

access health CT
analytics



APCD Advisory Group Meeting

June 4, 2015

Presentation Overview

- Approval of March 4, 2015 Minutes
- Introduce New APCD Advisory Group Member
- CEO/ED Updates
- Communicate Health Presentation:
 - Overview of APCD Formative Research Findings and Preliminary Site Wireframes
- Amtex Presentation:
 - Overview of Consumer Decision Support tool Preliminary Wireframes
- Presentation of Proposed Policies and Procedures for Data Disclosure
- Next Steps
- Future Meetings
- Adjournment

Bernadette M Inskeep, RN BSN

Bernie Inskeep is the National Program Director for the All-Payer Claims Database operations at UnitedHealthcare. She is responsible for coordinating the approach to APCD submissions in all states and ensuring compliance. She is also active in partnering with states as they consider, implement, and create their APCDs.

Bernie actively participates on many APCD technical advisory committees, and is a recognized expert in the APCD space. Previously at UnitedHealthcare, she worked 7 years in compliance and has had many years in operations. Prior to her tenure at UnitedHealthcare, Bernie worked for 10 years as a clinician in several clinical settings including case management, which led to her interest in the business of healthcare. Bernie holds a Bachelors degree in Nursing from Oakland University. When not working, she enjoys traveling, gardening, knitting, and volunteering in her church.

CEO / ED Updates

- On March 4th meeting we discussed the inventory of reports for web-based presentation on the newly designed APCD website (in design phase). We have been working with Onpoint on various aspects of technical and clinical specifications; we have completed approximately 40% of the reports' specifications
- Data disclosure policies and procedures (P&P) are being developed. We held two (2) Data Privacy and Security subcommittee meetings. We are going to propose a set of additional P&P for data disclosure to be included in our current P&P.
- In light of frequent data breaches over the last few months, we have expanded the scope of security audit on our data vendor. We'll need additional 3-month period to complete this task. This will delay the implementation of APCD.
- Our vendor will demonstrate some design concepts (wire frames) for the proposed APCD website. The focus of the design has been to put consumers ahead of other stakeholders based on navigational clarity and easiness
- AHA is developing a Consumer Decision Support (CDS) tool to enable enrollees to select the appropriate metal and plan. More will be discussed at its demo later.

Communicate Health's Presentation

- Overview of APCD Formative Research Findings and Preliminary Site Wireframes

Formative Research and Website Design Update

APCD Advisory Group
June 4, 2015

Submitted by:
CommunicateHealth, Inc.
26 Market Street
Northampton, MA 01060
413.582.0425



Formative Research



Research Activities

- 2 focus groups with Connecticut health care consumers
- **Environmental scan of existing APCD** public websites and other relevant health care or e-commerce comparison tools
- Scan of relevant research on presenting health care cost and quality data to consumers
- Reviewed data from a previous AHA focus group



High Level Findings

- The concept of high-value health care (high quality and low cost) is hard for consumers to understand; many assume that high cost = high quality.
- Consumers are easily overwhelmed when presented with too many options for health care; they are more successful when guided through fewer choices and when information is presented in smaller, accessible chunks.



“The creators who make these things, they have so much information and know all the terminology.

But it has to be simple, easy to read and maneuver, or else [it’s] just confusing.”



Recommendations

- Educate consumers on why an APCD is important and what it can do.
 - Explain why it's important to shop for a low cost, high quality facility or procedure.
 - Set expectations from the beginning – make clear that the site is not for finding insurance or user-generated reviews of doctors.



Recommendations

- Create content that consumers care about and can understand
 - Frame health data in a way that is relevant to and useful for consumers using plain language
 - Make sure data are appropriate for consumers – not confusing or worrying (for example, avoiding data related to deaths following a hospital visit)



Recommendations

- Keep navigation simple
- Provide additional information at key points for users who want to dig deeper into the data
- Walk users through how the site works – and support them as they make decisions (for example, include a progress indicator that illustrates the process step-by-step)
- Provide a compare feature (so users can compare facilities) and a facility profile feature (so users can learn more about a specific facility) to help people eliminate options and make a decision

