

MINUTES

State Consumer Health Information and Policy Advisory Council Meeting

Date: June 23, 2017

Time: 10:00am –1:08pm

Location: Agency for Health Care Administration, Polly Weaver Conference Room

Members Present: Nikole Helvey, proxy for Justin M. Senior, Secretary; Kim Streit, Chair; Karen van Caulil, PhD, Vice Chair; Dorene P. Baker; Diane Godfrey; Tom Herring (via teleconference), Eric Owens (via teleconference); Chris Struk; Jill Sumfest, MD (via teleconference); Sonya Smith proxy for Mary Beth Vickers (via teleconference); Jarrod Fowler proxy for Michael Wasyluk, MD

Members Absent: Wences Troncoso and David Shapiro, M.D.

Staff Present: Vance Burns; Cruz Conrad; Beth Eastman; Heidi Fox; Carrie Gaudio; Jess Hand; Krischell Harris; Adrienne Henderson; Jennifer Miller; Tyler Nedley; Aaron Parsons; Susan Rinaldi; Sarah Shepherd; Nancy Tamariz

Interested Parties Present: Darren Allen, Moore Communications Group; Carole Bashaw, Health Care Cost Institute; Denyse Bayer, Cigna; Marlene Berger, Holy Cross; Niall Brennan, Health Care Cost Institute; Ben Browning, Florida Association of Community Health Centers; Beth Brunner, Florida College of Emergency Physicians; Kristine Burnaska, Health Care Cost Institute; JR Edmiston, Sarasota Memorial Hospital; Tameika Gause, UF Shands; Marjorie McNeill, Florida Agricultural and Mechanical University; Stephanie Miley, Blue Cross Blue Shield of Florida; David Newman, Health Care Cost Institute; Jennifer O'Brien, Blue Cross Blue Shield of Florida; Bruce Platt, Akerman LLP; Steven Rhodes, Sarasota Memorial Hospital; Valerie Rogers, Rutledge Ecenia, PA; Melanie Ruel, Florida Health Care Plans, Inc.; Patrick Sheffield, Moore Communications Group; Jasmine Smith, Cigna; Thomas Sullivan, Health Care Cost Institute; Ashley Tait-Dinger, Florida Health Care Coalition; Cynthia Terrano, Moffitt Cancer Center; John Viele, IS Consulting; Alan Voss, Blue Cross Blue Shield of Florida; Alexander Wemyss, Sarasota Memorial Hospital

Call to Order, Welcome and Roll Call: Ms. Kim Streit, Chair, called the meeting to order, welcomed attendees and called roll.

Review and Approve Meeting Minutes: Ms. Streit called for the review and approval of the December 5, 2016 Advisory Council's draft minutes and the March 22, 2017 Data Standards and Transparency Committee's draft minutes. Dr. Karen van Caulil made a motion to approve and Ms. Diane Godfrey seconded the motion. The Council voted to accept the minutes with no objections.

Agency Update: Ms. Nikole Helvey, Bureau Chief of the Florida Center, gave the Agency for Health Care Administration's (Agency) update. She reported that the legislature confirmed Mr. Justin Senior as the Secretary of the Florida Agency for Health Care Administration. Dr. Celeste

Philip was confirmed as the Surgeon General and Secretary of the Florida Department of Health.

Ms. Helvey provided an update of the legislative bills for the 2017 session. She informed the members of the bills that passed. The Prescription Drug Price Transparency bill passed and requires public reporting of prices for 300 of the most frequently prescribed medicines with required monthly updates to the website (House Bill 589 and Senate Bill 888). The Stroke Centers bill passed and directs the Agency to include hospitals meeting criteria for acute stroke ready centers to be included on a list of stroke centers. It also authorizes DOH to contract with a private entity to establish and maintain a registry (House Bill 785). The Hospice Care bill passed and requires the Department of Elder Affairs, in conjunction with the Agency, to adopt national hospice outcome measures and survey data. The measures must be available to the public by December 31, 2019 (House Bill 539). The Child Welfare bill passed and requires the Agency to establish a technical advisory panel to develop procedures and standards for measuring outcomes of pediatric cardiac catheterization programs and pediatric open heart surgery (House Bill 1121). The Telehealth Advisory Council bill passed last year and requires the Agency, the Department of Health, and the Office of Insurance Regulation to work with the Telehealth Advisory Council to make recommendations intended to increase the use and accessibility of services provided via telehealth. A report of these recommendations must be submitted by October 2017. The next Telehealth Advisory Council meeting is July 18th in Boca Raton.

