

Health Care Transformation: The Georgia Health Care Transparency Web site

Presentation to
Board of Community Health
August 23, 2007
by
Charemon Grant and Diane Manheim



DCH Mission

ACCESS



Access
to affordable,
quality health
care in our
communities

RESPONSIBLE



Responsible
health planning
and use of
health care
resources

HEALTHY



Healthy
behaviors and
improved
health
outcomes

DCH Initiatives

FY 2007 and FY 2008

FY 2007

Medicaid Transformation

Integrity of our Programs & Safety Net

Consumerism

Health Improvement & Resolving Disparities

Uninsured: Community Solutions

FY 2008

Medicaid Transformation

Financial Integrity

Health Improvement

Solutions for the Uninsured

Medicaid Program Integrity

Workforce Development

PeachCare for Kids™ Program Stability

SHBP Evolution

Consumer Service and Communication

Health Care Consumerism

What is Health Care Consumerism?

- Consumerism in health care is based on the idea that individuals should have greater control over decisions affecting their health care
- Consumer-directed health care addresses two of the largest challenges in our health care system: controlling costs and improving access to affordable, high-quality care

A Health Care Consumerism Initiative

Georgia's Health Information Technology and
Transparency Initiative (HITT):

- Transparency Web site
- Georgia Health Information Exchange Pilot Programs

History of HITT

- President George W. Bush launched an initiative in 2004 to reform health care through the improved adoption of health information technology and empowerment of consumers through information
- Governor Sonny Perdue issued two Executive Orders relating to HITT:
 - The first, signed in October 2006, created the HITT Advisory Board to facilitate and encourage the use of electronic health records and to establish a statewide health information exchange strategy and to promote marketplace transparency
 - The second, signed in February 2007, encouraged marketplace transparency by providing cost and quality data to consumers, and application of industry best practices that facilitate the use of electronic health records

GA HITT Advisory Board

In November 2006, as a result of the Executive Order, Dr. Rhonda Medows, Commissioner of DCH appointed:

- 12 HITT Advisory Board members
 - Advise DCH on best practices for electronic health records adoption, health information exchange and transparency
- 17 HITT Advisory Board-Ad hoc members
 - Support the activities of the HITT Advisory Board and DCH by providing input within their areas of expertise

HITT Advisory Board

Includes representatives from various aspects of health care delivery such as hospital organizations, physician practices, public health, health and human services, Georgia Senate, medical and hospital associations, laboratories, pharmacies, dental organizations, consulting, legal services, foundations, and community services organizations

HITT Advisory Board Mission



To provide leadership and encouragement in developing collaborative statewide initiatives that enhance the quality, safety and transparency of health care by promoting cost-effective and secure adoption of information technology, which ultimately improves the health of Georgia's citizens.

HITT Advisory Board

The full HITT Board has met monthly since November 2006 including one two-day retreat

Divided into two standing committees:

- Transparency
 - a broad-scale initiative enabling consumers to compare health service availability, quality and price so consumers can make more informed health care choices
- Health Information Exchange (HIE)
 - Two or more organizations that exchange data within and across naturally occurring medical referral regions

HITT Transparency

Resources:

- HITT Advisory Board – Transparency Committee
- DCH Designated Staff – Division of Health Planning with IT Division support
- Dedicated Project Manager
- Ad hoc members as requested



HITT Transparency

Transparency Technical Advisory Groups (TAG):

- Health Insurance Plans TAG
- Hospital and Ambulatory Surgery Services TAG
- Long-Term Care and Community-Bases Services TAG
- Pharmacy and Prescription Drug TAG
- Individual Practitioner and Ancillary Services TAG may be convened in future



HITT Transparency

Goal:

- Develop a consumer-focused Web site that provides consumers health care service, quality and cost information

Deliverables:

- Develop and implement the transparency Web site that is consumer focused and consumer friendly by 2008
- Obtain consumer input (direct input, focus groups, etc.)
- Base the Web site info on current and accurate data that is kept updated on a timely basis
- Procure the Web site creation, programming and maintenance



HITT Transparency

Activities to date:

- Developed a project mission which states the vision, guiding principles and major objectives of the transparency project
- June 2007, hosted a series of statewide community forums to gather consumer feedback surrounding the layout, design and potential content of a Transparency Web site
 - Forums hosted in seven locations across Georgia
 - Locations chosen represented geographic diversity of Georgia's citizens
 - Participants divided into small groups to discuss a particular topic, including: Pharmacy Services and Medication, Nursing Home Care, Alternatives to Nursing Home Care, Outpatient Procedures in either Hospital or Ambulatory Surgical Settings, and Health Insurance Plans
 - Consumers expressed excitement about the concept of the Web site
 - Consumers requested solid definitions, explanations of what the information was actually telling them and were interested in customer satisfaction information and deficiencies

HITT Transparency

Activities to date:

- Consumer feedback utilized to shape Request for Proposal (RFP)
- Posted RFP to procure the services of a vendor for the Web site:
http://ssl.doas.state.ga.us/PRSapp/PublicBidNotice?bid_op=084190041900-020-0000000051
 - RFP outlines request to obtain the services of a vendor for the development and hosting of an integrated Web site
 - RFP posted on August 1, 2007
 - RFP closing on September 4, 2007 at 1 p.m.

Transparency Web site

Aims to fully enable the concept of transparency of health information and promotes value or data-driven decision-making for health care consumers and other stakeholders

- Phase 1 Transparency Web site launching January 2008
- Phase 2 of the project data integrated into Web site in stages prior to June 30, 2008