

# Public Reporting of Patients' Experiences with Their Doctors: Successful Collaboration in Massachusetts

**Rose Judge**  
***Project Manager***  
**April 21, 2010**

<b>Track:</b>	Reporting CAHPS Survey Results to Consumers
<b>Session:</b>	Reporting Results of the CAHPS Clinician & Group Survey: Experiences in Three Markets
<b>Date &amp; Time:</b>	April 21, 2010, 9:30 am
<b>Track Number:</b>	CAHPS T4 – S2

# MHQP – A Collaborative Since 1995

- **Provider Organizations**
  - MA Hospital Association
  - MA Medical Society
  - MHQP Physician Council
- **Government Agencies**
  - MA Executive Office of Health & Human Services
  - MassHealth
  - MA Dept of Public Health
  - MA Office of Health Care Policy and Finance
- **Employers**
  - Analog Devices
  - MA Business Roundtable
  - Associated Industries of Massachusetts
- **Health Plans**
  - Blue Cross Blue Shield of MA
  - Fallon Community Health Plan
  - Harvard Pilgrim Health Care
  - Health New England
  - Neighborhood Health Plan
  - Tufts Health Plan
- **Consumers**
  - Health Care For All
  - New England SERVE
  - Partnership for Healthcare Excellence
- **Academic & Research Partnerships**
  - Tufts Medical School
  - RAND
  - Harvard School of Public Health
  - The Health Institute

# MHQP's Goal

## 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.

# Achieving Our Goal: Public Reporting of Performance Data

## A Proven Track Record:

- Initial statewide hospital survey of patient experiences with public release (1998).
- Statewide public reports comparing aggregated performance of nine physician networks and 150 medical groups on a common set of quality metrics (2005-2010).
- Statewide survey of patient experiences with their primary care physician office with public release representing over 500 practice sites (2006-2010)

# Achieving Our Goal: MHQP's Collaborative Process

- **Involving Physicians in Measurement Process**
  - Increased credibility and acceptance of end results
  - “Do it with me, not to me”
  - “A voice at the table is huge”
- **Aggregating Data Across Health Plans**
  - More data leading to greater validity
  - Allows reporting on more physicians
  - Avoids “dueling scorecards” or non-comparable data
- **Fully Engaging Members of Broad Based Coalition**
  - Strong working relationship with health care stakeholders
  - Greater understanding of diverse perspectives

# Key Lessons from the MHQP Experience

- There is **significant variability in performance** and great opportunity for improvement in the delivery of effective, efficient, patient-centered care
- **Public reporting is a powerful lever** to motivate engagement and change
- **Physicians want to do the right thing** and need the tools to improve
- **Collaboration and trust are essential** to success

# Patient Experience Survey

## Measurement and Reporting: Key Milestones

- **2002**: Statewide demonstration project funded by Commonwealth Fund and RWJF to develop survey tool and test feasibility
- **2005**: Implementation of statewide survey of patient experiences with primary care providers funded by MHQP health plans
- **2006**: First in the nation public release of statewide practice level primary care survey results
- **2007**: Development and implementation of specialty care survey with second round of the statewide primary care survey
- **2008**: Public reporting of second round of statewide survey, Pilot of Medicaid survey; Quality improvement support to practices
- **2009**: Third round of statewide primary care survey is implemented
- **2010**: Scheduled for June - public reporting of third statewide primary survey, over 500 practices included in reporting

# Patient Experience Survey

## Engaging Stakeholders

- **Physician involvement through Massachusetts Medical Society and MHQP Physician Council**
  - Feedback on survey instrument, report development, provider information development
- **Consumer involvement through MHQP-CAHPS sponsored focus groups**
  - Focus groups for development of public site
- **Health Plan involvement through MHQP project working group**
  - Ongoing participation around project development, implementation



# The Consumer Perspective: Focus Group Feedback

**MHQP's concept of quality resonates with consumers. Consumers want:**

- An independent, reliable source for information
- Patient experience information
- Clinical quality outcomes
- Information about how the data is collected

**They also want:**

- Individual physician level data

# The Consumer Perspective: Creating Public Reports

## Consumers tell us they need:

- Search options: location, group name, practice name, physician name
- Information that's easy to understand
- The ability to make comparisons among practices
- Information about how to get better care
- Information about how data is collected

Visit the MHQP  
website at

[www.mhqp.org](http://www.mhqp.org)



## QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

Begin By Selecting Massachusetts Doctors' Offices...

### By distance from a particular zip code:



Find doctors' offices within

5 miles of zip code:

Office type: ☐ Adult Medicine ☒ Pediatrics ☐ Both

### By name of a medical group:



Enter medical group name:

Office type: ☐ Adult Medicine ☒ Pediatrics ☐ Both

### By name of a doctors' office:



Enter doctors' office name:

Office type: ☐ Adult Medicine ☒ Pediatrics ☐ Both

### By name of a doctor:



Enter doctor's last name:

Office type: ☐ Adult Medicine ☒ Pediatrics ☐ Both

**MHQP**  
MASSACHUSETTS  
HEALTH QUALITY PARTNERS

*trusted information. quality insights.*

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## 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

 Doctors' Office	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](#)

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:



trusted information. quality insights.

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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.

# Public Reporting: 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

# Public Reporting: Creating A Message

- Reviewing results with survey research experts and stakeholders
- Asking stakeholders how they are using the data
- Working with communication staff from Board and Physician Council organizations
- Getting input and feedback in from experts in communication and marketing
- Developing talking points for communicators

# Public Reporting: Communicating the Message

- Use multiple media modes: print, broadcast, internet, and *new outlets* - social media, such as Facebook and Twitter
- Define your communication strategy and be clear about expectations
- Consider the audience targeted through each mode of communication and align the message with the mode
- Find stakeholders willing to act as spokespersons and tell their story – narratives resonate



# Public Reporting: Success

*We are seeing change:*

- Clinicians are increasingly using patient experience measurement to improve performance
- Payers are using patient experience measurement to reward performance
- Patient experience measurement is increasingly seen as a way to evaluate patient-centered care in health care systems

# Public Reporting: Challenges

- Communication Overload
  - People are receiving lots of information all the time
  - Breaking through to the news cycle – each release needs new information
- Balancing physician and consumer interests
  - Physicians like more detail, consumers want simple information
  - Consumers want physician level public reporting, most physicians do not
- Consumer engagement remains low

# MHQP: Next Steps

- Public reporting of the 2009 primary care survey in June 2010
- Next survey round planned for April 2011
- Survey development that focuses on medical home evaluation
- Support of further use of patient experience measurement in systems of care

**For more information about MHQP...**

**rjudge@mhqp.org**

**Website: [www.mhqp.org](http://www.mhqp.org)**