



MASSACHUSETTS

HEALTH QUALITY PARTNERS

*trusted information. quality insights.*

# Measuring and Improving Patient Experience

*NRHI*

*SUMMIT ON REGIONAL HEALTHCARE  
TRANSFORMATION*

Barbra G. Rabson

Executive Director

February 7, 2013

# About MHQP

MHQP's mission is to drive measureable improvements in health care quality, patients' experiences of care, and use of resources in Massachusetts through patient and public engagement and broad-based collaboration among health care stakeholders.

MHQP was first established in 1995 by a group of Massachusetts health care leaders who identified the importance of valid, comparable measures to drive improvement.

MHQP Board of  
Directors

Executive Committee

Physician Council  
*Established 2002*

Health Plan Council  
*Established 2008*

Patient and Public  
Engagement Council  
*Established 2011*

Massachusetts Health Quality Partners is a broad-based coalition of physicians, hospitals, health plans, purchasers, patient and public representatives, academics, and government agencies working together to promote improvement in the quality of health care services in Massachusetts.

# MHQP's Measurement and Public Reporting Foundation

# MHQP

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- Patient Experience
  - Biennial report on over 500 practice sites in Massachusetts
  - Publicly reported since 2006 on 10 aspects of the doctor – patient relationship
  - Over 65,000 Commercial patients in Massachusetts respond to statewide survey about their primary care experience
  
- Clinical Quality
  - Annual report on primary care performance for over 150 medical groups in Massachusetts
  - Publicly reported since 2005 on over 30 measures of preventative and chronic health care

# MHQP's Publicly Reported Information – Clinical Quality

## quality reports : clinical quality



### QUALITY INSIGHTS: CLINICAL QUALITY IN PRIMARY CARE

#### Medical Groups Summary: Diabetes Care For Adults

click on the measure name to learn more information about the measure



#### Medical Group

[HbA1c Test](#)

[Cholesterol \(LDL-C\) Screening Test](#)

Carney IPA

[Go to Group's Website](#)



Harvard Vanguard  
Medical Associates,  
Copley

[Go to Group's Website](#)



Massachusetts General  
Hospital PHO, Partners  
Community HealthCare

[Go to Group's Website](#)



