State Consumer Health Information and Policy Advisory Council

PLANNING TEMPLATE

Plan Goals and Implementation Status to Date

1. **Provide downloadable Consumer Health Tools on the Florida Health Finder Website.**
   **Details:** Provide templates of prescription lists, doctor contacts, and a history form on the website. Consumers will be able to enter their own personal information, print the form, email the form, and/or save the form on their own personal computer.
   **Statutory Authority:** 408.05 (3)(k)3, F.S.
   **Data Requirements:** No data reporting required.
   **Success Metrics:** Website visits and survey findings

   **Status:** The Florida Center is assessing available personal health record forms, electronic personal health record developments, and the best approach to meet unique consumer needs. Tip sheets have been recently added that give consumers a quick check list when preparing for a hospital visit and advice on how to ask hospitals and doctors about prices.

2. **Publicly report actual prices for all health care services.**
   **Details:** The current listed prices are not representative of the prices that most Floridians pay for health care. To the extent possible the Florida Center will seek out additional data sets that include more applicable pricing data.
   **Statutory Authority:** 408.05 (3)(k), F.S.
   **Data Requirements:** Additional data collection may be required.
   **Success Metrics:** Website visits and survey findings

   **Status:** Agency staff presented information on claims data collection to the work group. It was recommended that staff continue to research, study feasibility and develop a plan for incremental implementation. The ability to access Medicare, Medicaid and state employee claims data and use it for this purpose will be examined.

3. **Continue to solicit consumer feedback and evaluate the website.**
   **Details:** As the Agency continues to develop the Florida Health Finder website, the information on the site must be relevant, important, and easily accessible to the consumer. Consistent evaluation and feedback from site users will engender trust and help us to better meet consumer needs.
   **Statutory Authority:** 408.05 (3)(k)3, F.S.
   **Data Requirements:** Voluntary data collection.
   **Success Metrics:** Website visits and survey findings

   **Status:** The Florida Center has reported survey results including customer suggestions, most popular pages and other information. Staff has worked with the vendor to increase website visibility, make the customer survey more prominent, and provide website tutorials and navigation tips. Staff is currently drafting
scenarios for use by the workgroup as an exercise to locate information on the website. This feedback will provide valuable information on areas to enhance.

4. **Integrate cutting edge Internet technology to establish a virtual community on Florida Health Finder.**
   
   **Details:** There are numerous Internet technologies that are available to enhance the Florida Health Finder website such as: online personal health profiles, moderated health information web bulletin boards, email health alerts, social networking site (Facebook, You Tube, etc.), and much more.
   
   **Statutory Authority:** 408.05 (3)(k)3, F.S.
   
   **Data Requirements:** No data collection requirements.
   
   **Success Metrics:** Website visits and survey findings

**Status:** The Agency is researching the feasibility of utilizing additional Internet services, unmet consumer needs, ADA requirements and other technical issues.

5. **Improve and streamline Data Analysis Methodology.**
   
   **Details:** The Florida Center must continue to revise and update its data collection and analysis methodology to maintain and improve its high standard of quality.
   
   **Statutory Authority:** 408.061(1), F.S.
   
   **Data Requirements:** Revise data collection requirements.
   
   **Success Metrics:** Website visits and survey findings

**Status:** The A.D.A.M. patient education tool was added to the Florida Health Finder website in November 2007. The collection of Surgical Infection Prevention (SIP) data was found to be redundant with data currently provided to CMS, and the Agency deleted the requirement in rule in June 2008. The first publication of Potentially Preventable Readmissions for 54 conditions and procedures was released in June 2008. Legislation passed in the 2008 legislative session requires that the Agency increase the number of procedures reported on the website and provide the range of prices (charges) in addition to the average charges. The Agency has received a grant from the federal Agency for Health Care Research and Quality to perform a study to determine the feasibility of collecting clinical laboratory data linked to inpatient data currently reported. Proposed rules to update data collection requirements, streamline the certification process, and integrate rehabilitation hospital reporting are expected to be completed by early 2009 to be implemented in 2010.

6. **Promote the Florida Health Finder Website.**
   
   **Details:** In order for Florida Health Finder to become the one stop shop for health care resources in Florida, Floridians must know about the site. Creative low cost website promotion must be ongoing. Promotion may include: website brochure development, press kits, website posters, Agency promotion partners, etc.
   
   **Statutory Authority:** 408.05 (3)(k)3, F.S.
   
   **Data Requirements:** Voluntary data collection.
   
   **Success Metrics:** Website visits and survey findings

**Status:** A press kit including brochures and bookmarks was developed and produced and provided to members of the Advisory Council and workgroups to use in presentations and at conferences. The
Agency has initiated a partnership with the Florida Electronic Library and will make use of the Florida Electronic Library’s consumer survey as a starting point for determining those health related issues about which consumers are most seeking information. The Council has recommended expanding the partnership to design and develop a teaching model for librarians that will educate on the use of the website and its contents so librarians can direct and assist consumers in the use of the website. The Agency is currently testing an Internet campaign using Google AdWords. When someone searches for certain health care keywords or participating health care websites, an ad for our website will appear on a rotating basis. The Agency will evaluate the increase in website traffic that results and determine whether to continue to purchase the ads.

