

## DRAFT MINUTES

### State Consumer Health Information and Policy Advisory Council Meeting

**Date:** *Wednesday, April 25, 2018*

**Time:** *10:00am –11:30am*

**Location:** *Agency for Health Care Administration, Florida Center Conference Room and GoToMeeting Webinar*

**Advisory Council Members:** Justin M. Senior, Secretary; Kim Streit, Chair; Ashley Tait-Dinger (proxy for Dr. Karen van Caulil, PhD, Vice Chair); Dorene P. Barker; Diane Godfrey; Dr. David Shapiro, MD; Dr. Jill Sumfest, MD; Wences Troncoso, JD; Sonya Smith (“proxy for Mary Beth Vickers”); Dr. Michael Wasyluk, MD; **Members Absent:** Pamela Gilman; Tom Herring; Chris Struk;

**Agency for Health Care Administration Staff:** Nikole Helvey, Bureau Chief; Cruz Conrad; Adrienne Henderson; Jennifer Miller; Trish Vidal; **Health Care Cost Institute:** Carol Bashaw; Kristine Burnaska

**Interested Parties Present:** Tom Bossie; Ben Browning; Ann Chapman; Bridgette Combs; Amanda Hessein; Peter Lohrengel; Laura Noyes; Susan Rinaldi; Layne Smith; Jasmine Smith; Crystal Stickle; Merrio Tornillo; Juliet Fogarty; Joni Higgins;

**Call to Order, Roll Call, Review and Approve Meeting Minutes:** Ms. Kim Streit, Chair, called the State Consumer Health Information and Policy Advisory Council (“Advisory Council”) meeting to order, welcomed attendees and called roll.

**FloridaHealthPriceFinder Communication Planning:** Florida Center Bureau Chief, Nikole Helvey opened the meeting by explaining that the focus of the call was to discuss developing a communication plan for the FloridaHealthPriceFinder (“FHPF”) website. Ms. Helvey went over the objectives of the communication plan and stated that the Agency is working to make sure that messaging for FHPF was meaningful to stakeholders. The objective is to communicate what FHPF does, who is the audience, and what should be conveyed to the audience. Kim Streit noted that an additional objective is to increase understanding of the data displayed on FHPF and how it can and cannot be used.

Ms. Helvey noted that the audience falls into three (3) categories: consumers, primary impacted stakeholders such as health plans and hospitals, and other stakeholders like policy makers and researchers. Ms. Streit stated that including Payers as a consumer of the information may not be appropriate and that protection of contracted or negotiated rates should be a priority. Dr. Jill Sumfest said that it might be difficult to exclude payers as consumers but framing communications with disclaimers referring consumers to their health plans for additional information is important to informing consumers on how the website displays cost. Ms. Streit added that it might be helpful to display a range of potential costs be displayed for consumers and Ms. Helvey confirmed that the website does provide consumers with the ability to toggle between a single estimated costs and a cost range.

Ms. Kim Streit said that it was important that questions about methodology, payer mix, and the protection of contracted rates be addressed with each audience prior to the website release. Ms. Helvey agreed and said that the Agency planned to speak to each stakeholder group. Dr. Jill Sumfest specified that clarification was needed on whether care bundles were surgical procedures or office visits. Ms. Helvey responded that some of the care bundles are physician or office based, and of the 295 care bundles, a third were facility-based out of hospitals or ambulatory surgical procedures. She said the vendor is currently working on creating a differentiator to identify place of service for these procedures. Ms. Streit, noting the steps included in care bundle details, asked if the care step for facility payment included physician fees. Ms. Helvey confirmed and stated that the inclusion of physician fees would be communicated to stakeholders and consumers. She said that messaging would include information on health plan cost calculators, facility website requirements, and personalized estimates. Ms. Helvey said it was important to relay how available transparency tools can be used together and ultimately, the goal is to inform decisions.

Ms. Helvey discussed the means to reach audiences and noted that the Agency could send out press releases and would use Agency social media accounts to disseminate regionally attractive messages. Dr. Jill Sumfest suggested leveraging related county or city websites and Ms. Ashley Tait-Dinger recommended using Google searches to trigger ads for the FHPF website. Ms. Helvey added that the staff are looking at making small vignettes to provide instruction on how to use the transparency websites and available transparency tools. Ms. Diane Godfrey asked in what sequence a consumer would be instructed to use the transparency tools. Ms. Streit said the first step should be to tell consumers to start with their health care plans and providers to determine out-of-pocket costs and the importance of helping consumers understand the path so consumers are not scared away from getting care by misrepresented the out-of-pocket costs. Dr. Sumfest asked to clarify that costs displayed on the website is an average cost for services and not out-of-pocket costs. Ms. Helvey agreed that any communication would include direction to consumers to speak with their health care plan and providers.

Dr. David Shapiro interjected that health care spending is complicated, and it should be made very clear what FHPF cannot tell consumers. Mr. Wences Troncoso added that it is important to also acknowledge that this transparency initiative is to inform on what health plans are actually spending on health care services on the aggregate but it is also important for consumers to know where their health care dollars are being spent.

Ms. Streit stated that it should be clarified that the data is derived from the claims of three plans: Aetna, Humana, and United, and that an opportunity for data validation should be provided to the facilities. Ms. Helvey detailed that data validation is performed by the data submitter- the health plans. She added that there are quality control methods and required certifications in place that submitters must comply with but that there is currently not a means for facilities to validate data. She said that the costs is averaged and the methodology for calculation is complex such that it would be difficult for facilities to recreate the same average that would be displayed on the website. Ms. Streit said that the Advisory Council should address when average costs calculated by the facilities is very different from the average costs produced by the website, and Dr. Jill Sumfest agreed and stated that a caveat should be provided to explain that not all providers are contracting with payers that submit data. Ms. Helvey said there is a mechanism to denote that not all facilities will have published data.

Ms. Streit asked if the Agency is better off waiting until data is collected from the largest of payers. Ms. Helvey responded that there will always be care bundles and facilities that don't meet the minimum required claims threshold for cost publication but rather the focus should be on clear messaging and disclaimers.

After inquiry from Dr. Sumfest, Ms. Helvey confirmed that customer satisfaction and behavior is assessed via monthly Google Analytic Reports. Google Reports does rely on IP address to track visitor behavior but AHCA does not collect and retain the IP addresses. Repeat customers are tracked but there is currently no way to identify those individuals and possibly send out information to them individually. Ms. Helvey also agreed that it was a good suggestion to include a "subscribe" button on the FHPF website.

Dr. Sumfest suggested including educational language, explaining that written and educational materials for communication should be in Spanish as well as English. Ms. Helvey agreed and added that webinars are available for both transparency websites, FloridaHealthFinder and FloridaHealthPriceFinder. She noted that hospitals, plans and ASCs, FMA and FOMA will be contacted prior to website release. Dr. Shapiro noted that FSASC is willing to help with contacting their associated members to communicate the release of FHPF. Ms. Streit concluded the meeting by advising council members to provide the Florida Center with any additional comments and feedback that may assist with helping FHPF be successful.

**Meeting Follow-up:** The next Advisory Council meeting is scheduled for June 28, 2018 from 1:00 pm to 3:00 pm.

There were no public comments and the meeting was adjourned at 3:20 pm.