

*mycare***IN**sight

**TRANSPARENCY CAMPAIGN**

**FEBRUARY 2017**

# Member Toolkit

- 2 Letter from Indiana Hospital Association President
- 3 What's New
- 5 FAQ Talking Points
- 9 Suggested Social Media Messaging



## A Letter to Members

In 2015, the Indiana Hospital Association (IHA) Price Transparency Task Force launched mycareINSight.org, a tool to help meet Hoosiers' desire for readily available information about the price and quality of the health care available in their communities. This tool allowed consumers to compare hospital charges and quality ratings for the 100 most frequent inpatient services, helping to clarify the complex factors that affect the cost of hospital services.

In an effort to continue building upon this movement toward transparency, we are launching an updated and enhanced site. The new mycareINSight.org will now include quality and charge information for the 50 most frequent outpatient procedures, giving consumers more robust information and deeper insight into the care available to them.

We created this toolkit to help you and your organization revitalize the conversation around price transparency and communicate mycareINSight's new features. No one group in Indiana is better suited to do this than the hospitals themselves and the thousands of health care professionals who are providing the critical care to help improve the lives of all Hoosiers – each and every day.

While the talking points are not for direct public distribution, please use these materials in your own communications about efforts to educate consumers on hospital billing and quality data. Share these points with employees, patients, vendors, local elected officials, state lawmakers and other community leaders.

With your help, we can continue to educate Hoosiers and solidify our commitment to doing everything we can to make charge and quality data available and useful to them. We hope that the enhanced mycareINSight will lead to better informed patients and create more confidence in the health care system of our great state.

Please feel free to reach out to me or anyone else at IHA with any questions or feedback.

Thank You.

Sincerely,



A handwritten signature in black ink that reads "Douglas J. Leonard". The signature is written in a cursive, flowing style.

Douglas J. Leonard, FACHE  
IHA President



## What's New

IHA has enhanced the mycareINsight tool to include charge and quality data for the 50 most common outpatient services in Indiana, in addition to inpatient charge and quality data. While the overall function of the website remains the same, we've made a few changes and improvements to accommodate this new information. This fact sheet will review how to navigate the site and what updates to look for.



### HOMEPAGE

On the homepage of mycareINsight.org, you will find familiar features to help you start your search.

**Video guides** are available to explain how to use the newly updated website, as well as to illustrate what goes into the cost of hospital care.

**Search bar** functionality allows visitors to begin their search with a zip code, hospital name or condition.

**Additional search options** are available by clicking on the teal bar. These other options include a regional map and categories of interest.

## NARROWING YOUR SEARCH

Depending on the chosen method of entry, the visitor will be prompted to make a series of choices to lead them to their desired results.

With the incorporation of outpatient data, visitors may notice new categories of interest and conditions along the way.

A visitor does not need to know whether the service he or she is searching for is categorized as inpatient or outpatient. Conditions on the “Conditions of Interest” page are now divided into inpatient and outpatient lists, based on the most frequent procedures.

## RESULTS

Several updates have been made to the results page layout to help visitors more easily navigate the information provided.

**Hospital location** is now highlighted in the page header, giving visitors a map view of the facility’s neighborhood.

**Quality measures** are provided for both inpatient and outpatient services at that particular hospital. These are listed in two separate tables.

**Compare** up to three hospitals’ charge and quality information side by side using the “Compare with Another Hospital” tool.

A **sub navigation menu**, which follows visitors as they scroll down the page, aids in moving between sections of the page.

## TOOLS

Informational tools, organized in the main navigation, have been updated to reflect the addition of outpatient data.

**FAQs** address a variety of topics, from how hospital billing works to what determines hospital quality to how hospitals are working to improve health care. Questions and answers have been updated to incorporate outpatient information.

**Glossary** terms help guide visitors in understanding the information mycareINsight provides. Definitions have been added and updated to account for outpatient information, including a section on Outpatient Quality and general Charge and Quality terms.

**Social sharing** is enabled by clicking the icons at the bottom of the site.

A **contact** link is provided at the bottom of the site if visitors have further questions.

# FAQ Talking Points

The goal of this document is to help IHA members create tailored messaging that is consistent with IHA's strategic communications campaign on hospital price transparency and the launch of the updated mycareINsight tool, while also maintaining IHA members' unique voice.

Communication vehicles in which messaging can be used may include, but are not limited to, employee communication, news releases, opinion editorials, letters, talking points for interviews with media and elected officials, fact sheets, social media content and videos.

**NOTE:** The term “price transparency” is industry jargon often used in the media and with elected officials. But, the term itself can be lost on the public, or worse, lead them to believe hospitals have been non-transparent in the past. Whenever possible, use mycareINsight ([mycareINsight.org](http://mycareINsight.org)) to inform the discussion on price transparency. Ask your financial services department what else your hospital is doing to increase price transparency.