7. **Add Medicaid information to the Florida Health Finder Website.**
   **Details:** Add a Medicaid portal to the Florida Health Finder Website including Medicaid specific data, a physician locator, information on Medicaid HMO plans, Choice Counseling, etc.
   **Statutory Authority:** 408.063, F.S.
   **Data Requirements:** Use data available from Florida Medicaid.
   **Success Metrics:** Website visits and survey findings

**Status:** Information about Medicaid services and expenditures is now posted on FloridaHealthFinder.gov website. This new information includes Medicaid expenditures for hospitals, nursing homes, home health agencies, hospice, physicians and more. It also provides Medicaid beneficiaries with information on Medicaid services, finding Medicaid doctors, dentists and specialists, choosing a Medicaid Managed Care Plan, and general information on Medicaid and Medicare. Additionally, collaborative meetings have been held regarding posting additional performance measures for Medicaid health plans. Discussion continues on content and hosting.

8. **Provide consumers access to their health insurance plan information on the Florida Health Finder Website.**
   **Details:** Provide consumers with information on health plan premiums, deductibles, co-pays and co-insurance.
   **Statutory Authority:** 408.05 (3)(k)2, F.S.
   **Data Requirements:** Additional data collection may be required.
   **Success Metrics:** Website visits and survey findings.

**Status:** The website currently provides a link to the Office of Insurance Regulation (OIR) website where average health insurance premium rates for small groups are provided. Another OIR link provides a report that shows financial indicators and enrollment data for Florida health insurance plans including total premiums, losses, covered lives, and average number of days taken to pay claims.

Claims data, if collected, may provide more detailed information about the payments made by health plans to health care facilities and providers and other information.

9. **Display physician quality & price information on the Florida Health Finder website.**
   **Details:** The strategic planning teams envision displaying disease outcome data, price information, and procedure volume data by physician on the website. There was also discussion
by several of the teams about directly linking to the Department of Health’s Medical Quality Assurance website database.

**Statutory Authority:** 408.05 (3)(k), F.S.
**Data Requirements:** Additional data collection may be required.
**Success Metrics:** Website visits and survey findings.

**Statutory Authority:** The Florida Center is currently assessing the feasibility of using the Clinical Classification Software (CCS) groupings developed at the federal Agency for Healthcare Research and Quality (AHRQ). The CCS is a tool for clustering patient diagnoses and procedures into a manageable number of clinically meaningful categories. The Florida Center is also working with the vendor to obtain physician volumes on various procedures for reporting on the website. At the recommendation of the Advisory Council, the Florida Center is researching what has been done on both a federal and state level for reporting physician data.

10. **Develop the infrastructure for the use of Health Information Technology**
**Details:** At the strategic planning meeting there was an emphasis on the need for widespread adoption of health information technology. Most industrial sectors in the USA have realized enormous savings from implementing information technology (IT). The health care industry has lagged behind and has not realized the benefits of incorporating IT into its system. Benefits accrue in the administrative, clinical and record-keeping sectors of the health care industry, and are awaiting appropriate levels of investment to be realized. Infrastructure development is essential to support health information technology adoption.

**Statutory Authority:** 408.062(5), F.S.
**Data Requirements:** Voluntary data collection.
**Success Metrics:** Technology adoption rates and survey findings

**Status:** Big Bend RHIO received a Federal Communications Commission (FCC) funding award in 2008; the Agency is providing technical support and exploring possible extension of this project to other regions.

11. **Promote statewide use of Health Information Technology (HIT)**
**Details:** The promotion of HIT in the provider community is essential to increasing its use. Promotional efforts should explain the benefits of implementing HIT - for the physician who will have access to more timely and accurate information to make a diagnosis, and for the patient who will receive higher quality health care at the point of service. To this end, a comprehensive, statewide promotion strategy should be developed, which can be combined with incentive programs to engage providers in adoption of HIT.

**Statutory Authority:** 408.062(5), F.S.
**Data Requirements:** Voluntary data collection.
**Success Metrics:** Technology adoption rates and survey findings

**Status:** An electronic prescribing clearinghouse website was initiated in 2007 and expanded in 2008. Metrics on electronic prescribing were released in January 2008 and are to be updated in August. A privacy and security resource center and provider education toolkit are under development through
funding from the Health Information Security and Privacy Collaboration. Agency staff is coordinating with professional medical associations in the development of the toolkit and conducting educational outreach. The Agency is evaluating the recently enacted electronic prescribing incentives program for Medicare as a model for Florida Medicaid.