Ms. Helvey also provided an update on the bills that failed. The patient safety culture survey bill that required submission of patient safety culture survey data as a condition of licensure failed. The donation of electronic health records bill died. The bill would have allowed patients to donate their health records after they have passed away for research. The study of electronic health records operability by treatment providers bill died. The health care regulation reform bill and certificate of need bill also died.

Ms. Helvey informed the members of the Agency's new risk management system. The new system will require a new user account with a single sign on identification that can be used for multiple reporting capabilities. The Agency has sent facilities reminders regarding the new system.

Ms. Helvey briefed the Advisory Council about the Agency's participation in opioid prevention initiatives. The Agency has provided information to the Department of Health's Drug Advisory Council; State Epidemiological Outcome Workgroup; Florida Attorney General's Statewide Task Force for Prescription Drugs and Newborns; and the White House's Office of Drug Policy.

Ms. Streit also provided additional information regarding state initiatives on drug prevention. She reported that House Bill 249 requires hospitals with emergency departments to develop best practices to promote the prevention of drug overdoses.

Dr. Karen van Caulil stated that she will follow up with Ms. Helvey to discuss how they can work together on statewide initiatives that will focus on better pain management in the employer community.

Ms. Godfrey informed the members of the voluntary data reporting from EMS to the Florida Department of Health as directed by House Bill 249. She recommends that the Agency contact the Department of Health for more information about the EMS data collection.

Ms. Helvey closed the Agency update with notifying the group of the notice of change for the transparency bill for patient billing. In addition, she informed the Advisory Council of the Agency's press release regarding the Medicaid Managed Care Plan's Invitation to Negotiate (ITN). She stated that the ITN will post around July 14th. The Agency will not discuss the ITN during the blackout period.

Health Information Exchange Coordinating Committee Update: Dr. Karen van Kaulil briefed the members on the Florida Health Information Exchange Committee's meeting on May 17, 2017. She informed the members that the Florida Health Information Exchange (HIE) executed a no cost agreement with a new vendor, Audacious Inquiry, on April 20, 2017. A transition plan with Harris is currently in place until June 30, 2017. The agreement with the new vendor requires providing the existing services or the equivalent for patient look up (PLU), event notification (ENS), and direct messaging. The direct messaging service is provided through a subcontract with Imprima.

Dr. Karen van Caulil stated that at the May 17th meeting there was a PLU user group report. An update was provided on the metrics for the Florida HIE. The Committee was informed of the low utilization of the PLU service. The Event Notification System has grown with nine health plans, twenty-one accountable care organizations (ACO), and one independent physician association that cover 4 million lives with over 2.8 million total alerts delivered. In addition, 210 hospitals subscribed to the service which covers ninety-four percent of general acute care beds in Florida.

The payment information was reported with total payments for the Electronic Health Record Initiative of \$223 million to eligible professionals and \$317 million to eligible hospitals. An update on the outreach activities was given. The outreach team reached 1,300 individuals in the last quarter with participation in 9 separate events and 11 webinars. She stated the Committee is looking for new opportunities to meet the technology needs.

Ms. Godfrey informed the members that by July 1st that the PLU service will end because the facilities can't sustain the look up service.

FloridaHealthFinder-Focus Groups and Webinars: Ms. Jess Hand with the Florida Center's Data Dissemination and Communication Unit stated that the FloridaHealthFinder.gov visits increased over 200,000 from 2015 to 2016. In 2017, a total of 9 focus groups were conducted to gain information from website users on suggestions for improvements to website content and

navigation. Ms. Hand stated that suggestions for improvement included eliminating the scrolling banner on the website; changing the orange writing on the white background of the web pages; simplifying the Facility Locator Tool; and reducing the amount of words on the page. Additional recommendations for changes included having consumer guides with new topics such as immunizations and improving the navigation buttons for every tool.

Ms. Hand updated the members on the huge jump in webinar participation from 2016 to 2017. The webinars participation increased by 247%. The survey results from webinar participants indicated that the top three groups of individuals attending the webinars are health care administrators, health care practitioners, and health plan providers. The most frequently used feature on FloridaHealthFinder.gov was the Facility Provider Locator, Home Health Agency Comparison Tool, and the Health Plan Report Card.

