Long Range Plan – 2014
Update and Implementation Status Report

Created by the State
Consumer Health
Information and Policy
Advisory Council and the
Florida Center for Health
Information and Policy
Analysis

Contents

Mission Statement

The mission of the State Consumer Health Information and Policy Advisory Council (Advisory Council) is to assist the Florida Center in reviewing the comprehensive health information system, including the identification, collection, standardization, sharing and coordination of health-related data, fraud and abuse data and professional and facility licensing data among federal, state, local, and private entities.

Statutory Mandate

Section 408.05, Florida Statutes, states, in part, that the Agency shall "develop, in conjunction with the State Comprehensive Health Information System Advisory Council, and implement a long-range plan for making available performance outcome and financial data that will allow consumers to compare health care services. The performance outcome and financial data the agency must make available shall include, but is not limited to, pharmaceuticals, physicians, health care facilities, and health plans and managed care entities." This document updates the past year's accomplishments and sets forth new goals for the coming year.

Executive Summary

The State Consumer Health Information and Policy Advisory Council (Advisory Council) was established to make recommendations to the Florida Center for Health Information and Policy Analysis (Florida Center) to accomplish the requirements of §408.05, Florida Statutes. This statute directs the Agency to make available transparency in health care quality measures and financial data including data on pharmaceuticals, physicians, health care facilities, health plans, and managed care entities. This statute also directs the Agency to make available patient safety indicators, inpatient quality indicators, and performance outcome and patient charge data collected from health care facilities and to determine which conditions, procedures, health care quality measures, and patient charge data to disclose with input from the Advisory Council. The statute sets specific requirements for the publication of infection rates, mortality rates, and complication rates.

Transparency refers to the clear communication of essential information that consumers need to make choices about their health care. The Agency determines the method and format for public disclosure of data with input from the Advisory Council. The statute specifies that, at a minimum, the data shall be made available on the Agency's Website, FloridaHealthFinder.gov, in a manner that provides consumers the opportunity to conduct an interactive search that allows them to view and compare the information for specific providers. By law, the Website must include such additional information as is determined necessary to ensure the improvement of decision making among consumers and health care purchasers. The Website must also include appropriate guidance on how to use the data and an explanation of why the data may vary from provider to provider.

The statute further requires that the Agency make available performance measures, benefit design, and premium cost data from health plans licensed pursuant to Chapter 627 or Chapter 641, Florida Law. The Agency determines which health care quality measures and member and subscriber cost data to disclose, with input from the Advisory Council. The Council also assists the Florida Center to produce comparable and uniform health information and statistics for the development of policy recommendations.

Through its technical workgroup, the Data Standards and Transparency Committee, the Advisory Council has assisted the Agency in the development and refinement of goals that address opportunities for expanding available consumer information related to hospitals, other providers, physicians, hospices and health plans. These goals enhance the Agency's effectiveness in providing transparent health care price and quality information to the general public.

The Advisory Council also works with the Florida Center in the development and implementation of a long-range plan for making available health care quality measures and financial data that will allow consumers to compare health care services. The health care quality measures and financial data includes, but is not limited to, pharmaceuticals, physicians, health care facilities, and health plans and managed care entities.

In addition, with the assistance of the Health Information Exchange Coordinating Committee (HIECC) ad hoc workgroup, the Advisory Council advises the Florida Center in the development and implementation of strategies for the adoption and use of electronic health records, including the development of an electronic health information network for the sharing of electronic health records among health care facilities, health care providers, and health insurers. The establishment of strategic goals for the promotion of health information technology, which is a related responsibility of the Florida Center, is accomplished through the Legal Work Group and the HIECC as well.

2013 Goals and Accomplishments

1. Improve and streamline Florida Center Data collection

Data Collection performance continued to meet currency goals for the past year, evidence of the success of the Data Collection Unit's ongoing efforts to better communicate with reporting facilities and identify and disseminate "best practices" through listserv updates, public workshops and the Guide to Patient Data Submission. Unit staff has concurrently increased data integrity, accuracy and quality by proactively identifying struggling facilities and providing them enhanced support. Efforts continue to expand these efforts to include streaming video that will specifically target "new" submitters. These efforts provide greatest focus issues and questions obtained directly from reporting facilities as obtained from the successful Data Working Group and New Submitter teleconferences begun in 2012.

