample including a larger number of your patients. Results are provided for your information only and will not be reported publicly.

D = Site level reliability  $< .34$ . Available sample for this measure is too small to provide a useful estimate of your performance or your position relative to other practices statewide.



Summary Measures	Summary Performance
<b>Quality of Doctor-Patient Interaction:</b>	
Communication	★★½
Integration of Care	★★★★
Knowledge of Patient	★★★
Health Promotion	★
<b>Organizational/Structural Features of Care:</b>	
Organizational Access	★★½
Visit-Based Continuity	
Clinical Team	★★★½
Office Staff	★★
<b>Global Rating:</b>	
Willingness to Recommend	★★★

Summary Performance	
★★★★	Above the 85 <sup>th</sup> percentile
★★★	Above the 50 <sup>th</sup> percentile
★★	Above the 15 <sup>th</sup> percentile
★	Below the 15 <sup>th</sup> percentile



## Gaining Consumer Perspectives: MHQP Focus Groups

- Partnership with Harvard-CAHPS Reporting Team
- 6 focus groups conducted across MA
- Profile of participants:
  - High/low health care users
  - Access to/use of internet
  - Mix of race/ethnicity, education, age, gender



## Consumer Perspectives: Focus Group Feedback On...

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- Labeling measure composites
- Providing item level detail
- Describing how care is delivered in MA and where the MHQP data fits
- Creating trust for the user
  - Transparency about project funding, methods
  - Endorsement from the physician/health care community--AMA, MMS or State Health Department



## Consumer Perspectives: Focus Group Feedback On...

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- Using quality information
  - Picking a new doctor
  - Evaluating a current doctor
  - Recommending a doctor for family and friends
  - Seeing how the doctors in their area were performing overall
- Useful information to support use of the performance data
  - Useful tools to help pick a doctor
  - Information about the doctor and the practice
  - Links to other websites



## Consumer Perspectives: Focus Group Feedback On...

- Talking about quality with doctors
  - Skeptical
  - Worried
  - “Wouldn't have any effect or worse, might be negative”
- Benefits of the information
  - Information = Empowerment
    - “Having options and the ability to make a choice when finding a doctor”
    - “Taking charge of my health because now I can make decisions based on information that I didn't have before”
  - Improving the quality of care
    - “I would hope they [doctors] would use this as feedback to improve their practices”



## Integrating Stakeholder Perspectives

**“We must be willing to learn the lesson that cooperation may imply compromise, but if it brings a world advance it is a gain for each individual nation”.**

Eleanor Roosevelt (1884 – 1962)

**“All government -- indeed, every human benefit and enjoyment, every virtue and every prudent act -- is founded on compromise and barter”.**

Edmund Burke (1729 - 1797)



## Key Decisions for Public Reports

- Search Approaches:
  - search by Physician Name
  - proximity search using region or zip code
  - Search from list of practice sites, medical groups
- Front-end presentation of how care is delivered and context for report
- Umbrella categories for measures but no data roll-up



 **QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE**

Begin By Selecting Massachusetts Doctors' Offices...

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**By distance from a particular zip code:**

Find doctors' offices within  of zip code:

Office type:  Adult Medicine  Pediatrics  Both

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**By name of a medical group:**

Enter medical group name:

Office type:  Adult Medicine  Pediatrics  Both

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**By name of a doctors' office:**

Enter doctors' office name:

Office type:  Adult Medicine  Pediatrics  Both

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**By name of a doctor:**

Enter doctor's last name:

Office type:  Adult Medicine  Pediatrics  Both



QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

**Doctors' Office Summary:  
Care From Personal Doctors**

click on the measure name to learn more information about the measure  
click on the stars to learn about how patients answered each survey question

	How Well Doctors Communicate with Patients	How Well Doctors Coordinate Care	How Well Doctors Know Their Patients	How Well Doctors Give Preventive Care and Advice
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**Doctors' Office Summary:  
Care And Service From Others In The Doctor's Office**

click on the measure name to learn more information about the measure  
click on the stars to learn about how patients answered each survey question

	Getting Timely Appointments, Care, and Information	Seeing your own Doctor	Getting Quality Care from Other Doctors and Nurses in the Office	Getting Quality Care from Staff in the Doctor's Office
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## Key Decisions for Public Reporting

- 4 categories of relative performance
  - ½ star “buffer zones” rounded to next performance category for public reporting
- Criteria for including a measure
  - 50% of practices needed “A” level reliability for measure to be included
  - A practice needed 3 eligible measures to be included
- No “subjective” labels attached to performance
- Drill down to item level results
- Measure specific messages about quality