Consumers in Indiana want to understand the prices they pay for health care. Hospitals strive to provide care to those who need it while ensuring that patients have the necessary information, including the cost and quality of care. By using mycareINsight, consumers can make an informed decision about where to seek treatment based on the publicly available charge and quality data.

## INPATIENT VERSUS OUTPATIENT

- mycareINsight utilizes the Center for Medicare & Medicaid Service's (CMS) definitions for inpatient and outpatient.
- Whether a service or procedure is performed as “inpatient” or “outpatient” is based on your doctor's judgement and your need for medically necessary hospital care. Below are general definitions of these distinctions.
- **Inpatient:** You are formally admitted to the hospital with a doctor's order. An admission is generally appropriate when you're expected to need two or more midnights of medically necessary hospital care, as ordered by your doctor.
- **Outpatient:** You are getting emergency department services, observation services, outpatient surgery, lab tests or X-rays — or any other hospital services — and the doctor has not written an order to admit you to a hospital as an inpatient. In these cases, you're an outpatient even if you spend the night in the hospital.
- Visit [Medicare.gov](http://Medicare.gov) for more information.

## WHERE DID YOU GET THIS DATA?

- The mycareINsight tool uses quality measures data from CMS Hospital Compare's publicly available website, [medicare.gov/hospitalcompare](http://medicare.gov/hospitalcompare), and displays indicators of patient satisfaction, mortalities, readmissions, early elective deliveries, infections and outpatient treatment.
- The mycareINsight tool uses 2015 charge data based on the all-patient refined diagnosis-related groups (APR-DRG) available through the Indiana State Department of Health (ISDH). For inpatients, it displays the 100 most frequent statewide APR-DRGs. Hospital-specific average charges are available at [www.in.gov/isdh/26397.htm](http://www.in.gov/isdh/26397.htm).

- mycareINsight also contains charge information for the 50 most frequent procedures performed statewide on patients who were not admitted to the hospital as an inpatient. The outpatient information is based on the median charge for the patients with the same main procedure performed without being admitted to the hospital as an inpatient.
- The information found through mycareINsight is based on the average hospital charge for a specific service. The website cannot provide information about what consumers will pay for their health care. We recommend they contact their insurance company to determine the specific information regarding what they will be expected to pay based upon their insurance policy.

### **WHAT ARE THE BENEFITS AND CAPABILITIES OF MYCAREINSIGHT?**

- Indiana hospitals developed mycareINsight to give consumers easy access to hospital quality ratings and average charges for the 100 most common inpatient and 50 most common outpatient medical services in Indiana.
- By using mycareINsight, consumers across Indiana may be able to better understand what goes into hospital billing and understand what questions to ask before seeking treatment.
- The quality of the care patients receive is just as important as the price. Quality is based on several important factors, including infections, mortality and readmission rates, outpatient treatment efficiency, and the overall patient satisfaction score. It is important to see other patients' outcomes when consumers evaluate their treatment options.
- mycareINsight is a useful tool that will include the following functionality and features:
  - Search engine to look up charges by location, hospital and/or procedure
  - Search results that show available hospital quality data and charge data
  - Hospital-to-hospital comparison by quality
  - Tips, education and links to each hospital website
- Unlike hospital charge data made public by CMS, the mycareINsight tool uses charge data from ISDH to include procedures and services that are more inclusive of Indiana's overall population.

### **WHAT SHOULD PEOPLE DO WITH THIS INFORMATION?**

- After completing a search for the desired inpatient or outpatient services, visitors are encouraged to contact the hospital from which they wish to receive these services directly. They can do so by clicking the "Contact this Hospital to Learn More" button located on the results page.
- Because the information found through mycareINsight is based on the average hospital charge for a specific service, it cannot provide information about what consumers will pay for their health care. We recommend they contact their insurance provider to determine the specific information regarding what they will be expected to pay based upon their insurance policy.

## HOW CAN TWO HOSPITALS CHARGE A DIFFERENT AMOUNT FOR THE EXACT SAME PROCEDURE?

- Hospital pricing is complex and based on many factors such as facility, staffing and equipment costs. It is very expensive to keep doctors, nurses and equipment at the ready every day of the week, and the health care services people need can vary from hospital to hospital. In addition, the individual hospital's mission can affect pricing, because of the patient population it serves and the necessity to provide essential public services.
- Making life-saving services, such as intensive care units, ambulance services, transplant programs, trauma centers and burn units, available 24 hours a day, seven days a week, is expensive. And these costs are factored into all the services for which a particular hospital charges.
- Hospitals that train physicians and nurses, conduct medical research and provide care for a high number of uninsured Hoosiers incur higher costs but provide an incalculable benefit to the health of their community.
- Each patient is unique. A procedure performed on a 27-year-old, otherwise healthy male will likely cost less than the same procedure performed on a 57-year-old male who is overweight and diabetic.