2. Promote FloridaHealthFinder.gov

During 2013, staff developed and implemented a FloridaHealthFinder.gov introductory webinar. These webinars provide a virtual guided tour of the website and includes a personalized question and answer session for the consumer. Over 600 attendees have participated in the webinars, including various units at government agencies, local health councils, associations, health care providers and consumers. In addition, the community outreach staff recently launched these services in Spanish.

In addition, staff continued to provide consumer outreach and education about the FloridaHealthFinder website through the distribution of website pamphlets, bookmarks, and other consumer brochures, including a very successful campaign to reach out to the senior centers in the state—sending out over 3,500 pamphlets to 31 senior centers representing 19 Florida counties. Outreach included participation and presentations at health and wellness fairs, employee benefit fairs, and health conferences. The community outreach staff also did an interagency training seminar in July open to the all executive and cabinet agencies as well as the general population of Tallahassee. Additionally, the staff has performed several in-person training seminars with field operations staff.

	COMPARE HOSPITALS AND AMBULATORY SURGERY CENTERS	COMPARE HEALTH PLANS	OVERALL SITE VISITS
JAN - DEC 2012	219,365	165,421	1,980,022
JAN – DEC 2013	258,890	214,770	2,578,443
TOTAL INCREASE/DECREASE	18%	30%	30%

3. Improve FloridaHealthFinder.gov

Deliveries and Newborns Page – After a presentation to the Advisory Council in 2012 by Dr. Sappenfield, Director of the Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the University of South Florida, FloridaHealthFinder developed and introduced a Deliveries and Newborns page. This is an informative resource for women who may be pregnant or are planning on becoming pregnant. It allows consumers to find information about delivery and newborn outcomes by hospital, including: volume, charges and length of stay. In addition, it presents general educational information associated with obstetrics, childbirth and caring for newborns.

Landing Pages – In an effort to disseminate information in a more cohesive and consumer-friendly manner, FloridaHealthFinder designed and launched several provider landing pages during 2013. Starting with the Assisted Living Facility page, these pages consolidated all the current data on FloridaHealthFinder regarding a provider type – allowing the consumer easier access to the information with less clicks.

The Assisted Living Facility landing page includes information on the different types of assisted living facilities, the ability to review sanction history and see emergency actions and important links and numbers. After the success of the Assisted Living Facility Page, FloridaHealthFinder then launched a Nursing Home Landing page and a Hospital Landing page. The Hospital Landing Page includes a quick link to the compare hospital and ambulatory surgery center comparison guide for easier consumer access.

Healthcare-Associated Infection (HAI) Measures – At the recommendation of the Advisory Council, it was decided that the Healthcare-Associated Infections reported on the CMS Hospital Compare website would be added to FloridaHealthFinder. These measures are reported to the National Healthcare Safety Network (NHSN) by hospitals and include Central Line-Associated Bloodstream Infections (CLABSI), Catheter-Associated Urinary Tract Infections (CAUTI), Surgical Site Infections from colon surgery (SSI: Colon), and Surgical Site Infections from abdominal hysterectomy (SSI: Hysterectomy).

Nursing Home Guide – The statutorily mandated Nursing Home Guide was revamped and redesigned to more closely resemble the other compare care tools on FloridaHealthFinder. In addition, the new guide allows consumers to pull up all facilities in a region, county or city and compare them side-by-side instead pulling up each facility individually. The new guide allows easier access to facility profiles, allowing consumers quick access to inspection reports and legal actions for each facility. The Nursing Home landing page also gives users one-click access to Gold Star facilities as well as those facilities on the Nursing Home Watch List.

4. **Pursue statewide Health Information Exchange (HIE) opportunities for the State, consistent with national initiatives funded through the HITECH Act of 2009 through a public-private partnership.**

In February 2011, the Agency contracted with Harris Corporation to implement a statewide health information exchange infrastructure, the Florida Health Information Exchange (Florida HIE) funded by the Office of the National Coordinator for Health Information Technology (ONC). The funding from the ONC ended September 30, 2013. The Agency has developed a sustainability plan for the Florida HIE. Harris Corporation will administer the business plan collecting user fees and maintaining the Florida HIE services under the contract management oversight of the Agency.

