

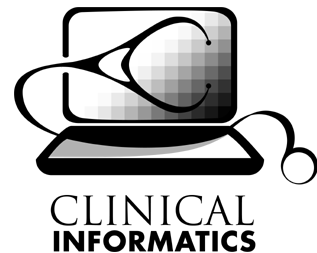


Healthcare Transparency

**A critical component of transforming
healthcare into an efficient market
that supports value**

Larry Ozeran, MD
President
Clinical Informatics, Inc.

BAMIS 2019





Healthcare Transparency

Why Seek Healthcare Transparency?

Transparency should matter to you personally

- Can I learn the cost before getting a service?
- Is there data about quality of service?
- How is the customer service?
- Are anyone's beliefs going to impact my care?

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Healthcare Transparency



What is Healthcare Transparency?

Transparency is more than just posting data

Data must be meaningful and comparable

Data should be digital and computable

Standards are needed to support comparisons

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Healthcare Transparency



Transparency Requires Service Definitions

Services must be defined:

- in ways that allow comparison
- so they are clear to everyone
- using explicit inclusions and exclusions

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Healthcare Transparency

		Cleaning, Etc.	
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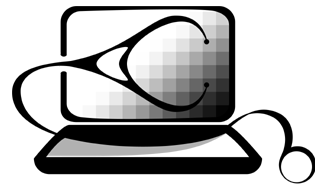
Transparency Must Start Somewhere

Transparency is complicated

Never starting is more costly in lives and dollars

Start now with something and iterate

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Healthcare Transparency

Making Healthcare Quality Transparent

Metric category	Utility
Outcomes	Externally, internally
Intermediate measures	Possibly externally, internally
Process measures	Only internally

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Transparency Requires Healthcare Outcomes

Stop using easier metrics that don't reflect quality

Start with mortality

No population risk adjustment (we can't do it)

Define populations instead to share what we know

Massive data collection and management challenge

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Healthcare Transparency



Not your Father's Healthcare

Paternalism as a barrier to patient engagement:

- makes it harder to treat patients as collaborators
- reduces our willingness to explain

New paradigm: as clinicians, we must be experts, teachers, facilitators and guides, not parents

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Can Transparency Start Today?

1 Jan 2019 – CMS pricing rules are in effect

Is this useful:

202716 BILIRUBIN TOT TRANSCU POC \$50

Necessary first step, more is needed

Individuals can share personal experiences

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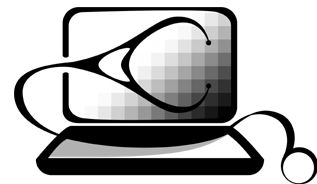
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How Much Was That?

Costs necessarily vary by geography

Were you aware about how much costs can vary **within** a single geography – up to 5 times for the same service?

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Transparent Customer Service

Mission should drive action

Customer service should be more than marketing

There should be data about how an organization implements its focus on serving customers

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The Meaning of Service

Service is putting someone else ahead of yourself

Beliefs only matter after the evidence is considered

Only the beliefs of the patient should impact care

If an organization makes care decisions that are counter to or different from the evidence, that must be said everywhere (website, every agreement, etc.)

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