





## 2012 Annual Report and Strategic Plan Update

- **Al Hinkle, President**
- **Michael Lundberg, Executive Director**

October 16, 2012



### VHI's Mission



- To create and disseminate health care information**
- To promote informed decision making by Virginia consumers and purchasers, and**
- To enhance the quality of health care delivery**

1

## VHI is all Health Care Stakeholders

- VHI is an independent, nonprofit, 501(c)(3) health information organization established in 1993
- Formed to administer Virginia Health Care Data Reporting Initiatives to benefit Virginians



### Business Representatives

**Virginia Center for Health Innovation**  
Beth Bortz

**AMV MEADWESTVACO**  
Jodi L. Fuller  
Meadwestvaco

**Hinkle & Company**  
Alfred D. Hinkle, Jr.  
Hinkle & Company

**pyramind LLC**  
S. Hope Johnson  
Pyramid LLC

**TD Bank**  
Bruce Nave  
TD Bank

### Consumer Representatives

**SRIS, P.C. ATTORNEYS AT LAW**  
W. Bryan Block  
SRIS, P.C.

**VCU**  
Jonathan P. DeShazo  
VCU

**MS National Multiple Sclerosis Society**  
Shari Ellis  
National Multiple Sclerosis Society

### Hospital Representatives

**SENTARA**  
Teresa L. Edwards  
Sentara Leigh Hospital

**HCA**  
Hospital Corporation of America®  
Patrick W. Farrell  
Hospital Corporation of America

**Health Insurance Representatives**  
**KAISER PERMANENTE**  
Kay W. Lewis  
Kaiser Permanente

**Anthem**  
Jay Schukman, MD  
Anthem Blue Cross and Blue Shield

### Physician Representatives

**Peter W. Houck, MD**  
Johnson Health Center

**NextCare URGENT CARE**  
Ike Mbano, MD, MBA, MPH  
NextCare Urgent Care Centers

### Nursing Facility Representatives

**CENTRA**  
David D. Adams  
Centra Health

**Birmingham Green**  
Thomas S. Dodson  
Birmingham Green Nursing Facility



### State Representatives

**Senator George L. Barker**  
Joint Commission on Health Care

**State Corporation Commission**  
Jacqueline K. Cunningham,  
State Corporation Commission, Bureau of Insurance

**VIRGINIA MEDICAID PROGRAM**  
Cindi Jones  
Department of Medical Assistance Services

**VDH VIRGINIA DEPARTMENT OF HEALTH**  
Karen Remley, MD, MBA, Commissioner  
Virginia Department of Health

### EXECUTIVE COMMITTEE

**VHI**  
Alfred D. Hinkle, Jr.  
VHI President

**S. Hope Johnson**  
VHI Vice President

**Bruce Nave**  
VHI Treasurer

**Kay W. Lewis**  
VHI Secretary

**David D. Adams**  
VHI Past President

2

## VHI's Strategic Focus



### Support Virginia Health Care Reform

With expertise in health care analytics and innovative use of data



### Government Relations

Achieve positive legislative outcomes supporting VHI's mission



### Board Governance and VHI Administration

Advance VHI's mission through Board of Directors governance, leadership and commitment



### Financial Viability

Through health care information and services valued by consumers, business and others