12. **Promote and support the Regional Health Information Organizations (RHIOS).**
   
   **Details:** The Florida RHIOS are health information organizations that provide and promote health information exchange (HIE) in the state. HIE is the foundation of electronic health records and the first step towards statewide interoperability of medical record systems. The RHIOS must be supported in their development phase. As they attain maturity and create sustainable models of growth, the funding from the state can be reduced. However, without a stable basis for HIE in Florida’s communities, the sharing of electronic health care records among providers will likely not move forward quickly.
   
   **Statutory Authority:** 408.05(4)(a)9.(b)(c), F.S.
   
   **Data Requirements:** Voluntary data collection.
   
   **Success Metrics:** Technology adoption rates and survey findings.

**Status:** The Agency continued administering the Florida Health Information Network grants program in fiscal year 2007-2008 that has supported the development of RHIOS and other health information organizations. A “point of care” grants program was funded for fiscal year 2008-2009 and is under development. This grants program supports the development of outpatient clinic information technology. Agency staff is collaborating with health information organizations to facilitate provider access to Medicaid medication data and electronic prescribing.

13. **Develop Personal Health Records that can be displayed and accessed online by Florida residents.**
   
   **Details:** The ultimate goal in consumer transparency is for each patient in Florida to have access to his or her health care information including personal health information that is collected by state health care programs, such as information that can be found in Medicaid claims. A personal health record (PHR) would integrate health care records for each Floridian. Florida citizens would be able to look up their health care history and could augment those records with their own observations or information. The PHR sponsored by the State should be interoperable with other PHRs to provide a complete medical history resource for patients, which could become an important factor in the long term care of Florida’s citizens.
   
   **Statutory Authority:** 408.05(4)(a)9, F.S.
   
   **Data Requirements:** Voluntary data collection.
   
   **Success Metrics:** Technology adoption rates and survey findings.

**Status:** A Florida PHR toolkit was released in May 2008 on the Agency websites. Staff is currently working on the development of a brochure that can be downloaded and additions to the toolkit.
## TRANSPARENCY GOALS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Objective Accomplished</th>
<th>Legislative Priority</th>
<th>Major Impact by 2010</th>
<th>Multiple Stakeholder Priority</th>
<th>Results in Better Health Care for All Floridians?</th>
<th>Comments</th>
<th>Priority for Advisory Council (high/low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provide downloadable Consumer Health Tools on the Florida Health Finder Website</td>
<td>5= least complete 1= Objective Accomplished</td>
<td>5= in statute or federal initiative</td>
<td>5= Yes 1=No</td>
<td>5= Important to many groups 1= Less stakeholder impact</td>
<td>5=Yes 1=No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Publicly report actual prices for all health care services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Continue to solicit consumer feedback and evaluate the website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Integrate cutting edge Internet technology to establish a virtual community on Florida Health Finder</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Objective</td>
<td>Objective Accomplished</td>
<td>Legislative Priority 5= in statute or federal initiative</td>
<td>Major Impact 5= Yes 1= No</td>
<td>Multiple Stakeholder Priority 5= Important to many groups 1= Less stakeholder impact</td>
<td>Results in Better Health Care for All Floridians? 5=Yes 1=No</td>
<td>Comments</td>
<td>Priority for Advisory Council (high/low)</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------</td>
<td>----------------------------------------------------------</td>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>----------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>5. Improve and streamline Data Analysis Methodology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Promote the Florida Health Finder Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Add Medicaid information to the Florida Health Finder Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Provide consumers access to their health insurance plan information on the Florida Health Finder website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Objective</td>
<td>Objective Accomplished</td>
<td>Legislative Priority</td>
<td>Major Impact by 2010</td>
<td>Multiple Stakeholder Priority</td>
<td>Results in Better Health Care for All Floridians?</td>
<td>Comments</td>
<td>Priority for Advisory Council (high/low)</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------</td>
<td>----------------------</td>
<td>----------------------</td>
<td>-------------------------------</td>
<td>-----------------------------------------------</td>
<td>----------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>9. Display physician quality and price information on the Florida Health Finder Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Goal 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Goal 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# HIE GOALS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Objective Accomplished</th>
<th>Legislative Priority</th>
<th>Major Impact by 2010</th>
<th>Multiple Stakeholder Priority</th>
<th>Results in Better Health Care for All Floridians?</th>
<th>Comments</th>
<th>Priority for Advisory Council (high/low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop the infrastructure for the use of Health Information Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Promote statewide use of Health Information Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Promote and support the Regional Health Information Organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Objective</td>
<td>Objective Accomplished</td>
<td>Legislative Priority</td>
<td>Major Impact by 2010</td>
<td>Multiple Stakeholder Priority</td>
<td>Results in Better Health Care for All Floridians?</td>
<td>Comments</td>
<td>Priority for Advisory Council (high/low)</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------</td>
<td>----------------------</td>
<td>----------------------</td>
<td>-------------------------------</td>
<td>-----------------------------------------------</td>
<td>----------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>4. Develop Personal Health Records that can be displayed and accessed online by Florida residents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Goal(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>