



MASSACHUSETTS

HEALTH QUALITY PARTNERS

trusted information. quality insights.

MHQP's Journey towards Increased Patient Engagement through Public Reporting of Performance Information

**PARTNERING WITH PATIENTS TO DRIVE
SHARED DECISIONS, BETTER VALUE, AND CARE
IMPROVEMENT**

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About MHQP

MHQP's mission is to drive measureable improvements in health care quality, patients' experiences of care, and use of resources in Massachusetts through patient and public engagement and broad-based collaboration among health care stakeholders.

MHQP's Commitment

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.

MHQP Board of
Directors

Executive Committee

Physician Council
Established 2002

Health Plan Council
Established 2008

Patient and Public
Engagement Council
Established 2011

Massachusetts Health Quality Partners is a non-profit regional health improvement collaborative made up of physicians, hospitals, health plans, purchasers, patient and public representatives, academics, and government agencies working together to promote improvement in the quality of health care services in Massachusetts.

MHQP's Measurement and Public Reporting Foundation

MHQP

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- Patient Experience
 - Biennial report on over 500 practice sites in Massachusetts
 - Publicly reported since 2006 on 10 aspects of the doctor – patient relationship
 - Over 65,000 Commercial patients in Massachusetts respond to statewide survey about their primary care experience

- Clinical Quality
 - Annual report on primary care performance for over 150 medical groups in Massachusetts
 - Publicly reported since 2005 on over 30 measures of preventative and chronic health care

MHQP's Publicly Reported Information – Clinical Quality

quality reports : clinical quality



QUALITY INSIGHTS: CLINICAL QUALITY IN PRIMARY CARE

Medical Groups Summary: Diabetes Care For Adults

click on the measure name to learn more information about the measure



Medical Group

[HbA1c Test](#)

[Cholesterol \(LDL-C\) Screening Test](#)

Carney IPA

[Go to Group's Website](#)



Harvard Vanguard
Medical Associates,
Copley

[Go to Group's Website](#)



Massachusetts General
Hospital PHO, Partners
Community HealthCare

[Go to Group's Website](#)



Click on a medical group to view results on all measures

MHQP's Publicly Reported Information – Patient Experience

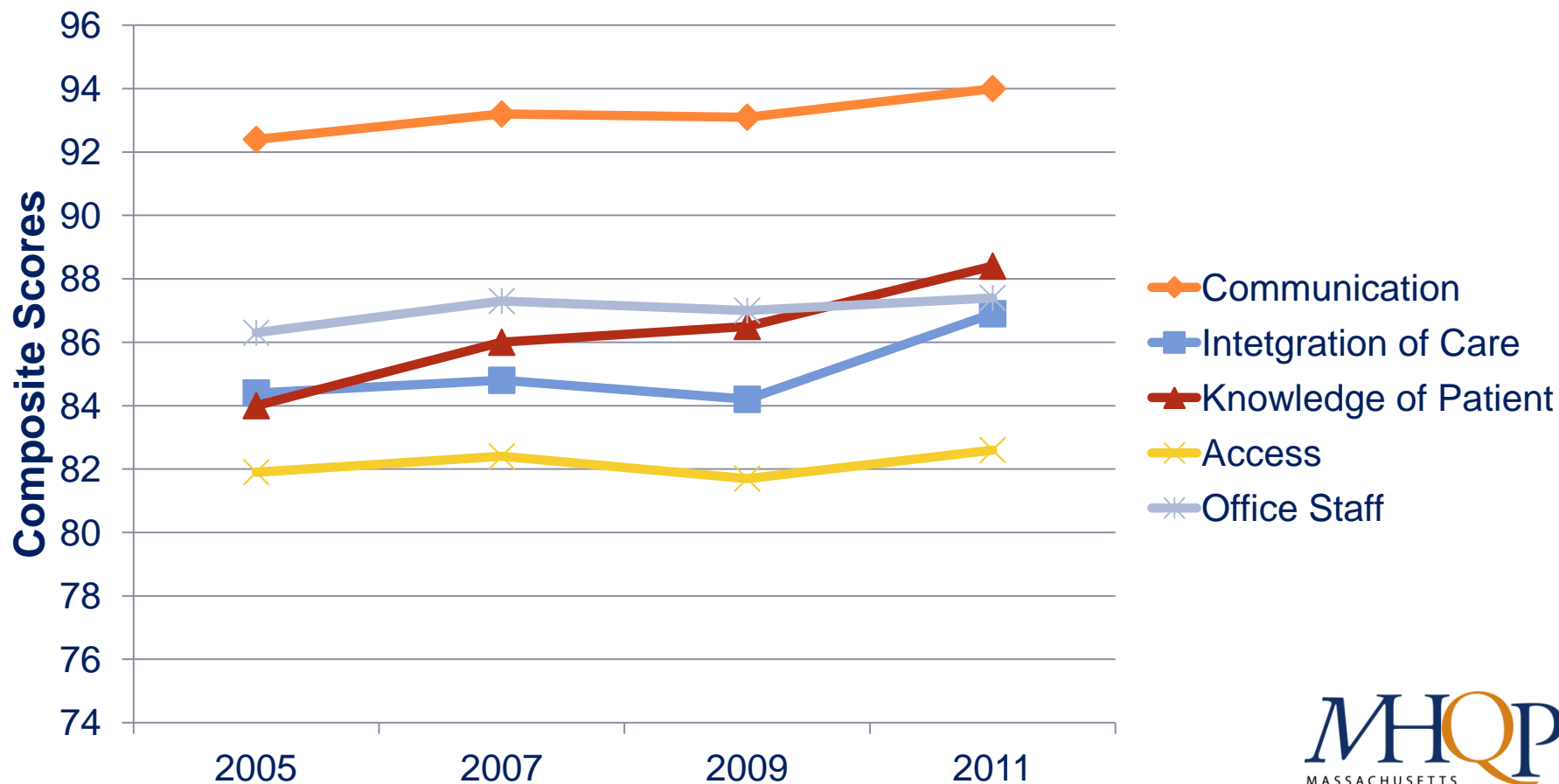
Doctors' Office Summary: Care From Personal Doctors