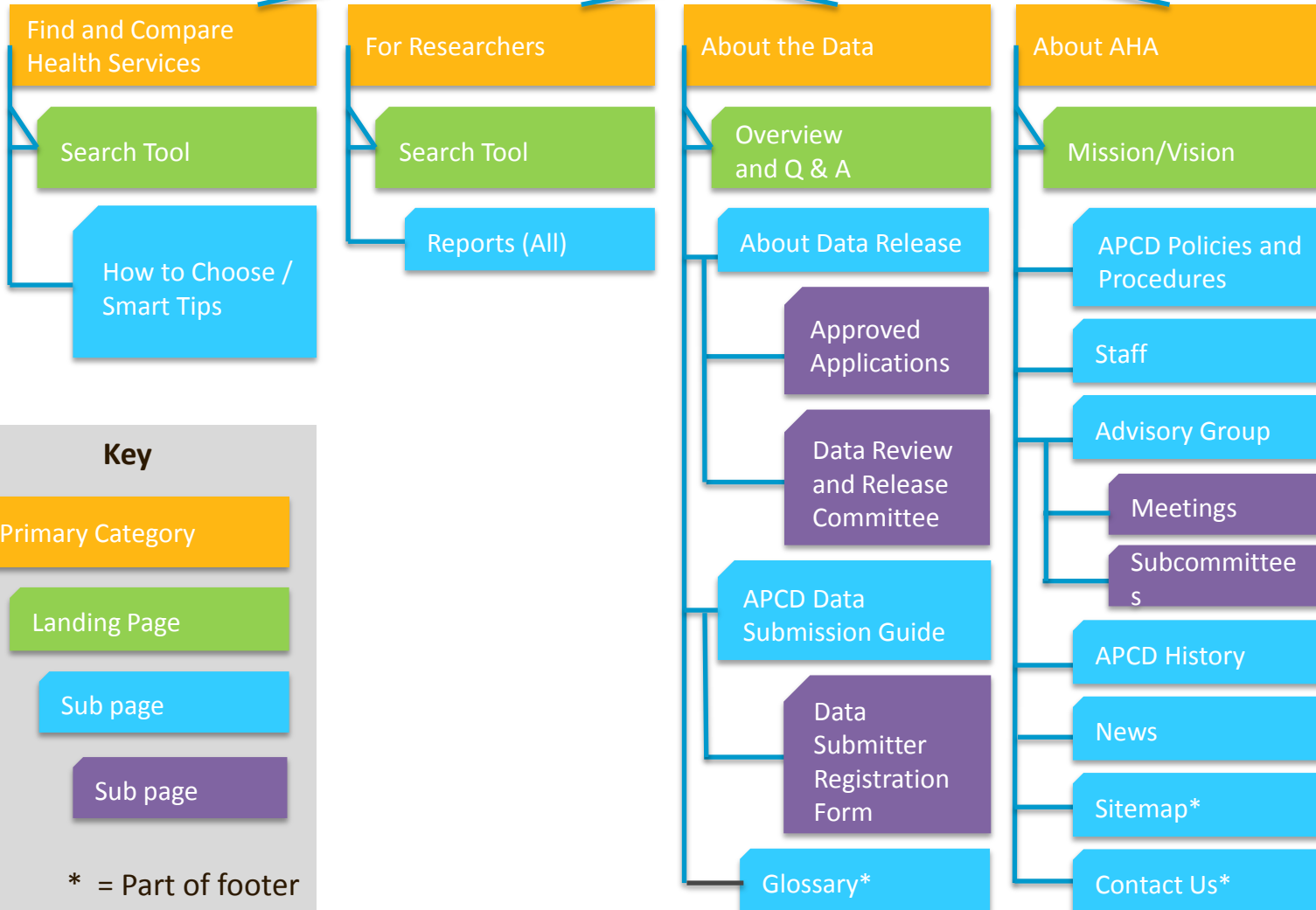


Proposed Sitemap



APCD Website Sitemap

CT APCD Home Page



Key

Primary Category

Landing Page

Sub page

Sub page

* = Part of footer



Wireframes



Overview

- Wireframes serve as an initial blueprint for the User Interface (UI) by depicting the layout, navigational elements, and interactive components of key screens.
- Wireframes do **not** incorporate look and feel or graphic design elements.
- Wireframes do **not** incorporate final content components.

