

# 2015 LONG-RANGE PLAN

## Update and Implementation Status Report

Presented by the **Agency for Health Care Administration**  
and the **State Consumer Health Information and Policy Advisory Council**

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## 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 (the Florida Center) to accomplish the requirements of section 408.05, Florida Statutes, requiring the Agency for Health Care Administration (the Agency) 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.

**TRANSPARENCY REFERS TO THE CLEAR COMMUNICATION OF ESSENTIAL INFORMATION THAT CONSUMERS NEED TO MAKE CHOICES ABOUT THEIR HEALTH CARE.**

The Advisory Council assists the Agency in producing comparable health information and statistics for the development of policy recommendations. To ensure improvement in decision-making among consumers and health care purchasers, the Agency with Advisory Council input, makes the below-listed information available to the public:

- hospital and ambulatory surgery center range of charges and utilization, and hospital length of stay
- performance outcome indicators for a variety of facilities
- pharmacy drug prices
- hospital financial data such
- health plan performance measures, benefit design and premium cost data
- physician volumes for selected procedures

The Agency's website, [www.FloridaHealthFinder.gov](http://www.FloridaHealthFinder.gov), displays the data and provides consumers with interactive searches and comparisons of provider information, guidance on data usage, and an explanation of why the information may vary from provider to provider.

Through its technical workgroup, the Data Standards and Transparency Committee, the Advisory Council assists 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.

Additionally, with the assistance of the Health Information Exchange Coordinating Committee (HIECC) and Legal Workgroup, the Advisory Council advises on development and implementation of strategies for the adoption and use of electronic health records, and the development of an electronic health information exchange for sharing of electronic health records among health care facilities, providers, and insurers.

### ***Mission of the Agency for Health Care Administration***

*The mission of the Agency for Health Care Administration is "Better Health Care for All Floridians." As champions of that mission, the Agency for Health Care Administration is responsible for administration of the Florida Medicaid program, licensure and regulation of Florida's health facilities and for providing information to Floridians about the quality of health care.*

### ***Mission of the State Consumer Health Information and Policy Advisory Council***

*The mission of the State Consumer Health Information and Policy Advisory Council is to assist the Agency for Health Care Administration in reviewing the comprehensive health information system, including 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; and to recommend improvements for purposes of public health, policy analysis, health information exchange and transparency of consumer health care information.*

### ***Purpose of this Report***

*This report presents an update and status on the implementation of the long-range plan pursuant to section 408.05, Florida Statutes, requiring development and implementation of a long-range plan for making available health care quality measures and financial data that allows consumers to compare health care services.*

## 2014 Accomplished Goals

### Goal 1 - Improve and Streamline Florida Center Data Collection

The Data Collection unit continued to meet currency goals for hospital and ambulatory surgical center (ASC) data collection for the past year, communication with reporting facilities, and identified and disseminated “best practices” through listserv updates, public workshops and the Guide to Patient Data Submission. Unit staff increased data integrity, accuracy and quality by proactively identifying struggling facilities and providing them enhanced support and data submission troubleshooting. The Agency continues to expand educational opportunities to include streaming video that will target new submitters and improve data submission and quality. Data Collection also hosted quarterly user conference calls to discuss new developments within the Agency and assist participants with questions regarding their data. The conference calls provide a forum for participants to share ideas, make suggestions, and raise issues or questions about edit or report interpretation. For example, at the October meeting, the Agency’s software vendor presented a Norm Report overview and described its significance to identify potential data anomalies. This generated discussion and interaction between the vendor, participants and staff that enhanced several existing edits thereby eliminating error flags and the requirement for facility verification.