*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
Doctors' Office 423 Associates (Adult Survey), Partners Community Health Care (PCHI), Newton-Wellesley PHO, Inc.	★★★★★	★★★★★	★★★★★	★★★★★
Belmont Medical Associates, Inc. (Adult Survey) , Mount Auburn Cambridge IPA (MACIPA) View Website	★★★★★	★★★☆☆	★★★★☆	★★★☆☆
Beth Israel Deaconess Healthcare - Boston (Adult Survey) , Beth Israel Deaconess Healthcare	★★★★★	★★★☆☆	★★★★☆	★★★☆☆
Beth Israel Deaconess Healthcare - Upper Falls (Adult Survey) , Beth Israel	★★★★☆	★★★☆☆	★★★★☆	★★★★☆

Public reporting drives physicians to improve...

Patient Experience Survey Statewide Results Adult Primary Care



But we also want patients to use our reliable data to better inform their healthcare decision making

ConsumerReportsHealth

MHQP
MASSACHUSETTS
HEALTH QUALITY PARTNERS

Special Report for Massachusetts residents

How Does Your Doctor Compare?

- ▣ **Exclusive:** Patients rate 487 adult, family & pediatric practices
- ▣ **How to get** the best care
- ▣ **Quiz:** Does your physician measure up?



**GUIDE TO
PRIMARY CARE
PHYSICIANS IN
MASSACHUSETTS**
PAGE 10



MASSACHUSETTS DOCTOR RATINGS

How does your doctor compare?

We rate adult, family, and pediatric physician groups in the Bay State

LOOKING FOR RELIABLE information about physicians? Good luck. Doctor ratings are often little more than glorified popularity contests. The top-doctor lists found in magazines or on websites, for example, tend to be based on reputation or anecdotal reports, not hard data. And while advice from family and friends can be helpful, it is hardly comprehensive or scientific.

That's why we've teamed with the Massachusetts Health Quality Partners (MHQP), a coalition of consumers, government agencies, hospitals, insurers, physicians, and researchers that is on the cutting edge of providing reliable, meaningful, and fair information about primary care physicians to consumers.

Using a comprehensive scientific survey, they recently asked 47,565 adults and an additional 16,530 parents of children, all of whom had health insurance, about their experiences with their doctors. The

findings provide important information about how well physicians communicate with their patients, coordinate medical care, know their patients, and whether patients would recommend their doctor to family and friends.

The survey also asks patients about their experiences with the rest of the office staff, such as nurses, receptionists, and the people who handle billing and insurance questions.

The scores for each doctor in a practice are pooled into one score. MHQP only scores practices that have at least three physicians.

High- and low-scoring practices exist in all parts of the state.

Of course, medical care is complex, and patient experience is only one measure of quality. For example, it's important to know how well a doctor helps patients manage conditions like arthritis, diabetes, high blood pressure, or high cholesterol. But patient experience can affect those clinical measures.