Under the terms of the contract Harris Corporation had implemented four HIE services by the end of 2013:

The Patient Look-Up service (PLU) enables the search and retrieval of a patient's health information made available by other participating health care organizations and data sources. Providers, with patient permission, search for records using patient demographic information. There is no central database of patient records.

A Hybrid PLU Access enables providers authorized to write prescriptions in Florida to access PLU with patient permission. This is an option for health care providers not currently sharing data in a health information exchange connected to the Florida HIE. This service may be offered by organizations participating in PLU

Direct Secure Messaging (DSM) is a service that encrypts electronic messages and allows for the secure transmission of emails including attachments. DSM enables providers to "push" clinical documents and other patient information related to treatment, payment, and health care operations to other providers and health plans. A DSM Participant Directory allows a search for the DSM address of other participating organizations and individuals authorized to use the service.

The Event Notification Services (ENS) provides notification of hospital admission, discharge or emergency department visits by a health plan's member to health plans enrolled in the service. Hospitals provide a data feed which is matched to the health plan member. The notification is provided to the health plan using Direct Secure Messaging. The health plan agrees to notify the member's primary care provider.

The Agency worked with the Advisory Council to establish goals for increasing adoption of health information exchange. A total of 8,458 registrants were actively using DSM for transactions with other participants by year's end.

In order to expand the connectivity of the DSM implementation the Agency set a goal of establishing connections with other health information service providers or HISPs. These connections allow participants in our DSM (which is a HISP) to communicate with participants in the other HISPS. By the end of the year, HISP connections had been established with four electronic health record vendors as well as with nine state HISP implementations throughout the southeast and snowbird areas.

The Agency launched the ENS service in November 2013 which delivered 77 transactions in November and 87 in December.

Organizations such as hospital systems, provider networks, Regional Health Information Organizations (RHIOs), and clinic networks were identified and engaged to participate in the PLU in 2013. At the end of 2013, five organizations had gone into production with data available for sharing with other participants.

These organizations are:
> Atlantic Coast HIE/Memorial
> Broward Health
> Florida Division of Adventist Health System Sunbelt Healthcare Corporation
> Strategic Health Intelligence, LLC
> University of Florida Health

PLU transactions began in October 2013 with 2,730 transactions in October 1,431 in November and 2,990 in December.

One PLU participant, Strategic Health Intelligence has established a service to provide hybrid access to the PLU.

The Agency for Health Care Administration promotes the implementation of electronic prescribing by health care practitioners, health care facilities, and pharmacies in order to prevent prescription drug abuse, improve patient safety, and reduce unnecessary. The Agency has developed and published a set of indicators for tracking e-prescribing adoption rates in Florida. These metrics enable the Agency to gauge progress in Florida and in comparison with national rates.

The annual electronic prescribing rate increased from 1.6% of Florida prescriptions in 2007 to 4.3% in 2008, to 14.4% in 2009, to 18.4% in 2010, to 27.1% in 2011, to 41.3% in 2012 and to 49.8% as of June 2013. The number of ePrescribing physicians has increased by 18.1% through September 2013 since the third quarter of 2012.

The Agency administers the Medicaid Electronic Health Record Incentive program which provides incentives to certain Medicaid eligible professionals and hospitals to adopt and meaningfully use electronic health records. The Medicaid incentive program began making payments September 5, 2011. In 2013, the Agency made incentive payments to 150 hospitals and 3,192 eligible professionals totaling $122,361,227. The Centers for Medicare and Medicaid Services also administers an incentive program for Medicare providers. The Agency works with Florida's 4 Regional Extension Centers to promote meaningful use. Florida eligible professionals engaged in the meaningful use of a certified electronic health records, participating in either the Medicaid or Medicare program, increased from a baseline of 10,509 at the beginning to 2013 to 18,786 by year's end.