Site Goals

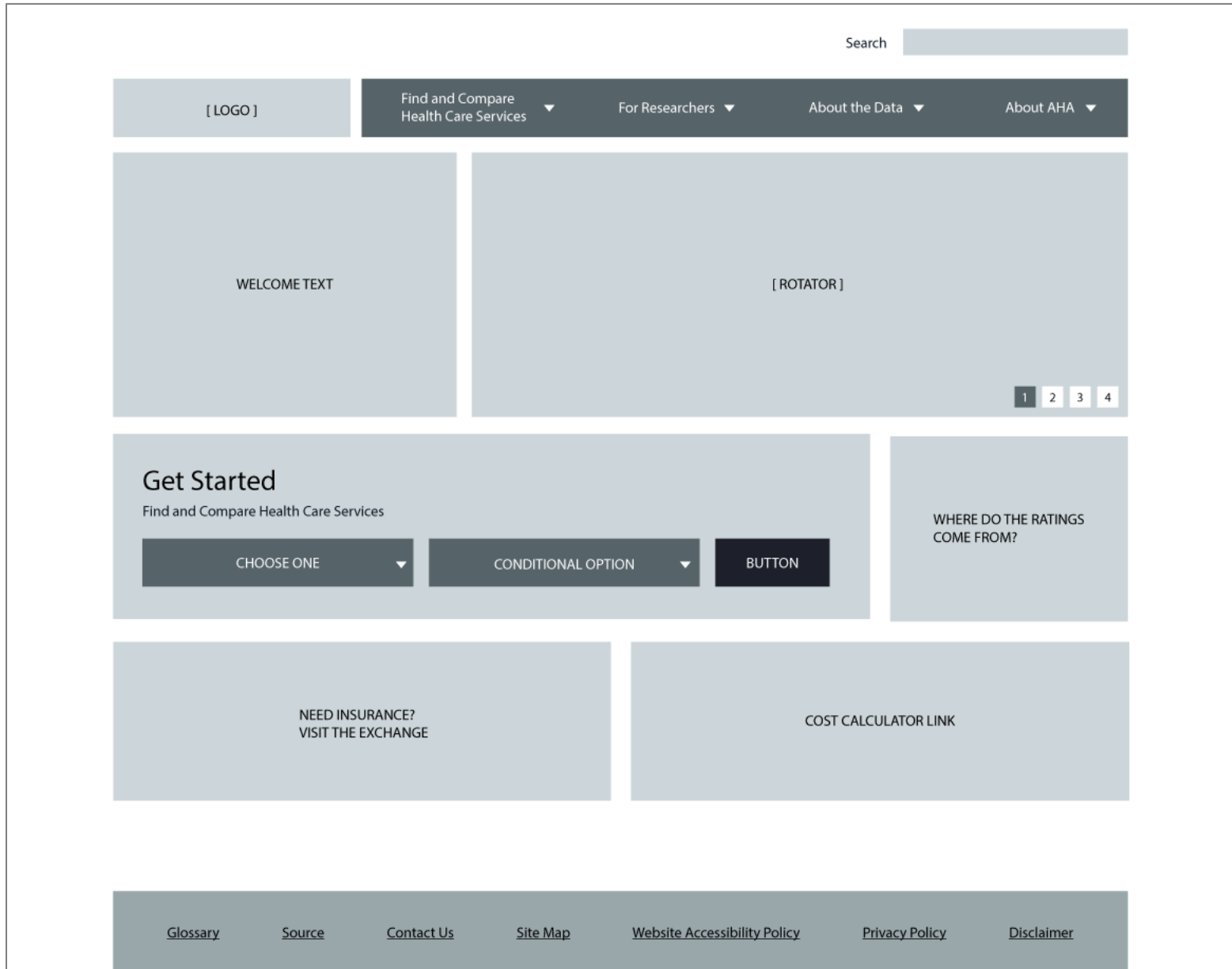
Project goal:

To help people make better decisions about their health care services

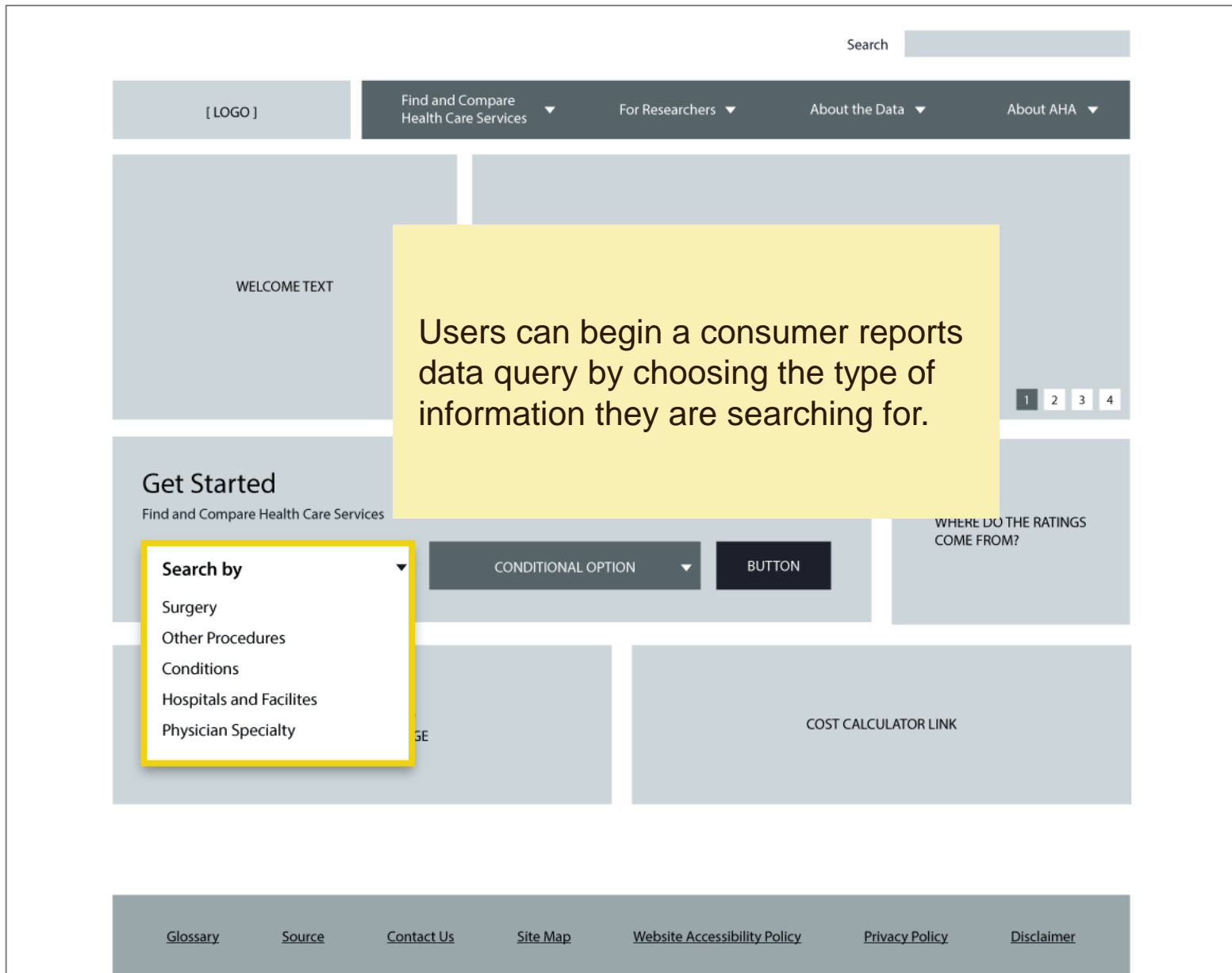
Website goals:

- ① Primary: To enable users, especially consumers, to find and compare low cost, high quality health care facilities and services
- ② Secondary: To give professionals and other users easy access to actionable, accurate CT health care data