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QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

**Doctors' Office Summary:**  
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	How Well Doctors Communicate with Patients	How Well Doctors Coordinate Care	How Well Doctors Know Their Patients	How Well Doctors Give Preventive Care and Advice
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Acton Medical Associates (Pediatrics)    ★★★★★    N/D    ★★☆☆☆    ★★★★★

[Go to Medical Group's Website](#)

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Harvard Vanguard Medical Associates, Concord Hillside (Pediatrics)    ★★★★★    ★★★★★    ★★★★★    ★★★★★

[Go to Medical Group's Website](#)

Click on a doctors' office to view results on all measures

Select Category: Care from Personal Doctors



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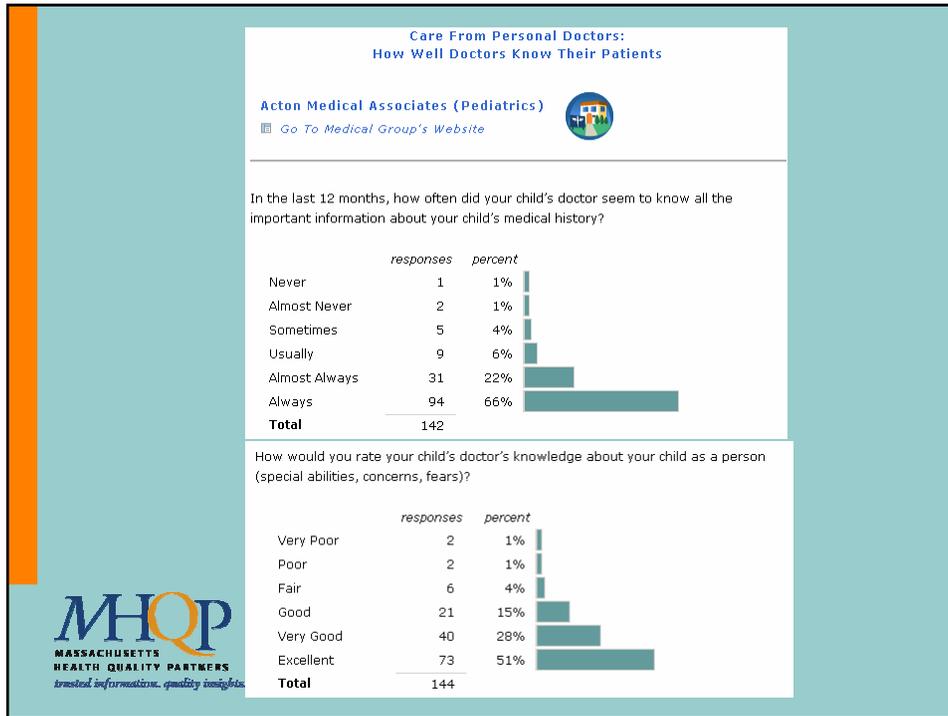
**Explanation Of The Star Ratings...**

The star rating for each measure tells you how a doctor's office compares to all the other doctor's offices in the state that were part of the MHQP survey.

- Doctor's offices with 4 stars (★★★★) did better than at least 85% of the doctor's offices in this survey
- Doctor's offices with 3 stars (★★★☆☆) did better than at least 50% of the doctor's offices in this survey
- Doctor's offices with 2 stars (★★☆☆☆) did better than at least 15% of the doctor's offices in this survey
- Doctor's offices with 1 star (★☆☆☆☆) did less well than at least 85% of the doctor's offices in this survey
- The symbol N/D is displayed when MHQP does not have enough data to report this measure. This is usually because not enough patients answered the survey questions for this measure. Having too little data to report for a doctor's office does not mean that the quality of care delivered by that doctor's office is either good or bad.



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**Ways Your Doctor Can Help...**

- **Learn about your medical history and current health problems.** The first time a doctor sees you as a new patient, he or she should ask about your medical history and that of close relatives. In future visits, the doctor should update the your medical history with information about current health problems and concerns.
- **Have a record-keeping system that makes it easy to find your health information.** A doctor's office can have systems that make it easy to find your past and present health information. This is needed whether doctors meet with you in the office, talk by phone, or consult with specialists about your treatment and care.
- **Learn about what matters to you.** This includes knowing your values and beliefs about treatments, care, and desired results. The doctor should take extra time to learn this information when meeting with you for the first time. When making decisions about treatment choices your doctor should talk with you about the benefits (how treatments can help) and risks (problems that can happen) of each treatment.