2014 Goals and Objectives

Long Range Planning Process: The Advisory Council met December 17, 2013 to approve the 2013 goals and measurable objectives and provided recommendations for the 2014 Long Range Plan. The Agency reviewed the recommendations and concurred that the following transparency goals be adopted by the Advisory Council for 2014:

Goal 1: Improve and streamline Florida Center data collection

1. Complete the processing of all data quarters with little to no decrease in data currency (percentage of facilities completing their data submission by certification deadline).

2. Improve data collection efforts among facilities by assisting in the mastery of XML formatting.

3. Continue "new submitter" forum (webinar/conference call/) to manage facility turnover in reporting positions and help new reporters get up to speed as soon as possible.

4. Work with the Data Working Group to give reporting facilities a venue to share issues with AHCA staff.

Measurable Objectives for 2014:

- Data currency percentages kept near 100%.

- Have every analyst providing XML support to the facilities they assist.

- Hold three or more Data Working Group meetings in CY 2014.

- Hold three or more New Submitter Forums in CY 2014.

- Complete an online video guide to data submission to supplement the existing data guide by December 31, 2014.

- Manage any rule changes while continuing to process data submissions with little to no decrease in data currency.

Goal 2: Improve and promote FloridaHealthFinder.gov

1. The Data Standards and Transparency Committee (DST) will continue to assist the Advisory Council, as needed, in expanding the data and information posted on FloridaHealthFinder.gov.

2. Engage the Communication's office and Multimedia Design in efforts that will assist the Advisory Council and AHCA in promotional activities for FloridaHealthFinder.gov.

3. Review web utilization reports and surveys to assist in improving and promoting FloridaHealthFinder.gov.

Measurable Objectives for 2014:

- Continue to conduct training on FloridaHealthFinder and promote it to other state agencies, consumer groups, health care organizations, universities, legilative staff and the media.

  Measure: Hold at least ten training seminars or webinars by December 2014.

- Increase the number of annual visits (and unique visitors) to FloridaHealthFinder.gov.

  Measure: Increase the number of visits to 2.5 million visitors by December 2014.

- Redesign the hospital, ambulatory surgery center, and emergency department query tool on FloridaHealthFinder.gov to include multiple years of data and allow more query options. Post implementation, launch a campaign to researchers and professionals to promote the new tool.

  Measure: Host at least 3 webinars or other training sessions by December 2014.

- Develop and implement a health planning landing page as well as enhance the health plan landing page. Provide additional information on Statewide Medicaid Managed Care.

  Measure: Post landing page by March 31, 2014 and incorporate into webinars for promotion.

Goal 3: Pursue statewide Health Information Exchange (HIE) opportunities for the State, consistent with national initiatives funded through the HITECH Act of 2009 through a public-private partnership as well as achieve sustainability for the Florida Health Information Exchange.

1. The Health Information Exchange Coordinating Committee (HIECC) will assist the Agency in the implementation of the State Health Information Exchange Cooperative Agreement Program and subsequent focus on the sustainability of the Florida Health Information Exchange.

2. The Health Information Exchange Legal Work Group will advise on the implementation of Florida Health Information Exchange participation agreements that are used to describe the rights and responsibilities of participants in the electronic exchange of health information.

3. The HIECC will also participate in the implementation of the State Medicaid Health Information Technology Plan. The plan describes the details of the implementation of the Medicaid Electronic Health Record Incentive Payment Program as well as the future of Medicaid Health Information Technology and how the Medicaid program will operate in conjunction with the larger health system and Statewide HIT efforts.

Measurable Objectives for 2014:
- Implement 20 health plan participants in the Event Notification Service (ENS).
- Add two ENS hospital system sites.
- Implement 20 organizations for data sharing in the Florida HIE Patient Look-up (PLU) network.
- Increase PLU transactions by 1,000 per month.
- Increase hospital participation in DSM through registration or HISP connections.
- Increase the e-prescribing rate to 60%.
- Achieve a 10% increase in eligible professionals that are engaged in meaningful use of a certified electronic health record that exceeds the baseline average for Florida reported by the Centers for Medicare and Medicaid in 2013.