## HOW DOES THIS INFORMATION COMPARE WITH PRIVATE INSURANCE DATA?

- mycareINsight does not factor in the rates paid by private insurers. In Indiana there is no available database that provides insurance payments. Therefore, mycareINsight is unable to provide information about what consumers will actually pay for their health care.
- Private insurers usually do not pay hospital charges. They demand discounts from hospitals. These negotiated discounts vary amongst commercial insurers.
- Furthermore, numerous factors, such as the type of plan, co-pay amount, co-insurance amount, deductible, out-of-pocket maximums and other limitations will affect the individual's financial responsibility to a hospital. Therefore, it is crucial that consumers begin by talking to their insurance company to understand all of the factors affecting their financial responsibility.

## WHAT ARE HOSPITALS DOING TO BE MORE TRANSPARENT?

- The IHA and the health care providers we represent fully support the gathering and reporting of quality and charge data. This information is critical to improving patient care. It is IHA's position that making price and quality data available and useful to the public leads to more informed patients and more confidence in the health care system.
- The word "transparency" is nothing new for Indiana's health care industry. For many years, Hoosier hospitals have embraced greater transparency of their quality ratings with changes that revolutionized the focus on quality and patient safety. As hospitals embraced transparency for quality, the public can count on hospitals to do so with price.
- Any efforts to report hospital pricing should include information on hospital quality measures as well. This should include information on a hospital's performance on safety and patient satisfaction.

- An IHA task force of hospital leaders was created to help guide IHA staff in the development and continued improvement of this tool. The task force is chaired by Martin Padgett, president and CEO of Clark Memorial Hospital in Jeffersonville.
- In August 2014, IHA partnered with Tactic LLC, an Indianapolis-based marketing and website agency, to develop the online tool that allows consumers to compare pricing and quality data for all Indiana hospitals.

### **HOW ARE INDIANA HOSPITALS GOING TO ACHIEVE PRICE TRANSPARENCY?**

In conjunction with the American Hospital Association, IHA adopted the following principles to guide its efforts in creating and maintaining a transparency tool. These principles call for information to be presented in a way that:

- Is easy for patients and consumers to access, understand and use
- Defines and describes hospital price information
- Explains variances in the price of patient care
- Encourages patients to consider price information as just one factor when making health care decisions
- Directs patients to further information about financial assistance with their hospital care

**More questions? Visit the [FAQ page on mycareINSight.org](#) to learn more.**

# Suggested Social Media Messaging

The following are suggested social media posts for IHA members to promote the updated mycareINsight tool and create greater awareness about its benefits and the leadership role hospitals have taken in making pricing and quality data available to patients. This toolkit is accompanied by a social media graphic to complement this messaging.

## TWITTER

Outpatient data is now available on IN's resource for hospital charge & quality ratings. Check out the enhanced [mycareinsight.org](https://mycareinsight.org)

[mycareinsight.org](https://mycareinsight.org) now features more quality & charge data to help you make more informed decisions about your health care

Patients want to understand how much they will owe for hospital bills. Hoosiers have a valuable tool: [mycareinsight.org](https://mycareinsight.org)

[NAME OF HOSPITAL] is committed to high-quality health care. That's why we work with @IHAConnect to offer Hoosiers [mycareinsight.org](https://mycareinsight.org)

Visit [mycareinsight.org](https://mycareinsight.org) for information on the top 50 outpatient & top 100 inpatient health conditions treated in IN hospitals

Questions about Indiana hospital charge and quality information? Your resource: [mycareinsight.org](https://mycareinsight.org)

## FACEBOOK

[NAME OF HOSPITAL] is committed to helping patients make informed decisions about their health care. That's why we collaborated with the Indiana Hospital Association on the newly updated mycareINsight - an online tool that gives Hoosier patients easy access to hospital quality ratings and average charges for the most common medical procedures. Visit [mycareinsight.org](https://mycareinsight.org) to learn more.

Patients want to understand how much they will owe for their hospital bills. Indiana hospitals have a tool that can help: [mycareinsight.org](https://mycareinsight.org). View hospital quality and charge data, including new outpatient data, designed to help you make more informed decisions about your health care.

Every patient is unique and can face a varying range of health conditions that affect cost. Indiana hospitals are working individually and collectively to continue to make improvements so every patient receives high-quality care. Check out the newly updated [mycareinsight.org](https://mycareinsight.org) to make informed decisions about your health care.