**Ways You Can Help...**

- **Give your doctor complete and accurate information.** This includes current health problems as well as medical history (medications, surgery, and illnesses). The doctor may also want to know about the medical history of your close family members. Make a list of important information you want to discuss before you see a doctor for the first time.
- **Talk about what is important to you—even if the doctor does not ask.** This includes religious beliefs or other values you have about treatments and care.
- **Discuss benefits and risks before you make a treatment choice.** Many times, there is more than one way to treat an illness or health problem. Talk with your doctor and learn as much as you want to know about the benefits (how treatments can help) and risks (problems that can happen) of each treatment choice.



## One More Stakeholder: The Media

What the headlines could have been...

### Grading doctors

Massachusetts HMO primary care physicians and pediatricians survey of patients regarding operational practices. Grades reflect average statewide scores.

#### Care from doctors. How well doctors ...

	Physicians	Pediatricians
Communicate with patients	B	B
Know their patients	B	B
Coordinate care	B	B
Keep you up to date on what's going on in the doctor's office.	B	B
Get you out of the office quickly	B	B
Get you back to work from staff	B	B
Timely appointments, care and info	B-	B-
Quality care from other doctors and nurses	B	B
Seeing your own doctor	B+	B+
Would you recommend your doctor?		
Willingness to recommend	B+	A

### Sample question

In the last 12 months, when you called your personal doctor's office to get an appointment for care, did you get an appointment needed right away?

Response	Physicians	Pediatricians
Never	1.2%	0.1%
Almost never	1.2%	0.2%
Sometimes	4.4%	1.2%
Usually	8.5%	3.7%
Almost always	22.2%	16.4%
Always	62.5%	78.3%



## The Headlines from March 9, 2006

**The Boston Globe**  
THURSDAY, MARCH 9, 2006

**Patients weigh in on Mass. doctors**  
High ratings given on care  
By Liz Kowalczyk

**SELECT SURVEY RESULTS**  
88,214 adults were questioned about their primary care physician.

**Q. Would you recommend your doctor to your family and friends?**

Definitely not	0%
Not sure	0%
Yes	95%

**IN THE NEXT 12 MONTHS...**

**Q. Will your doctor ever ask you if you have made a health care decision you need to do today?**

Yes	88%
No	12%

*'Doctors have gotten the message that consumers have higher expectations. Publishing this data is a pretty gutsy move.'*  
JAMES CONWAY, Director for Healthcare Improvement



# The Headlines from March 9, 2006

## Worcester Telegram & Gazette



Dr. Payton M. Couture examines patient Thelma E. Salomon of Worcester during a visit to Fallon Clinic on North Lake Avenue in Worcester yesterday.

### Physicians draw healthy scrutiny

By Bob Rivers  
Worcester Telegram & Gazette

Primary care physicians in Massachusetts are a good job, according to a survey conducted by the national patient satisfaction survey.

#### How patients rate their doctors

March 9, 2006  
www.mhqp.org

#### How patients rate their doctors

Where's the Web site?  
www.mhqp.org

What will I learn?  
How the medical group where my primary care doctor practices was ranked when it comes to patient experience, which refers to all that happens to a patient while in a doctor's office. It also includes phone calls and other interaction between a patient and the doctor's office.

How do I find the information?  
The site will tell you how to locate your medical group, then you can select a care category and see how well the group performed. The results show how well doctors communicate with and know their patients, coordinate care and provide preventive care and advice. It also indicates how well other office staff provide quality care, the ability to see one's own doctor and the ease of obtaining timely appointments.

What are the star ratings?  
The site explains how it used survey results from patients of primary care adult and pediatric practices that provide services to five Massachusetts managed care plans to create a one- to four star rating system.

Has performance improved from previous years and how does the state compare nationally?  
This is the first time such a survey has been produced in Massachusetts and there is no comparable national data.

What is Massachusetts Health Quality Partners?  
MHQP is a coalition of doctors, hospitals, health plans, purchasers, consumers and government agencies working to improve the quality of health care in Massachusetts.

Source: Massachusetts Health Quality Partners, reflects 2005 survey results from 50,000 patients of 400 primary care adult and pediatric practices providing services to five Massachusetts managed care plans.

Worcester Telegram & Gazette

**"Patients don't consider themselves experts on clinical quality, but they are experts on service quality."**  
DR. CRAIG E. SAMITT  
FALLON CLINIC CHIEF OPERATING OFFICER



## For more information about MHQP...

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