"If patients have a poor experience with their doctor, they're not going to come back for their tests, they may not take their medications, and they may not learn how to manage these things themselves," says Michael Cantor, M.D., quality medical director for the New England Quality Care Alliance. (To see how practices scored in those clinical measures, go to [MHQP.org](#) and click on "Clinical Quality in Primary Care.")

Use the Ratings on the following pages to see how your doctor's practice fared in the survey. On page 4 we give some high-lights from the survey, and use questions from it to help you assess your relation-

PHOTO: GETTY IMAGES/DAVID S. REUTEMANN/GETTY IMAGES

Why MHQP and Consumer Reports Teamed up Together

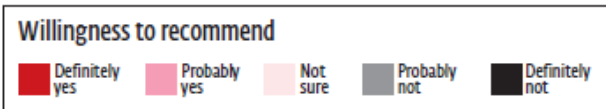
- MHQP has reliable information on physicians that we want to share with Massachusetts residents
- Consumer Reports has a 75 year history of sharing information with people *in a way that helps them make decisions*
- Both organizations share values of sound data scoring methodology
- Through Consumer Reports, for the first time, MHQP was able to reach hundreds of thousands of consumers with this information

MASSACHUSETTS DOCTOR RATINGS

Ratings of practices for adults In collaboration with MHQP

Based on patient experience In alphabetical order, within regions and towns

Town	Practice Name	Address	Willingness to Recommend		Performance				
			0%	100%	How well doctors communicate with patients	How well doctors coordinate care	How well doctors know their patients	Getting timely appointments, care, and information	Getting courteous and respectful help from office staff
NORTHEAST MASSACHUSETTS									
Merrimack Valley									
Amesbury	Lahey - Amesbury	24 Morrill Pl.	74		4	3	3	2	2
Andover	New England Medical Group	140 Haverhill St.	69		4	2	2	2	3
Billerica	Burlington Medical Associates - Billerica	790 Boston Rd.	72		4	2	3	4	3
Chelmsford	Chelmsford Primary Care	2 Meeting House Rd.	76		3	3	2	2	3
Chelmsford	Harvard Vanguard Chelmsford	228 Billerica Rd.	75		3	3	2	2	3
Haverhill	Pentucket Medical Associates - Haverhill	1 Parkway	69		3	2	2	2	2
Haverhill	Whittier Medical Associates	62 Brown St., Suite 200	76		3	2	2	3	3
Lawrence	Pentucket Medical Associates - RiverWalk	500 Merrimack St.	64		3	3	2	2	3
Lowell	Cardiology Associates of Greater Lowell	33 Bartlett St., Suite 206	70		3	2	2	3	2
Lowell	Lowell Community Health Center	597 Merrimack St.	84		4	1	4	2	2
Lowell	Mill City Medical Group	45 Palmer St., Suite 1	84		4	2	4	3	3
Lowell	Riverside Medical Group	275 Varnum Ave., Suite 201	68		4	2	2	2	3
Newbury	Holistic Family Practice	65 Newburyport Turnpike	74		4	3	3	3	4
Newburyport	Highland Primary Care Associates	21 Highland Ave., Suite 2	63		4	2	2	3	2
Newburyport	Pentucket Medical Associates - Newburyport	260 Merrimac St., Towle Bldg	71		3	3	2	2	2
Tewksbury	Family Care Center - Tewksbury	2345 Main St.	69		4	3	4	3	3
Tewksbury	Merrimack Family Medicine	170 Main St., G 06	83		4	4	4	4	4



Editorial Focus

- Opportunity for education about improving the patient/clinician partnership
- “What to do” sections to help patients get the most out of their care
- Language about the importance of “a good fit” with your doctor rather than using this information to switch physicians
- Patient experience represents one of several important dimensions in evaluating the quality of health care
- CR partnership with MHQP provides a systematic, scientific way to get information versus usual anecdotal approaches
- Include practice improvement story

How well your physician communicates with you (Joint MHQP/ Consumer Reports Publication)

How often did your doctor explain things in a way that was easy to understand?