Ms. Hand stated the key feedback from the webinar survey was participants did not know about FloridaHealthFinder.gov.

Dr. Sumfest suggested that the Agency work on messaging, advertising, and participating in seminars at health care facilities to promote the website.

Ms. Godfrey stated that the Facility Locator can be improved by having special facility locators that are dedicated only to facilities such as nursing homes and hospitals. The huge drop down on the current facility locator includes too many types of providers. She also stated that we should change the categories to describe the individuals attending the webinars due to them being too broad. She also suggested that we exclude inactive facilities from the Facility Locator.

Ms. Streit stated that more outreach to health care facilities regarding the end of life forms is needed. She would also like to see more special training and outreach geared to the media.

Ms. Eastman commended Ms. Hand for her outstanding job in conducting the webinars and outreach activities.

FloridaHealthFinder Redesign: Mr. Patrick Sheffield with Moore Communications Group presented the redesign of FloridaHealthFinder.gov. The Advisory Council was shown a wire frame, style tile, and design concept of the website. Mr. Sheffield stated that their goal is to make changes without changing the navigation too much.

Mr. Darren Allen, Moore Communications Group, stated the functionality of the website is most important. The web designers are focusing on the theme of “Easy Access to Health Care Information”. He stated that a usability study will be conducted to help with pinpointing the areas of possible improvement on the website.

Mr. Allen informed the members that the home page banner slides will be eliminated from the redesigned website. The website will have illustrations instead of photography. The advantages

of illustrations are that they cut down on the webpage loading time and consumers will relate more to the illustrations than the photography.

Mr. Allen stated that the desk top design will include top level navigation with clean headers and footers. The colors will also be different than the current website to address the concerns by the focus group regarding orange writing on the white background of the website. He also informed the members that they are working to redesign the mobile application.

Ms. Streit suggested that the redesign of the website should ensure that the Consumer Guides are more prominent instead of the researcher's information. She also suggested to the web designers to have a feature where the guides can pop up based on the consumers search.

The Advisory Council voiced their concerns about consumers being confused regarding the price versus compare data; and charge data versus bundle data on the website. The vendor and the Agency will work together to resolve the areas of concern. Ms. Helvey stated that the charge data may be moved to the researchers and professionals page to minimize the confusion.

Ms. Eastman will work with the vendor to identify the individuals that will test the site. The Advisory Council is invited to test the redesigned website before it goes live to ensure that all issues are addressed.

Ms. Streit also asked each Advisory Council member to recruit 5 volunteers to participate in the usability test of the website.

Data Standard and Transparency Committee Update: Ms. Eastman provided an overview of the Data Standards and Transparency Committee meeting held in Orlando. She thanked the Florida Hospital Association for hosting the meeting. She stated that the meeting focused on physician measures in regard to identifying procedure codes for hip and knee surgery; spinal fusion; and angioplasty due to the code change from ICD-9-CM to ICD-10-CM.

Ms. Eastman also reported that in response to the committee members request to display the physician measures for outpatient that the staff ran the data and found that there was not enough volume at this time.

In addition, Ms. Eastman stated the current procedures and conditions on FloridaHealthFinder.gov will remain however improvements will be made to the website's navigation and consolidation of procedures such as levels of arthroscopy, when possible.

FloridaHealthFinder-Next Steps: Ms. Eastman stated that the next steps will focus on usability testing of the website. Ms. Eastman will contact the members to schedule a time to preview and test the redesigned website before it goes live.

Mr. Alan Voss, Blue Cross Blue Shield of Florida, requested more information about the data file health plans are expected to submit to meet the requirements of House Bill 1175.

Ms. Streit expressed her concern about the impact of Medicare's policy on eliminating health care facilities from collecting Social Security Numbers (SSNs) and how the policy will impact our readmission measures.

Ms. Helvey stated that she will work with the National Association of Health Data Organization and Medicaid regarding the possible dramatic changes in the reporting of patient's SSN in the Florida Center's patient data.

Health Care Cost Institute (HCCI): Ms. Helvey introduced Niall Brennan and David Newman of the Health Care Cost Institute (HCCI). The vendor, HCCI, is contracted by the Agency to meet the requirements of the pricing transparency website and creation of databases as required by House Bill 1175.