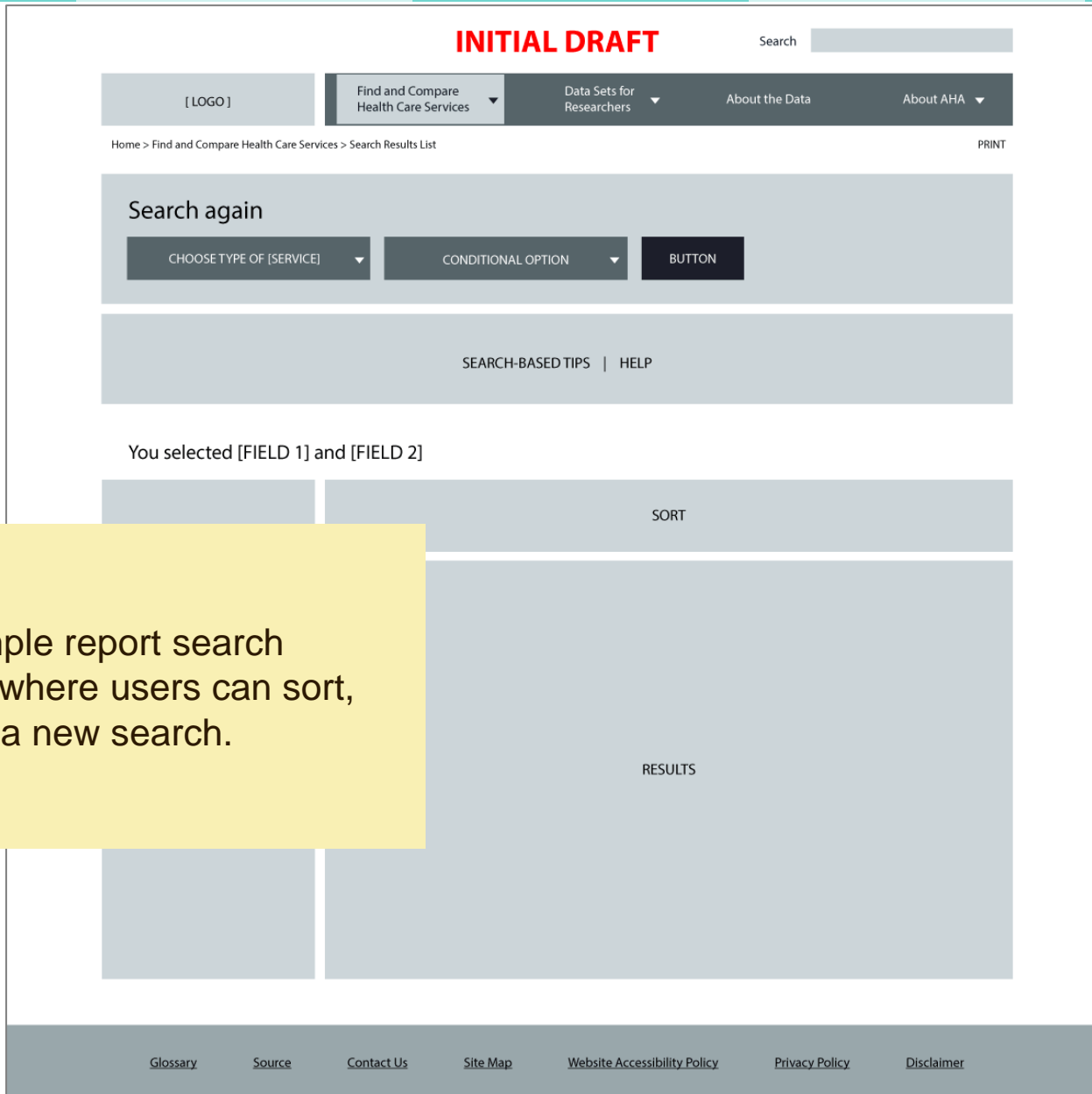
Home Page Option A



Home Page Option A2

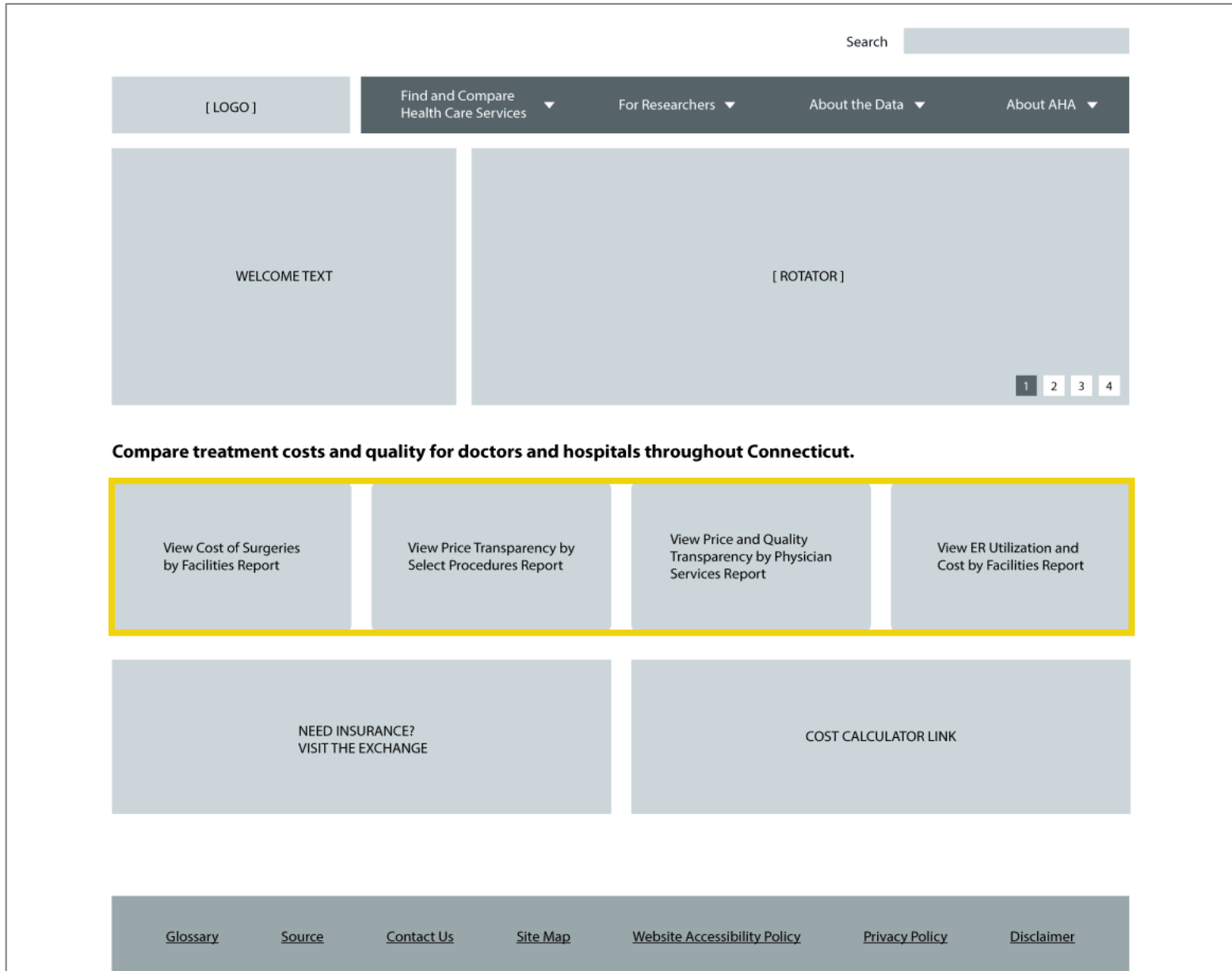


Report Search Results Page



This is a sample report search results page where users can sort, filter, or start a new search.

Home Page Option B



Full Report Page

INITIAL DRAFT Search

[LOGO] Find and Compare Health Care Services ▼ For Researchers ▼ About the Data About AHA ▼