- Never
- Usually
- Almost never
- Almost always
- Sometimes
- Always

Percent in MHQP survey who said Always: **84 percent**

What to do: Take detailed notes. Repeat your doctor's instructions back in your own words to check that you got them right. If you're confused, say so. Finally, consider bringing along a friend or relative

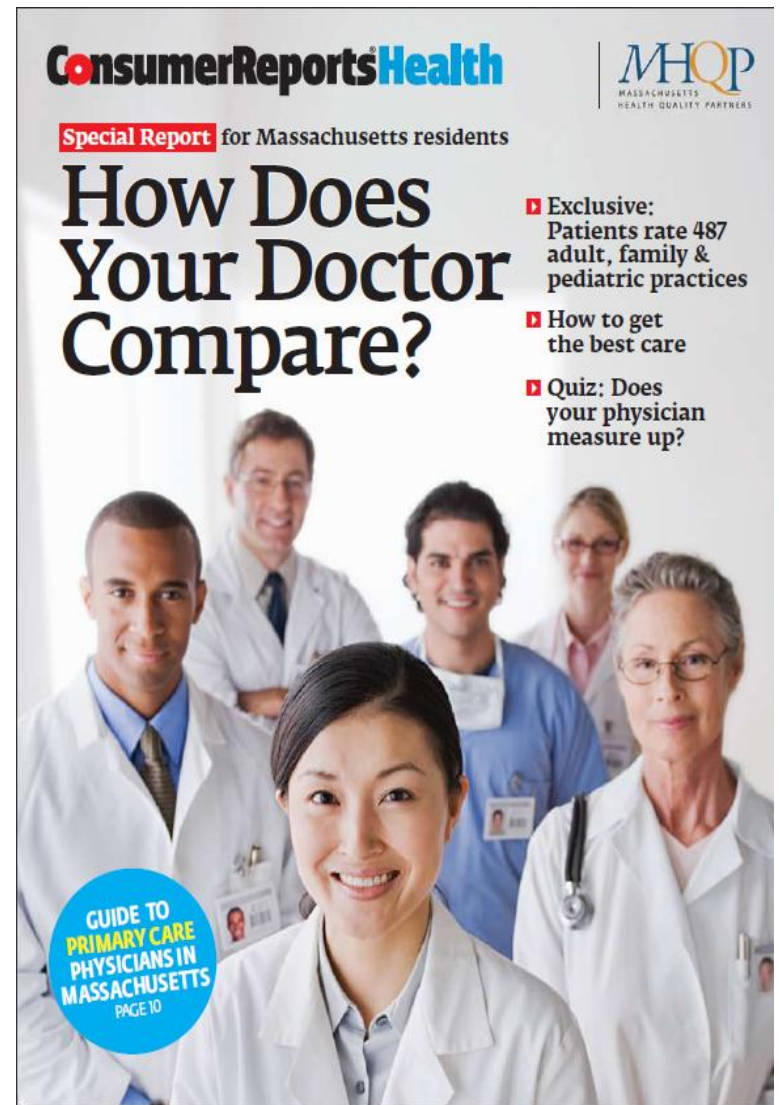
Patient and Public Response

“This is what transparency looks like!”

“This was an outstanding public service! Thank you.”

“So what? So Massachusetts residents have a new resource to help choose the best primary care practices. It's a milestone in providing consumers with valid, reliable, and useful health information. Let's hope consumers take advantage of it.”

“Partnering with a major consumer brand will allow many more people to access this information in an easy-to-understand format.”



“Any transparency like this really can only help raise the bar for the medical profession.”

MHQP and Consumer Reports Patient Experience Survey Report Media Reach



Massachusetts Health Quality Partners and Consumer Reports partnered up to bring patient experience survey results for nearly 500 practices in Massachusetts.



Consumer Reports print subscribers received the special PES insert



Viewed the report on mhqp.org on the release day

SOCIAL MEDIA

MHQP saw a large increase of user traffic on social media sites. On the day of the release:



700% increase in Facebook traffic (2,100 additional users)



200% increase in Twitter traffic

PRINT / WEB DISTRIBUTION

The Consumer Reports collaboration was covered in



Total coverage resulted in over **3,248,779** web impressions. Totalling web and print impressions, it is estimated that the release was viewed almost **4.5 million** times.



Impact of MHQP/Consumer Reports Insert - *Consumer Reports Reader Survey*

- 39% of those who read the recommendations on how to interact with their doctor **plan to change what they do or say during future visits**
- 25% said they **felt better about the state of health care in Massachusetts** after reading this report
- Readership of the insert **did not significantly influence intentions to change providers**

Consumer Reports newsstands sales increase 110% the month this issue was released

Lessons Learned

There are tensions between how physicians want data publicly reported and how to present data in a way that is actionable to the public, e.g.

- ▣ Emphasize vs. minimize performance differences
- ▣ Identify good/bad vs. non judgmental
- ▣ “Name names” vs. focus on improvement
- ▣ Overall score vs. preserve details

We need to publicly report data in a way that will engage the public, but also be sensitive to provider concerns

For more information about MHQP and to
view all our reports...

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