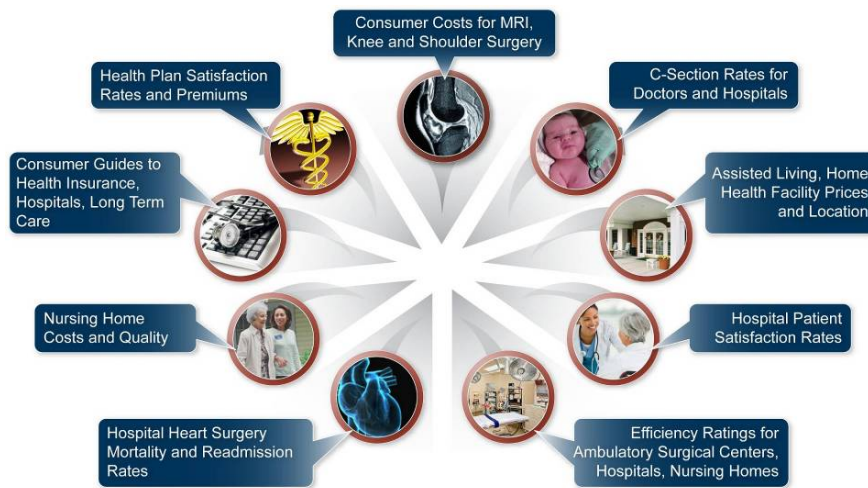


### Public Awareness and Communication

Increase use of available information

3

## VHI Publishes Business and Consumer Guides, Reports and Information at [www.vhi.org](http://www.vhi.org)



4

## How VHI Information Benefits Consumers



### Consumer Guide to Obstetrics

- Promotes dialogue with providers based on consumer's values and needs
- Compares doctors and hospitals on **charges, quality and services** provided
- Includes rates of **cesarean delivery** and episiotomy



### Health Insurance Guide

- **Primer on health insurance** (HMO, PPO, explains high deductible plans) and resource listing
- Compares HMOs on **cost and quality** measures that are important to consumer (diabetes care, well visits, preventative care)



### Cardiac Care

- Provides information on **heart disease, prevention**, warning signs and treatment
- Compares hospitals by **how often cardiac care** is provided, **mortality and readmission** rates
- Locate physicians providing cardiac care in your community



### Long Term Care

- Explains **types of long-term care** and provides resources to compare options based on consumer's needs
- **Find and compare** facilities on **cost and quality** ratings
- Provides links to **local, statewide and national resources**

More for Consumers...

5

## How VHI Information Benefits Consumers



### Health Care Pricing

- Explains risk, benefits, and recovery time for **31 common procedures** (hip surgery, x-rays, ER visits and MRIs)
- Compare **average amounts allowed** by health insurance companies depending on where procedure is performed (hospital, physician office or surgical center)



### Outpatient Tests or Surgery

- Explains **common outpatient tests and procedures**: Why have it? Risks and benefits?
- Compare providers by **location, experience and charges**



### Virginia Hospitals

- Helps employees **choose a hospital based on their needs and location**
- Compare **Patient Satisfaction ratings**: Would patient recommend? Room clean? Quiet at night? Communicated well with patient?
- Service lines show how often hospitals provide general and specialty care including neurosurgery, orthopedics and other care

6

## How VHI Information Benefits Employers



### HMO Cost and Quality

- 60+ measures** of HMO performance
- Compares **premium information** and enrollee by HMO
- Companion to **Health Insurance Guide**



### EPICS - Efficiency and Productivity Report

- Includes **16+ rankings** of hospitals, nursing facilities and surgical centers
- Understand and compare **costs, charges, profits, productivity, financial viability and community support**
- Helps large employers and purchasers build **provider networks**



VHI consumer guides on Hospitals, Cardiac Care, Obstetrics, Health Care Pricing, Long Term Care, and Outpatient reports are used by employers internally and for their employees

7

## How VHI Information Benefits Care Providers, Health Plans, Public Health, Researchers and Policymakers



CARE PROVIDERS



RESEARCHERS



POLICYMAKERS



PUBLIC HEALTH



### Hospital Patient Level Data

- Includes non-confidential records of **all hospital stays** with diagnoses, procedures, costs and outcomes of care
- Versatile tool for **public reports, quality improvement, market analysis and research**
- Used for many reports on rates of low birth weight, stroke, heart failure, diabetes



### EPICS – Efficiency and Productivity Report

- Includes **16+ rankings** of hospitals, nursing facilities and surgical centers
- Understand and compare **costs, charges, profits, productivity, financial viability and community support**
- Helps care providers **improve efficiency and lower costs**



### Annual Licensure Survey Data

- Details and summary of **hospital use** including MRIs, surgical rooms, specialized baby care
- Details types of transplant surgery, ER use, CT scans, open heart surgery
- Invaluable for **planning, policymaking and research**