Home > Find and Compare Health Care Services > Cost of Surgeries by Facilities PRINT

Cost of Surgeries by Facilities

██
██
██

FILTERING / SORTING TIPS

SORT

REPORT DATA

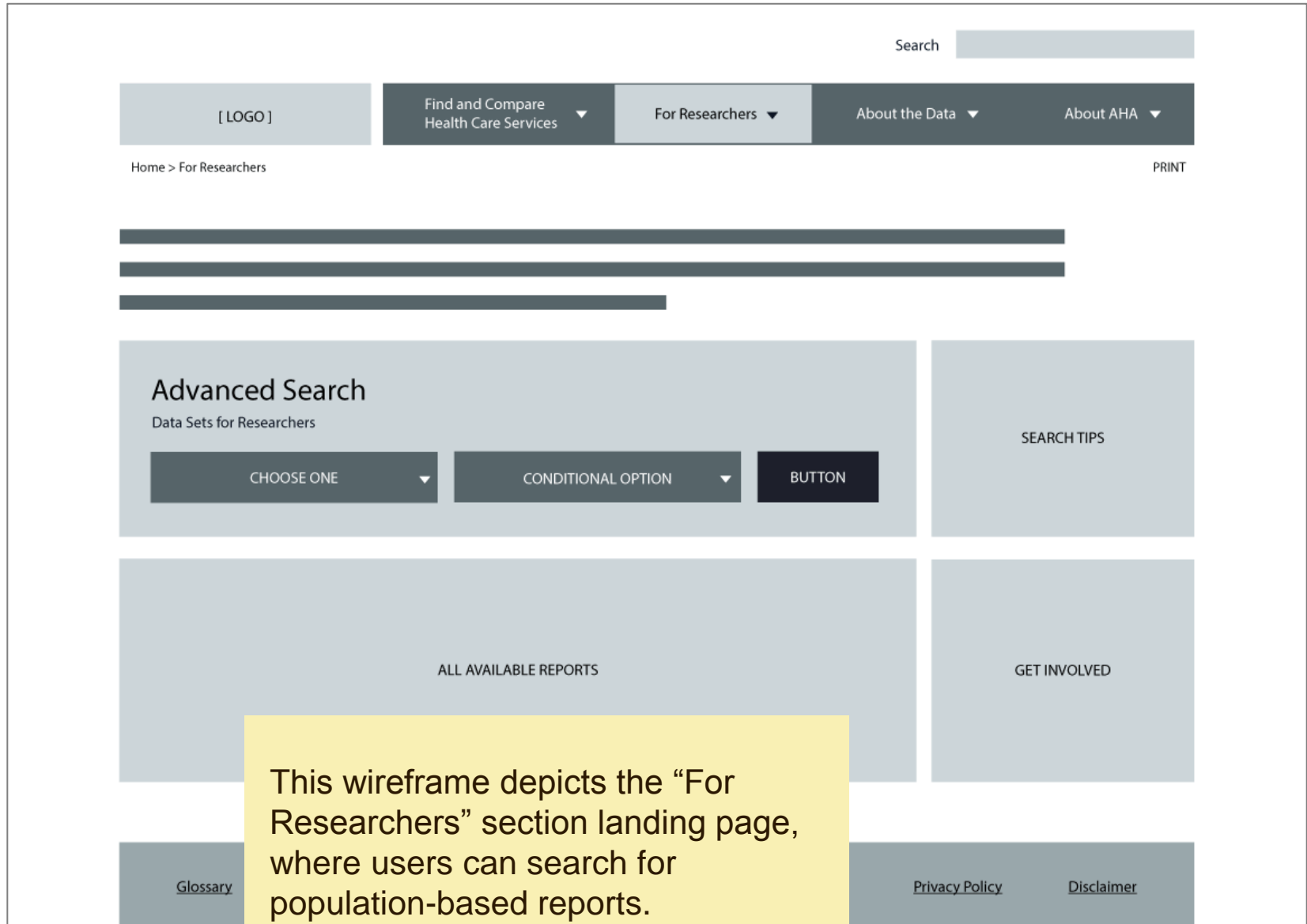
[Glossary](#) [Source](#) [Contact Us](#) [Site Map](#) [Website Accessibility Policy](#) [Privacy Policy](#) [Disclaimer](#)

This is a sample full-data set reports page, where users would be directed from Option B of the home page.

