Public Reporting & Consumer Shopping Tool: Facility Cost and Quality Report

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Maria de Jesus Diaz-Perez
Director of Public Reporting

Cari Frank
VP of Communication & Marketing
When shopping for imaging services in Colorado, how much could you save by searching price information online?

- Up to $100
- Up to $500
- Up to $8,000
- Nothing, prices are basically the same
CO APCD Public Data

Public Data

- Interactive Website
- Spot Analysis/Data Bytes
- Infographics and Other Publications

Utilization Spot Analysis: Free Standing Emergency Departments

Health Plan and Patient Cost Per Person Per Year (PPPY) by Service Type

- Inpatient
- Outpatient
- Professional
- Pharmacy

Statewide

- All Payers
- Commercial
- Medicaid
- Medicare Advantage

civhc.org/get-data/public-data/
• Purpose:
  – **Part of Administrative** mandate
  – **Educate** consumers and other stakeholders about health care issues
  – **Inform opportunities** for cost savings and improved health/care
  – **Support decision-making** in selecting care & development of new programs or initiatives
  – **Track progress** across communities and as a state
“CIVHC’s reports on health care utilization and costs helps me identify opportunities and areas for improvement that my nonprofit can work on.”

“CIVHC provides valuable population level insight and data to help guide public health efforts in Colorado.”

“We are a small nonprofit and desperately need the information CIVHC produces for the community.”

“The data that CIVHC publishes assists with developing our community collaborative efforts.”

“[The data] supports my efforts at HCPF as I depend on CIVHC for high quality data and other valuable resources.”

“[The data] helps in our efforts to support a case for a specific strategy to aid employers in reducing their health plan spend”
CO APCD Advisory Committee

- Multi-stakeholder appointed committee
  - Consumers
  - Legislators
  - State agencies
  - Providers
  - Researchers
  - Employers
  - Health Planes

- Reviews potential public reporting measures, provides input and feedback
Consumer Input for Facility Price Report

• Held two in-depth facility price focus groups with previous design/display
  – Led to going down the path to display bundled pricing
  – Patients want to understand quality and methodology, more information in links for those wanting to dig deeper
  – Liked having the cost calculator option

• Reviewed literature and learned from other best practices
  – Simplified star ratings for quality, searchable by things that matter most to the consumer (quality, distance, price, etc.)
  – Opted not to have “my cost” calculator based on experience from HSRI/NORC

• Conducted overall website design testing with consumers to ensure they understood where to go to access data on the website
# Consumer Shopping Tool: Imaging

## Shop for Health Care Services

**Select Service:**
- 70450 - CT scan of head or brain

**Select Your ZIP Code:**
- 80041

**Sort List By:**
- Average Price (High to Low)

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Distance (Miles)</th>
<th>Price Estimate</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valley View Hospital</td>
<td>121.2</td>
<td>$2,140</td>
<td>4.5 stars</td>
</tr>
<tr>
<td>Children's Hospital Colorado Anschutz Medical Campus</td>
<td>13.7</td>
<td>$1,420</td>
<td>3 stars</td>
</tr>
<tr>
<td>SCL Health St Marys Medical Center</td>
<td>191.3</td>
<td>$1,140</td>
<td>4 stars</td>
</tr>
<tr>
<td>Community Hospital Medical Imaging</td>
<td>194.2</td>
<td>$1,000</td>
<td>4 stars</td>
</tr>
<tr>
<td>UCH Health Yampa Valley Medical Center</td>
<td>102.2</td>
<td>$950</td>
<td>4.5 stars</td>
</tr>
<tr>
<td>Montrose Memorial Hospital</td>
<td>174.9</td>
<td>$840</td>
<td>4.5 stars</td>
</tr>
<tr>
<td>Banner Health North Colorado Medical Center</td>
<td>47.0</td>
<td>$770</td>
<td>4 stars</td>
</tr>
<tr>
<td>Banner Health Mckee Medical Center</td>
<td>42.3</td>
<td>$770</td>
<td>4.5 stars</td>
</tr>
<tr>
<td>Banner Fort Collins Medical Center</td>
<td>54.0</td>
<td>$750</td>
<td>4.5 stars</td>
</tr>
</tbody>
</table>
There is an $8,000 difference in imaging prices for some procedures between the lowest and highest priced facility.
# Shop for Health Care Services