Mr. Brennan stated that HCCI is a non-profit, independent, non-partisan research institute dedicated to promoting research and information on the drivers of health care costs and utilization. HCCI was founded in 2011 by Aetna, Humana, Kaiser Permanente, and United Healthcare. HCCI holds claims data on approximately 150 million Americans per year.

Mr. Brennan stated that the new website for Florida will include 295 care bundles of which approximately 40 have been identified with outpatient services and approximately 20 with inpatient services. The broad categories are primary care visits; specialist visits; wellness visits; women's health; medical evaluations; vaccines; diagnostic studies and procedures; lab tests; imaging; physical therapy; and surgery. Mr. Newman stated that the 295 care bundles represented 98% of all consumer searches of Aetna and Humana websites.

Dr. Sumfest asked the vendor to explain the process for equalizing the cost across payers.

Mr. Brennan stated that HCCI collects negotiated prices and the prices are averaged to reduce the possibility of revealing a payment for any one payer. Mr. Newman followed up by stating that the prices are an average of medians.

Mr. Brennan provided a preview of the pricing website. The homepage included cobranded logos of FloridaHealthFinder.gov and Florida Guroo. The website background was a beach and wave background.

Dr. Sumfest requested that the pricing website colors tie into the colors of the revised FloridaHealthFinder.gov. Ms. Helvey stated that the Agency is working with the vendor to change the color scheme.

The vendor discussed the website's intuitive features such as the capability of the website to recognize the Florida consumers on the Guroo.com website and redirecting the consumer's

webpage to the Florida Guroo website. In addition, the vendor provided information regarding how the care bundles will be shown by county with the data displayed from lowest price to highest prices by facility.

Ms. Streit asked the vendor about the collection of data from self-insured health plans. Mr. Newman provided background information on the Supreme Court's Employee Retirement Income Security Act (ERISA) case regarding Vermont. Mr. Newsman's conclusion regarding the ruling is that Florida's law is clear regarding health plans doing business with the State. He stated that if you are under contractual obligation with the State of Florida, you must submit the claims data. Mr. Newman is requesting that the Agency add this language to the Claims Data Submission Guide.

Dr. Karen van Caulil stated that transparency is paramount to the Florida Health Care Coalition. The only concern is the cost to submit the data.

The vendor and Advisory Council discussed the time frame for submission of the claims data. Mr. Brennan stated that Medicaid will deliver their data by July 1st. Ms. Helvey stated that the rule development process will govern the time frame of the pricing transparency website. The Agency is routing the final draft of the claims data collection rule and the submission guide.

The vendor addressed a question regarding auditing the data to ensure that there is not an issue with distorted prices being reported. Mr. Newman stated that there will be a certification process before the health plans can submit their claims data. In addition, the vendor will use the pricing data between the 25th and 75th percentile to reduce outliers. If discrepancies in the data are discovered, HCCI will work with the health plans to correct the issue. In addition, HCCI will provide opportunities for a review of the data before it is released to the public to ensure that potential issues are addressed before going live.

Mr. Chris Struk asked the vendor to address the possibility of accessing the claims level data to conduct research. Mr. Newman stated that the State will determine the policy and procedures regarding who will access the data. Mr. Brennan stated that HCCI will help to facilitate the access to the claims data in the Enclave. Ms. Streit also would like to see the data used for purposes other than pricing and possibly for use by the Department of Health for outpatient services such as influenza.

Ms. Helvey addressed Mr. Voss's concern regarding the data layout requirements for submission and the date of delivery of the data to the vendor. She stated that in a few weeks the draft of the data submission guide will be available. The guide will address the data layout and data submission schedule.

Meeting Summary/Next Steps/Public Comment/Adjourn: Ms. Helvey asked the Advisory Council members to send their calendars to her so that she can schedule the next Advisory Council meeting in September. Ms. Eastman also stated that a Data Standards and Transparency Committee meeting may be scheduled before the next Advisory Council meeting.

The next steps are to identify volunteers to participate in the usability testing of the websites. Dr. Karen van Caulil proposed a meeting between the health plan partners and the Florida Health Care Coalition to discuss pricing transparency. Mr. Newman stated that he can participate independently of Florida's initiative.

There were no public comments.

The meeting was adjourned at 1:08 pm.