

A graphic of a spiral-bound notebook with a green cover and a light beige textured page. The spiral binding is on the left side.

Lessons in Hospital Quality Reporting

Gaye Fortner
HealthCare 21 Business Coalition
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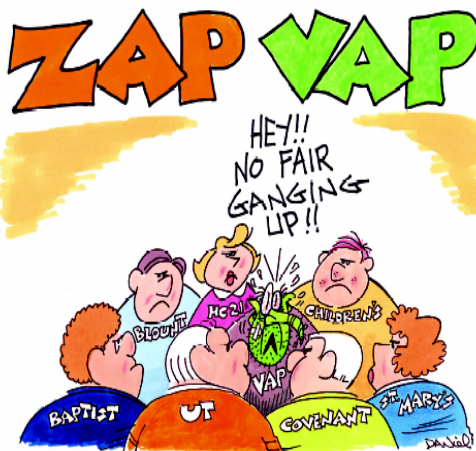
2 Prong Strategy

- Improve the Health System (Health Plans, Hospitals and Physicians)
- Improve the Purchasing Process (Employers and Employees)

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



*Ventilator
Associated
Pneumonia:*

*Getting Zapped by
Your Local Hospitals!*

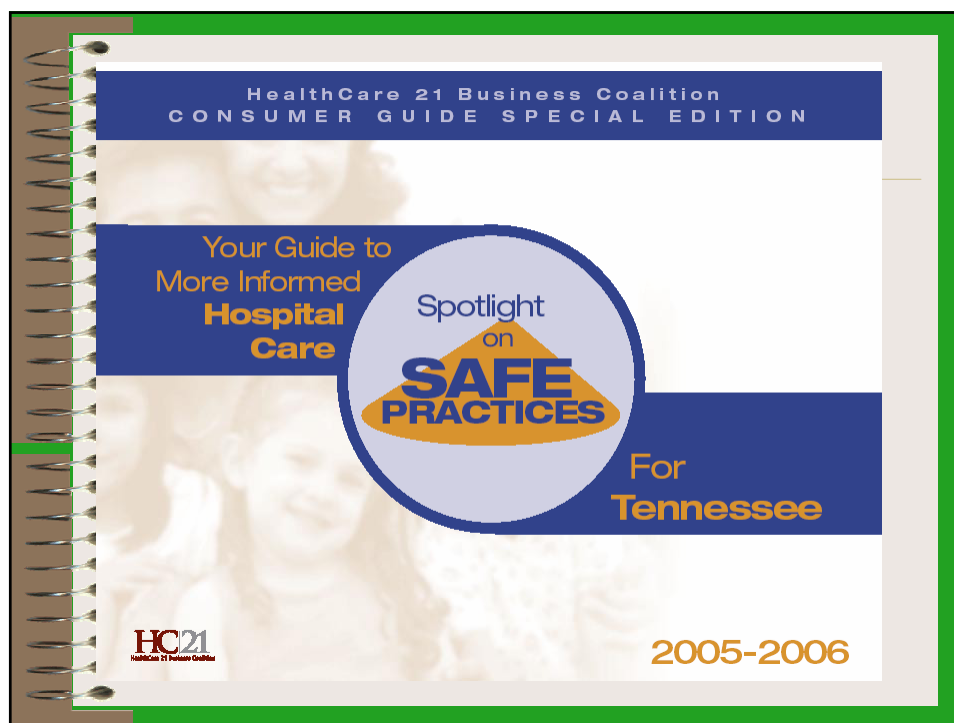


Transparency Matters

- 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	CPDE	ICU Staffing	Bypass (Volume 850+ is better)	PCI (Volume 400+ is better)	Aneurysm Repair (Number 55+ is better)	Esophagectomy (Number 15+ is better)	Pancreatic Resection (Number 11+ is better)	High Risk Cesarean B NDI (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

- 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

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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 title "Your Actions" is centered at the top of the page.

Your Actions

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

Leaps of Success

PROS

- Pressures hospitals
- Gives helpful information to consumers
- Hospitals making positive changes

CONS

- Pressures hospitals
- Not user friendly enough
- Measurements are limited

Next Steps

- 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