**Select Service:** 70450 - CT scan of head or brain

**Select Your ZIP Code:** 80001

**Sort List By:** Average Price (Low to High)

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Distance (Miles)</th>
<th>Price Estimate</th>
<th>Price Range</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCH Health Poudre Valley Hospital</td>
<td>57.6</td>
<td>$140</td>
<td>$40–$710</td>
<td>★★★★☆☆</td>
</tr>
<tr>
<td>Centura Health Littleton Adventist Hospital</td>
<td>16.4</td>
<td>$300</td>
<td>$40–$430</td>
<td>★★★★☆☆</td>
</tr>
<tr>
<td>Centura Health St Mary Corwin Medical Center</td>
<td>111.2</td>
<td>$310</td>
<td>$40–$370</td>
<td>★★★☆☆☆</td>
</tr>
<tr>
<td>Boulder Community Hospital</td>
<td>18.7</td>
<td>$310</td>
<td>$310–$310</td>
<td>★☆☆☆☆☆</td>
</tr>
<tr>
<td>Boulder Community Health Foothills Hospital</td>
<td>16.8</td>
<td>$310</td>
<td>$290–$910</td>
<td>★★★★★☆☆</td>
</tr>
</tbody>
</table>
Public Data

Number of Lives Impacted

Shop for Care Page:
- Over 3,000 page views since launch
  - 12% of all page views on civhc.org; 4x views of any other page
- Over 2,600 unique page views
- Average time on Page: 3:18

CIVHC.org site (July-Nov 2017 to 2018 Comparison):
- 61% Increase in total sessions
- 74% Increase in unique users
- 35% Increase in page views
The Opaqu Transpare

Online Tool Helps Coloradans Compare Costs of Health Care Services

NICK MAHAH | JULY 21, 2018 | 4:40AM

Public opposition would be unseemly, so insurers and hospitals work behind the scenes against price transparency.
"Good news. The hospital settled at the reasonable level of $2,226. Using data from Colorado All Payer Claims Database, I was able to make a case for a $14,000 reduction in the $16,385 bill. Thank you CIVHC, the information was invaluable in enabling me to achieve a fair outcome."
- Colorado Patient

"I was able to look up the cost of abdominal CT scans at different ERs for my husband (who is on a high deductible plan) and saved hundreds of dollars by checking prices from the site."
– CIVHC Employee
Public Data

What Can You Do?

- Shop for care next time you need a health care service
- Spread the word to family/friends (social media, etc.)
- Share with your colleagues and employees
- Post a link on your organization’s website

Even if you have a low deductible plan, you can make a positive impact by making informed health care decisions
Planned Consumer Shopping Services – Early 2019

NEW!
Surgical & Preventive (episodes)
• Knee Arthroscopy
• Cataract Surgery
• Colonoscopy
• Breast Biopsy
• Gall Bladder Surgery
• Upper GI Endoscopy
• Tonsillectomy
• Knee replacement
• Hip replacement
• Vaginal birth
• C-Section

NEW!
X-Rays
• Neck and spine 2-3 views
• Thoracic spine, 2 views
• L-S Spine 2-3 views
• L-2 spine 4 or more views
• Pelvis
• Shoulder
• Wrist
• Hand
• Knee
• Ankle
• Foot
• Abdomen

PLUS! Update Current Imaging with 2017 data
Contact Us!

- **Maria de Jesus Diaz-Perez** (mdiaz@civhc.org)
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  VP of Communication & Marketing

Questions & Feedback!