### Goal 2 – Improve and Promote FloridaHealthFinder.gov

#### New Health Outcome and Performance Measures

Infection rates presented through facility comparison pages were updated to include additional Healthcare-Associated Infection measures, Methicillin-resistant Staphylococcus Aureus (MRSA) and Clostridium difficile (C.diff.). These measures identify potentially preventable infections that could occur following medical procedures. Spinal Fusion procedures were added to Physician Volumes to compliment current volumes presented on FloridaHealthFinder.gov: total hip and total knee replacement, coronary artery bypass graft, and percutaneous transluminal coronary angioplasty. In 2014, Medicaid Healthcare Effectiveness Data and Information Set (HEDIS) measures were expanded for Health Plans, adding measures for breast and cervical cancer screenings and prenatal care frequency.

#### Patient Data Query Tool

An enhanced patient data query tool, aimed at engaging researchers and professionals, was released in May 2014 and was presented at the June 2014 Advisory Council meeting. The patient data query tool (query tool) efficiently presents three years of data on a variety of facility types: hospitals (such as short-term acute care and long-term care hospitals, short and long-term psychiatric hospitals and specialty hospitals), freestanding and hospital based ambulatory surgery centers, and emergency departments (including off-site locations). Consumers, researchers and professionals can use the query tool to filter health care utilization by patient and facility demographics such as payer mix, discharge status, race and facility county, through multiple drill downs and sortable reports in minimal clicks. Users can view:

- Statewide, area, county and facility level information
- Hospitals with the highest and lowest utilization
- Total charges and the top Medicare Severity Diagnosis-related (MS-DRG) groups reported
- Top external causes of injury and surgical procedures performed

Additionally, FloridaHealthFinder.gov includes a brief interactive video tutorial, explaining how to use the query tool. The tutorial provides a basic overview of the query tool, including how to sort columns and scroll through data results, interact with reports to change views, and how to drill down for more detailed information. Users may also tab through the tutorial to quickly explore ways to interact with data or display data results.

#### Develop and Implement Health Plan Landing Page

A Health Plan landing page was added to FloridaHealthFinder.gov in January 2014. A landing page is any web page that a visitor can arrive at or “land” on and that appears when a visitor clicks on a web link or

search engine result. Landing pages provide visitors with exactly what they are looking for efficiently and immediately upon entering the website. FloridaHealthFinder.gov has landing pages covering, deliveries and newborns, hospitals and ambulatory surgical centers, assisted living facilities, and nursing homes. The Agency’s addition of a Health Plan landing page provides consumers with the information needed to choose the right health plan. The measures presented on the landing page help to understand how well health plans perform, their effectiveness and the accessibility of delivered care. The page allows consumers to compare health plans, including Medicaid, Medicare, and Florida-licensed HMOs/PPOs with at least 5,000 covered lives in Florida. FloridaHealthFinder.gov’s Health Plan landing page will be updated in 2015 to include a Medicaid Health Plan Report Card.

**Promote FloridaHealthFinder.gov website**

Staff participated in health and employee benefit fairs at Florida State University, Florida A&M University, Leon County Civic Center and the City of Tallahassee, attended by approximately 4,000 people, collectively. Attendees were presented with brochures, bookmarks and notepads promoting data available on the website. Attendees could also register for a free FloridaHealthFinder.gov webinar. Webinars include a guided virtual tour of the website and personalized question and answer sessions, in English and Spanish. Florida Center staff hosted 36 webinars in 2014, surpassing the goal of 10 webinars for the year. The staff also worked with the Multimedia Design team to create new brochures covering the website in general and long-term care services. The brochures were distributed through multiple mail outs.

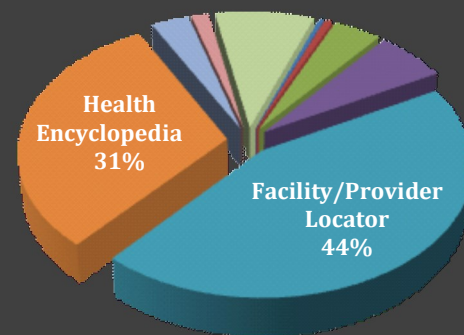
**Increase Visits to FloridaHealthFinder.gov**

FloridaHealthFinder.gov continues to grow in popularity and visits to the website increased year-over-year. Goals for 2014 included increasing unique visits and increasing total visits to 2.5 million by December 2014. With the use of the website to promote transparency, improve consumer access to health information and communicate Agency health initiatives, FloridaHealthFinder.gov met its goal with 3,295,662 total visits, a 27.81% increase since 2013.