For Researchers



For Researchers 1



This wireframe depicts the “For Researchers” section landing page, where users can search for population-based reports.

For Researchers 2

The screenshot shows a website interface for researchers. At the top right is a search bar. Below it is a navigation bar with a logo placeholder, a search bar, and several menu items: "Find and Compare Health Care Services", "For Researchers", "About the Data", and "About AHA". Below the navigation bar is a breadcrumb trail "Home > For Researchers" and a "PRINT" link. The main content area features an "Advanced Search" section with the subtitle "Data Sets for Researchers". A dropdown menu titled "Search by" is open, showing four options: "Disease Prevalence", "Insurance Coverage", "Utilization Rates", and "Physician Density". To the right of the dropdown are two buttons: "CONDITIONAL OPTION" and "BUTTON". Below these are two large grey boxes labeled "ALL AVAILABLE REPORTS" and "GET INVOLVED". At the bottom of the page is a footer with links for "Glossary", "Source", "Contact Us", "Site Map", "Website Accessibility Policy", "Privacy Policy", and "Disclaimer".

Search

[LOGO] Find and Compare Health Care Services For Researchers About the Data About AHA

Home > For Researchers PRINT

Users can begin a population-based reports data query by choosing the type of information they are searching for.

Advanced Search
Data Sets for Researchers

SEARCH TIPS

SEARCH by

- Disease Prevalence
- Insurance Coverage
- Utilization Rates
- Physician Density

CONDITIONAL OPTION BUTTON

ALL AVAILABLE REPORTS GET INVOLVED

Glossary Source Contact Us Site Map Website Accessibility Policy Privacy Policy Disclaimer

Questions?



Amtex's Presentation

- Overview of Consumer Decision Support tool Preliminary Wireframes

Access Health CT

June, 2015

Consumer Decision Support (CDS) Tool

CDS Tool Overview

User Interface Prototype Review

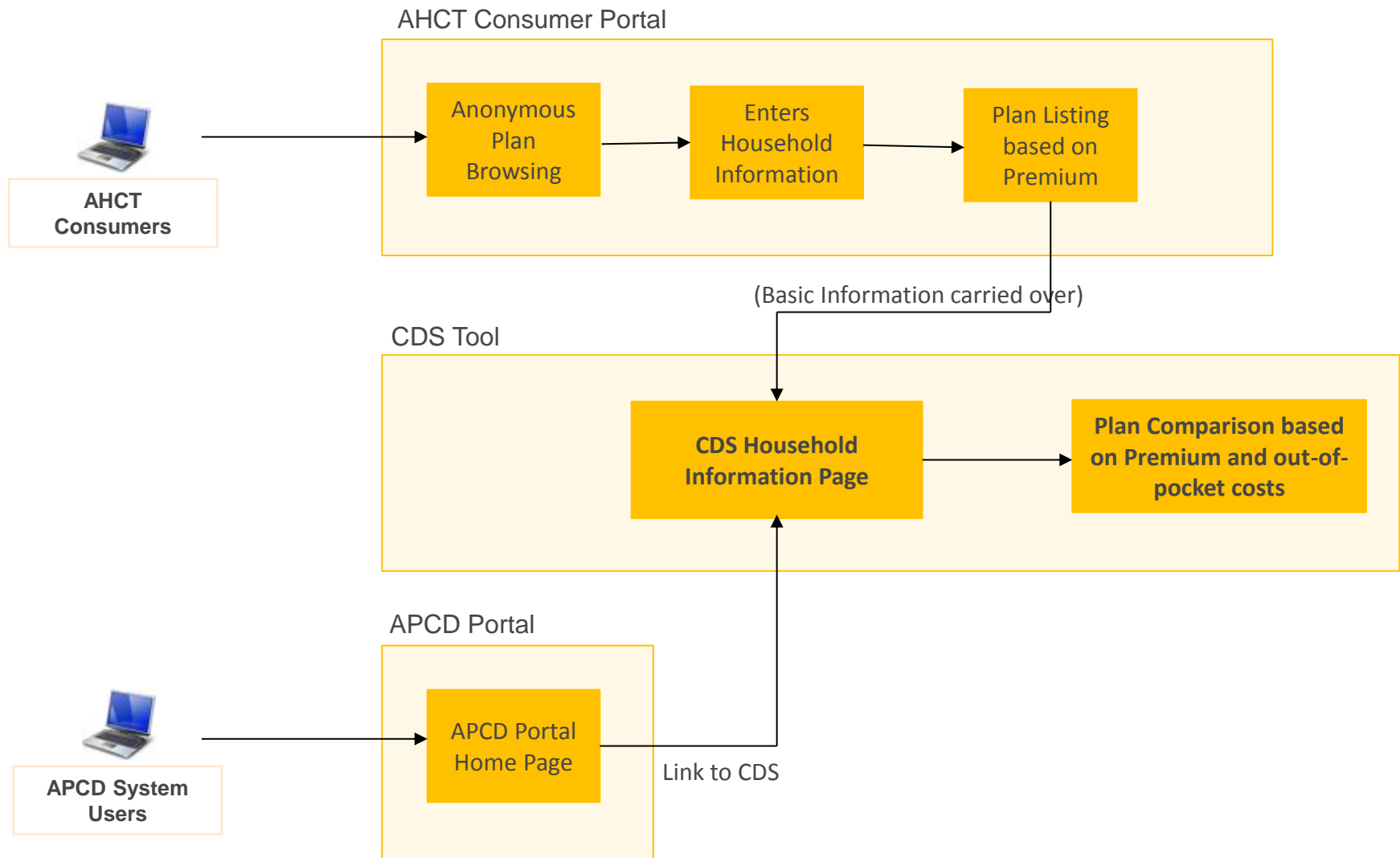
The CDS Tool fills a critical gap in the plan selection process by providing information on total healthcare costs for making more informed choices

