



MASSACHUSETTS  
HEALTH QUALITY PARTNERS

*trusted information. quality insights.*

# Public Release of Physician Performance Information in Massachusetts

## Lessons Learned and Challenges to Address

December 4, 2008

11<sup>th</sup> CAHPS User Group Meeting

Scottsdale, AZ

# Presentation Objectives

- Provide brief background on MHQP public reporting for context
- Describe MHQPs public reporting process
- Describe/define success
- Describe/define continued challenges
- Define next steps

# Who We Are . . .

- **Provider Organizations**

- MA Hospital Association
- MA Medical Society
- 2 MHQP Physician Council representatives

- **Consumers**

- Exec. Director HCFA
- Exec. Director NE Serve

- **Government Agencies**

- MA EOHHS

- **Employers**

- Analog Devices

- **Health Plans**

- Blue Cross Blue Shield of Massachusetts
- Fallon Community Health Plan
- Harvard Pilgrim Health Care
- Health New England
- Neighborhood Health Plan
- Tufts Health Plan

- **Academic**

- Harris Berman, MD, Board Chair

# MHQP's Goal

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.

# Proven Track Record for Public Reporting

- **Reporting Health Care Performance Data to Providers and the Public**
  - First in the nation statewide hospital survey of patient experiences with public release (1998).
  - First statewide public reports comparing aggregated performance of nine physician networks and 150 medical groups on a common set of quality metrics (2005). Ongoing annual reporting.
  - First in the nation statewide survey of patient experiences with their primary care physician office with public release representing over 400 practice sites (2006). Ongoing biannual reporting.

# 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

# Audience Target

- Primary
  - Physicians (currently primary care)
  - Consumers
- Secondary
  - Employers
  - Policy makers

# MHQP's Brand Message

## **Health care information you can trust:**

MHQP provides reliable information to help physicians improve the quality of care they provide their patients and help consumers take an active role in making informed decisions about their health care.

# Reporting Process

- Report draft data to physician community
- MD community review and feedback
- Revise and report final back to physician community
- Release data on MHQP's public reporting website ([www.mhqp.org](http://www.mhqp.org))

What's New...

*New MHQP report features online comparison of patient experience survey results for 400 primary care practices.*

[more \(PDF\)...](#)

*As cost and quality move to the forefront in Massachusetts health reform, MHQP report highlights strengths and improvement opportunities*

[more \(PDF\)...](#)

home

**WE'VE UPDATED OUR REPORT OF PATIENTS' EXPERIENCES IN PRIMARY CARE...**

Click here to see how patients report on their primary care experiences and compare doctor's offices on the elements of care that are closely linked to quality care and the strength of the doctor-patient relationship.



**HEALTH CARE INFORMATION YOU CAN TRUST**



MHQP provides reliable information to help physicians improve the quality of care they provide their patients and help consumers take an active role in making informed decisions about their health care.

[more...](#)

**VIEW OUR REPORTS...**

[Quality Insights: Healthcare Performance in Massachusetts](#)



[Clinical Quality in Primary Care: Information comparing the](#)

# Public Reports for PES & CQ...

 **QUALITY INSIGHTS:**  
2007 PATIENT EXPERIENCES IN PRIMARY CARE

**Reading Internal Medicine (Adult Medicine),**  
Highland Healthcare Associates IPA 

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

Patients' Experience Measure	Rating
<b>Care from Personal Doctors</b>	
<a href="#">How Well Doctors Communicate with Patients</a>	★★★★☆
<a href="#">How Well Doctors Coordinate Care</a>	★★★☆☆
<a href="#">How Well Doctors Know Their Patients</a>	★★★☆☆
<a href="#">How Well Doctors Give Preventive Care and Advice</a>	★★★☆☆
<b>Care and Service from Others in the Doctor's Office</b>	
<a href="#">Getting Timely Appointments, Care, and Information</a>	★★★★☆
<a href="#">Getting Quality Care from Other Doctors and Nurses in the Office</a>	★★★★☆
<a href="#">Getting Quality Care from Staff in the Doctor's Office</a>	★★★☆☆

*Click on a measure to view detailed results for the doctors' office*

Select Doctors' Office:

**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.

 **QUALITY INSIGHTS: CLINICAL QUALITY IN PRIMARY CARE**

**Diagnostic And Preventive Care:**  
**Correct Imaging Test Use For Lower Back Pain**

**Healthcare quality measure:** This measure looks at the number of adult patients (to 50 years old) who get imaging tests within 28 days after being diagnosed with lower back pain. Imaging tests include X-rays, MRIs, and CT-scans. A higher score means that more patients did not get imaging tests during this time – which is good.

**Reasons for this measure:** Back problems are very common. In fact, 9 out of 10 adults in the U.S. have back pain sometime in their lives. Many people go to the doctor for help. But studies show that most patients with lower back pain get better without a lot of medical treatment. Imaging tests, surgery, or other costly treatments often do not help "short-term" back pain (that goes away within four weeks).