**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.**

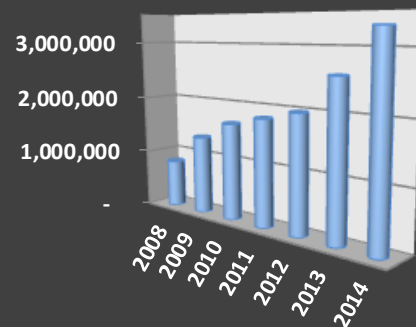
In February 2011, the Agency contracted with Harris Corporation to implement a statewide health information exchange infrastructure, the Florida Health Information Exchange (Florida HIE), funded by the Office of the National Coordinator for Health Information Technology (ONC). Funding from the ONC ended September 30, 2013. The Agency has developed a sustainability plan for the Florida HIE which was incorporated into the contract renewal on June 30, 2014. 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 implemented three HIE services

*For the past three years the most popular pages on FloridaHealthFinder.gov have been the Facility Provider/Locator and the Health Encyclopedia, accounting for 75% of the page visits. CompareCare and links to our online brochures are also gaining popularity as outreach continues.*



Comparison: 2013 vs. 2014 site visits	
Year	Total Visits
2013	2,578,433
2014	3,295,662
% increase/decrease	27.81% increase

Visits to www.FloridaHealthFinder.gov



*Note: the FloridaHealthFinder.gov website went live in November 2007.*

by the end of 2014:

- The Patient Look-Up service (PLU) enables the search and retrieval of patient 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 service maybe offered by organizations participating in the PLU. This service 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.

- Direct Messaging is a service that encrypts electronic messages and allows for secure transmission of emails including attachments. The service enables providers to “push” clinical documents and patient information to other providers and health plans. Users can send messages to other users connected through a national trust bundle of accredited service providers.
- The Event Notification Service (ENS) provides notification of hospital admission, discharge or emergency department visits by a health plan member to health plans enrolled in the service. Hospitals provide a data feed which is matched to the health plan member list. The notification is provided to the health plan using Direct Messaging. The health plan agrees to notify the member’s primary care provider.

In order to expand the connectivity of Direct Messaging, the Agency directed Harris to seek alternatives resulting in a subcontract with an accredited vendor in July 2014. Users were notified and given the option of closing their account or transferring to the new vendor, Inpriva which will collect user fees for the service. The transition to the new vendor was successfully completed in August 2014. In September, Inpriva reported 224 transactions and 110 accounts. There were 829 transactions in December 2014.

The Agency launched the ENS service in November 2013 with one hospital system participating as a data source and one health plan. In July, Harris began connecting additional hospitals as data sources for ENS. As of December 31, 2014, 67 hospitals were providing data feeds in production. The Agency began outreach to health plans in October 2014. As of the year’s end, two health plans had signed the ENS subscription agreement.

Organizations such as hospital systems, provider networks, Regional Health Information Organizations (RHIOs), and clinic networks were identified and engaged to participate in the PLU service in 2014. At the end of 2014, nine organizations had gone into production with data available for sharing with other participants. These organizations are:

- Atlantic Coast HIE/Memorial
- Bethesda Health
- Broward Health
- Florida Division of Adventist Health System
- Martin Health System
- Orlando Health
- Senior Home Care
- Strategic Health Intelligence, LLC
- University of Florida Health

PLU transactions were tracked and reported monthly with a total of 22,028 successful queries during 2014. One PLU participant, Strategic Health Intelligence has established a Hybrid PLU access service. During 2014, the Hybrid PLU access service generated the majority of PLU transactions.