- **Enables the Access Health CT consumers to make informed decision to select health plans based on estimated total cost of healthcare**
- **User provides existing health conditions for QHP eligible household members in addition to basic household composition and income**
- **CDS Tool estimates out-of-pocket costs for the health conditions along with premium costs**
 - **Applies QHP / APTC eligibility rules for calculating premium costs**
 - **Uses utilization and unit costs derived from historical claims data**
- **CDS Tool provides tabular and graphical representation of the estimated total costs for the household for various health plans available via Access Health CT**

Access Health CT had previously provided a demo to CID; the following were their feedbacks

- **Medical costs** – enrollees must have clear understanding of medical costs and out-of-pocket costs, and that both are likely to be estimates
- **Strong disclaimer** – provides legal protection
- **Annualize Costs / Premium** – we want to have both options – display it monthly or annually
- **Medicaid/CHIPS suppression** – this application is for QHP population only, but will be able to support projections for split families
- **Carrier-specific information** – will not be used to develop benchmark data
- **Identify other users** who can benefit using this tool to steer enrollees
- **Display Information** – will include both expected medical costs and expected out-of-pocket costs; will not display the lowest cost plan at each metal level explicitly
- **Rounding up numbers** – for expected medical costs and out-of-pocket costs, we'll round up the numbers to the next 5 dollar level, e.g., out-of-pocket costs of \$236.45/month becomes \$240/month
- **Wireframes** – provide wireframe viewing

The CDS Tool will be available from both the APCD Portal and AHCT Consumer Portal



The User Interface (UI) Prototype helps visualize the functionality of the CDS Tool by providing interactive screens with active elements

- **The UI prototype provides interactive wireframes for the system that demonstrate the usage and features of the screens**
- **The screens show visual elements only and do not implement any business logic or the business rules for the system**
- **The main purpose of the UI prototype is to visualize the screen functionality and interaction**
- **Once finalized, we will complete the graphic/artistic design for the system and connect it with business logic to provide the functionality of the CDS Tool**

DRAFT Policies and Procedures for Data Disclosure

- Discussion of the proposed policies and procedures for data disclosure process from APCD

Next Steps

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Future Meetings

Access Health Analytics

All Payer Claims Database - 2015 Meetings Schedule

All meetings are held on the second Thursday of each month from 9:00 - 11:00 a.m. EST.
(unless otherwise indicated)

*Session - indicates that the meeting will not be held at the LOB due to Legislative Session.

Date	Venue	Venue
February 5, 2015	9:00 - 11:00 AM	Htfd. Hilton
February 18, 2015 [^]	9:00 - 11:00 AM	Htfd. Hilton
March 4, 2015 [^]	9:00 - 11:00 AM	Htfd. Hilton
June 4, 2015 ^{^^}	9:00 - 11:00 AM	LOB
August 13, 2015	9:00 - 11:00 AM	LOB
November 12, 2015	9:00 - 11:00 AM	LOB

[^] Special Meeting

^{^^} May 14 Meeting Moved