### Anthem's Quality-In-Sights Hospital Incentive Program

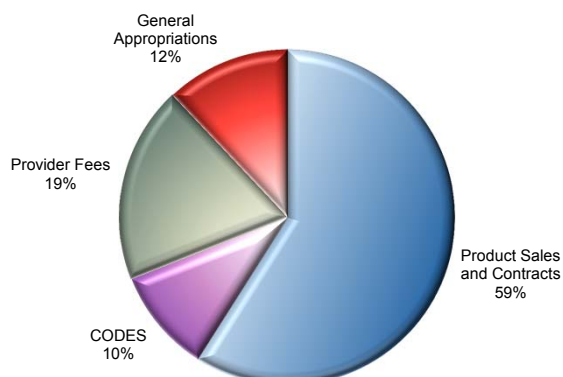
- Rewards providers for **better quality of care** (Hospital Incentive Program)
- VHI provides **independent evaluation** of hospital quality and safety measures for Anthem
- Web-based tool for **collection and evaluation** of information about hospital performance
- Operating in 13 states with VHI support

8

## Diversified Funding



### VHI's FY2012 Revenues Reflect Stakeholder Support for VHI Programs and Services



In 1993 General Funds represented 100% of VHI funding and have decreased to only 12% in FY 2012

9



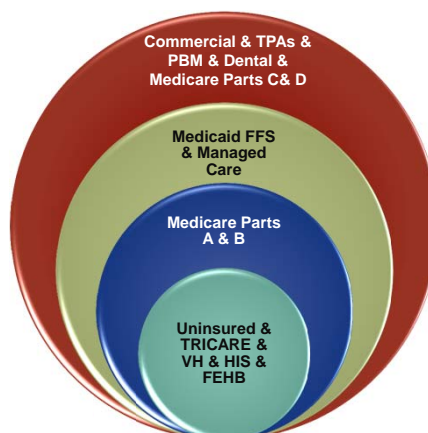
## APCD- All Payer Claims Database Growing State by State



Typically includes data from *medical, pharmacy and dental claims with eligibility and provider files:*

- Used to analyze health system performance by state, region, health plan and provider
- Monitor and focus public health efforts
- Public reporting of health care cost and quality

JCHC recommended establishing a Virginia APCD in advance of 2012 GA



10

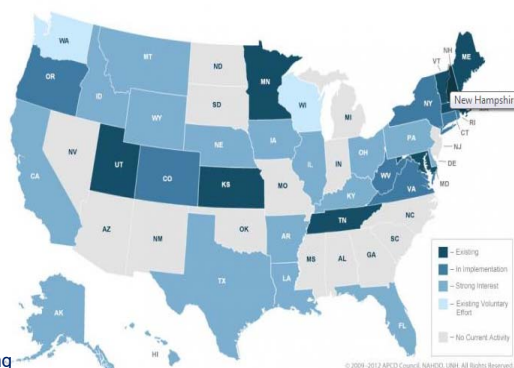
## APCD- All Payer Claims Database JCHC Legislation passed in 2012



### Voluntary Bill passed in 2012

#### CHAPTER 693

- Administered by VDH contracting with VHI
- Health plans and related entities may submit APCD Data
- Act specifies types of information to be collected and reported
- State Health Commissioner to provide report to Governor and General Assembly by December 1<sup>st</sup> about progress in securing agreements for voluntary submission of APCD information representing 75% of privately insured population



Participation Agreement Finalized  
Data Submission and Use Agreement  
under Development

11

## Down the Road



- **New Interactive Public Health Information at [www.vhi.org](http://www.vhi.org)** : Adding area wide preventable hospitalization rates and other information to support local and statewide initiatives
- **Research on Consumer Health Information Needs**: Partners with VCU to create a public report template for diabetic consumers: AHRQ Grant - *Engaging Vulnerable Consumers in Developing Useful Public Healthcare Reports*
- **Helping Consumers Choose Health Plans**: Offering VHI's experience in developing consumer health plan cost and quality information as a resource should Virginia create a Health Benefits Exchange

12

## Closing Remarks



13