The Agency promotes the implementation of electronic prescribing by health care practitioners, health care facilities, and pharmacies. Electronic prescribing enables the electronic transmission of prescriptions and the recording of medication history for use by prescribing physicians at the point of care. It improves prescription accuracy, increases patient safety and reduces costs. 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 to national rates. As of September 2014, there were 34,252 e-prescribers in Florida issuing a monthly average of 180 e-prescriptions per e-prescriber. The e-prescribing rate was 55% as of the end of the quarter.

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 2014, the Agency made incentive payments to hospitals and eligible professionals totaling \$50,282,925.04. The Centers for Medicare and Medicaid Services also administers an incentive program for Medicare providers. The Agency works with Florida's four Regional Extension Centers to promote meaningful use. The number of 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 18,786 at the beginning of 2014 to 21,960 by year's end.



## Goals and Objectives for 2015

The transparency goals and measurable objectives listed below were recommended by the Advisory Council on December 5, 2014, and have been approved by the Agency for adoption into the 2015 Long-Range Plan.

### Goal 1: Improve and streamline Florida Center data collection

1. Complete the processing of all data quarterly submissions 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. Hold Data Working Group meeting to give reporting facilities a venue to share issues with Agency staff.
5. Explore opportunities to reduce hospital data submission certification from 5 months to 4 months.

#### **Measurable Objectives:**

- Data currency percentages kept near 100%.
- Complete an online video for XML file correction and common errors.
- Hold three or more Data Working Group meetings in CY 2015.
- Establish “Request a Webinar” function for New Contact Orientation.
- Manage ICD-10 implementation and rule changes.

### Goal 2: Improve and promote FloridaHealthFinder.gov

1. Promote FloridaHealthFinder.gov website and conduct outreach to consumers groups and other stakeholders such as universities, state agencies, health care organizations, legislative staff and the media.
2. Work with the Advisory Council and the Data Standards and Transparency Committee to enhance and expand healthcare information made available to the public on FloridaHealthFinder.gov.
3. Increase the number of annual visits to FloridaHealthfinder.gov.
4. Engage the Agency’s Communication’s Office and Multimedia Design team in efforts that will assist the Agency and the Advisory Council in promotional activities for FloridaHealthFinder.gov.

#### **Measurable Objectives:**

- Hold at least ten webinars on FloridaHealthFinder.gov and 3 webinars for researchers and professionals by December 2015.
- Increase the number of visits to 3.6 million visitors by December 2015.
- Complete and post the Medicaid Health Plan Report Card by early 2015.



**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 statewide Health Information Exchange with a 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 Health Information Technology efforts.

**Measurable Objectives for 2015:**

- Implement 20 health plan participants in the Event Notification Service (ENS).
- Maintain ENS hospital system sites.
- Increase the number of organizations data sharing in the Florida HIE Patient Look-up (PLU) network to 20 organizations.
- Increase PLU transactions by 1,000 per month.
- Maintain Direct Messaging for PLU, ENS and hybrid PLU.
- Increase the number of licensed professionals e-prescribing to 70% from 65% in third quarter 2014.
- Achieve 300 new eligible professionals that are engaged in adopting electronic health records or meaningful use of a certified electronic health record in 2015.

The PLU program achieved 45% of its participation objective in 2014 as nine nodes entered production by year's end. The objective of engaging an additional 10 participating organizations is achievable in 2015 given that five organizations are in progress as of December 2014. While PLU transactions did not increase in 2014, more organization had transactions. Increases in transactions are achievable in 2015 due to the increase in participants with which to exchange.

The ENS program exceeded objectives for hospital system participation and began outreach to health plans in October 2014. The objective of engaging 20 health plans in 2014 was not achieved but appears achievable in 2015 as a result of the growth in hospital participation in 2014. in 2015 due to the limited availability of data on e-prescribing rates. The Medicaid Meaningful Use program has exceeded participant projections and continues to enroll new eligible professionals which is an achievable objective in 2015.

The Direct Messaging service was outsourced in 2014 and remains a supplemental service of the Florida HIE supporting PLU, ENS, and hybrid PLU services. Metrics regarding professionals e-prescribing are proposed for tracking



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