*Click on a column heading to put the results below in order.*

Medical Group	Comparison	Rate	Rating
<b>Benchmarks:</b>			
50 <sup>th</sup> Percentile		74.3%	
90 <sup>th</sup> Percentile		81.5%	
MA Rate		79.9%	
<b>Atrius Health, Harvard Vanguard Peabody</b>		77.4%	★★★☆☆
<a href="#">Go to Group's Website</a>			
<i>Click on a medical group to view all measures</i>		MA Rate (79.9%)	

# Baseline Public Release Strategy and Process

- Objective: Increase visibility of MHQP public website and quality reporting
- Objective: Engage physicians and consumers to use the information; physicians to improve performance and consumers to make informed decisions around their care

# Create a Blueprint That Includes:

- Targeted messages by stakeholder around key data take-aways
- A media mix including print, broadcast, online related to audience target
- Spokespersons
  - Talking points
  - Roster for media
- Key resources for implementing the release campaign

# Leverage Collaborative Resources

- **MHQP Communication Team**
  - Communication staff from Board and Physician Council organizations
  - Input and feedback in crafting release campaigns from experts in communication and marketing, as well as stakeholders' perspectives
  - Access to communication outlets for physicians and consumers

# Media

- **Media Relationships**
  - Media as a stakeholder and partner
  - Build media buy-in for a collaborative, cooperative message vs. competitive, punitive message
  - Relationships built with Tier 1 level media
- **Technology**
  - Developing strategies for online including blogs, search engine optimization etc.
  - Efficiencies of using PR Newswire

# Success

- Consistent media coverage
- Continued engagement from key healthcare stakeholders in process
- Established trust with the physician community:
  - Physician leadership recognizes MHQP's commitment to reporting data with integrity and the inclusion of the physician voice in the process

# Success (continued. . .)

- Name/brand recognition for MHQP's reporting efforts among healthcare and policy leaders as a go to source for reliable measurement and reporting

# The Headlines from February 10, 2006

## The Boston Globe

FRIDAY, FEBRUARY 10, 2006

### Bay State doctors rated among best

Web list shows  
areas where care  
excels — and lags

By Liz Kowalcyk  
GLOBE STAFF

The quality of medical care provided by Massachusetts doctors exceeds the national average in most categories. But data being made public today show significant variation, particularly in how well physicians care for teenagers and patients with depression.

The Massachusetts Health Quality Partners, a coalition that includes doctors, hospitals, and

posting on its website performance ratings for 150 Massachusetts physician groups — though not individual doctors — that provide care to hundreds of thousands of patients. The information is available at [www.mhqp.org](http://www.mhqp.org).

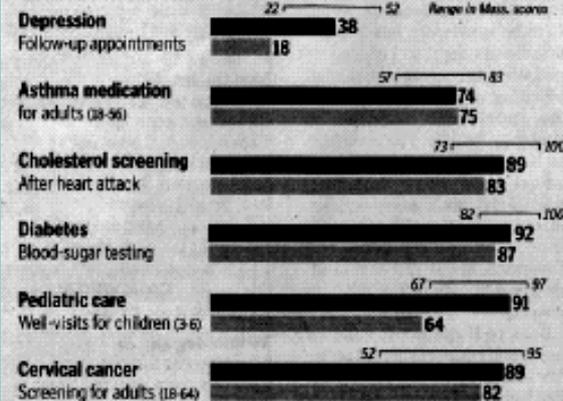
Doctors at disadvantage without computers, C.I.

Health Quality Partners hopes consumers will use the information to help choose a primary care doctor, particularly if prospective patients have a specific medical condition addressed by the measure. The organization also hopes that the public release of the infor-

#### How Mass. care compares

Percentage of patients receiving recommended care for:

■ Mass. average  
■ US average



SOURCE: Massachusetts Health Quality Partners

JAMES BONNETT/GLOBE STAFF

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# 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  
GLOBE STAFF

Massachusetts residents think their doctors are good communicators, who listen carefully and give clear instructions, according to the first statewide survey on patients' experiences with their care. But patients do not rate their interactions with physicians and their staffs as highly in other areas, including seeing them

#### SELECT SURVEY RESULTS

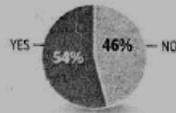
48,294 adults were questioned about their primary care physician.

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



IN THE PAST 12 MONTHS ...

**Q.** Did your doctor ever ask you if your health makes it hard to do the things you need to do each day?



**Q.** Did your doctor's office remind you to get preventive care (for example, flu shot, cancer screening, mammogram, eye exam)?

*'Doctors have gotten the message that consumers have higher expectations. Publishing this data is a pretty gutsy move.'*

JAMES CONWAY, Institute for Healthcare Improvement

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# Consumer Perspectives: Focus Group Feedback On...

- 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”
    - “I would hope they [doctors] would use this as feedback to improve their practices”

# Consumer Perspectives: Focus Group Feedback On...

- MHQP's concept of quality resonates with consumers
  - Patient experience information
  - Outcome information for clinical quality
- Consumers want:
  - An independent, reliable source for information
  - To know how the information is collected
  - Individual physician level data

# Challenges

- Competing for media attention
- Quantifying consumer response, awareness, and demand
  - Distinctly tracking who is coming to the website and what type of information they are seeking
- Developing brand recognition with physicians, beyond leadership level and early adopters.
- Developing stories to engage audience interest (e.g., data use, success stories, etc.)

# Next Steps

- MHQP is working with Judith Hibbard at University of Oregon to develop a consumer framework for understanding healthcare quality data/information.
- MHQP exploring ways to track and quantify people visiting the website
- MHQP continues to talk with physicians and consumers in focus groups and informational presentations to increase visibility and garner feedback to improve our site and process

# For more information. . .

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