Click on a medical group to view results on all measures

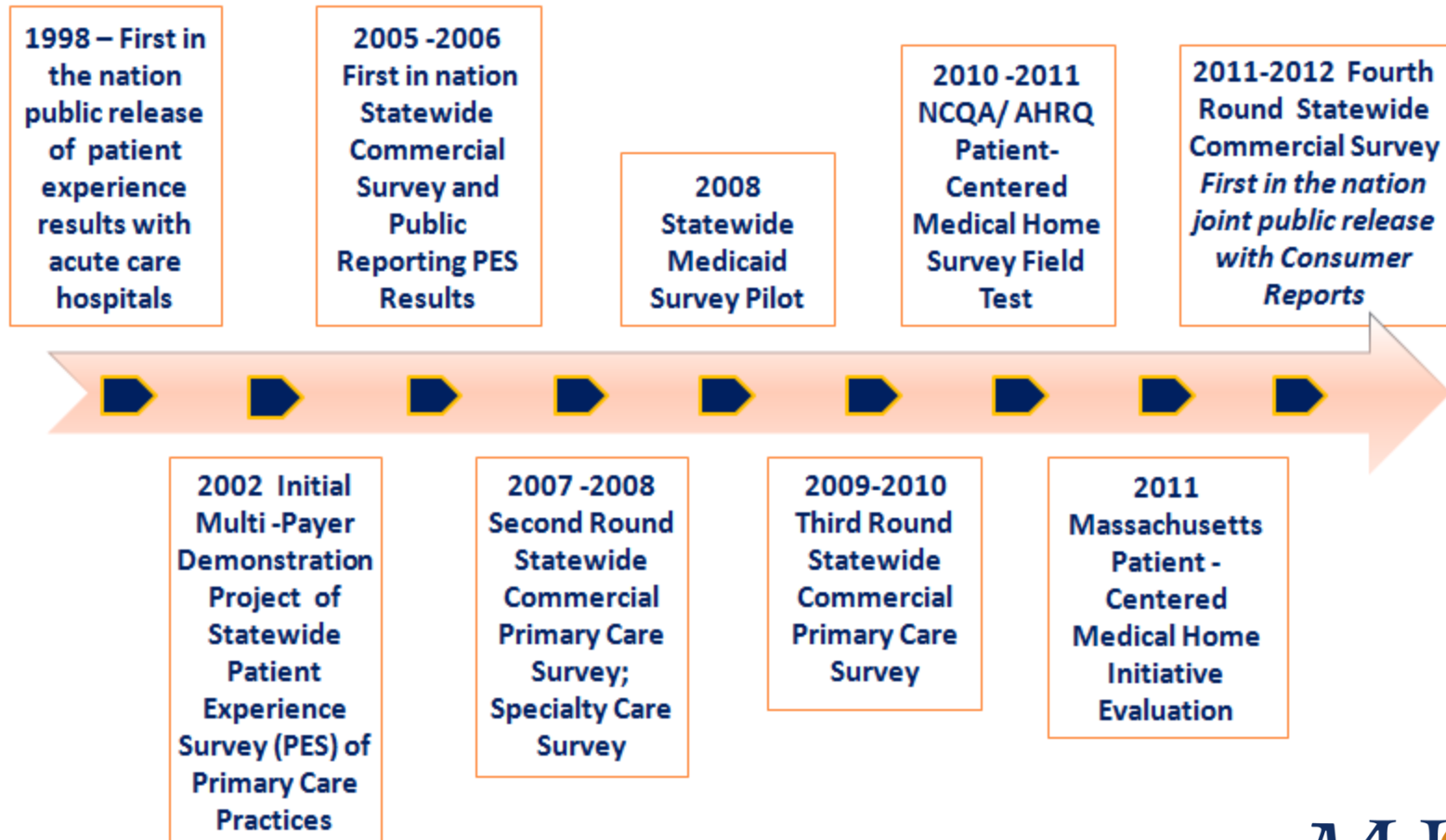
# MHQP's Publicly Reported Information – Patient Experience

## Doctors' Office Summary: Care From Personal Doctors

*click on the measure name to learn more information about the measure  
click on the stars to learn about how patients answered each survey question*

 <b>Doctors' Office</b>	<b>How Well Doctors Communicate with Patients</b>	<b>How Well Doctors Coordinate Care</b>	<b>How Well Doctors Know Their Patients</b>	<b>How Well Doctors Give Preventive Care and Advice</b>
<b>423 Associates (Adult Survey), Partners Community Health Care (PCHI), Newton-Wellesley PHO, Inc.</b>	★★★★★	★★★★★	★★★★★	★★★★★
<b>Belmont Medical Associates, Inc. (Adult Survey), Mount Auburn Cambridge IPA (MACIPA) <a href="#">View Website</a></b>	★★★★★	★★★☆☆	★★★★☆	★★★☆☆
<b>Beth Israel Deaconess Healthcare - Boston (Adult Survey), Beth Israel Deaconess Healthcare</b>	★★★★★	★★★☆☆	★★★★☆	★★★☆☆
<b>Beth Israel Deaconess Healthcare - Upper Falls (Adult Survey), Beth Israel</b>	★★★★☆	★★★★☆	★★★★☆	★★★★☆

# MHQP's Track Record for Measuring and Reporting Patient Experience



# What Patient Experience Surveys Measure

## Seven domains characterizing patient experiences:

- Quality of Doctor-Patient Interactions
  - ▣ Communication
  - ▣ Integration of Care
  - ▣ Knowledge of the Patient
  - ▣ Health Promotion
- Organizational Features of Care
  - ▣ Organizational Access
  - ▣ Visit based Continuity
  - ▣ Office Staff



# Why Measure Patient Experience?

“If patients have a poor experience with their doctor, they’re not going to come back for their tests, they may not take their medications, and they may not learn how to manage these things themselves,”

*Michael Cantor, M.D., Chief Medical Officer, New England Quality Care Alliance.*

# Measuring Patient Experience as a Pathway to Patient Centered Care

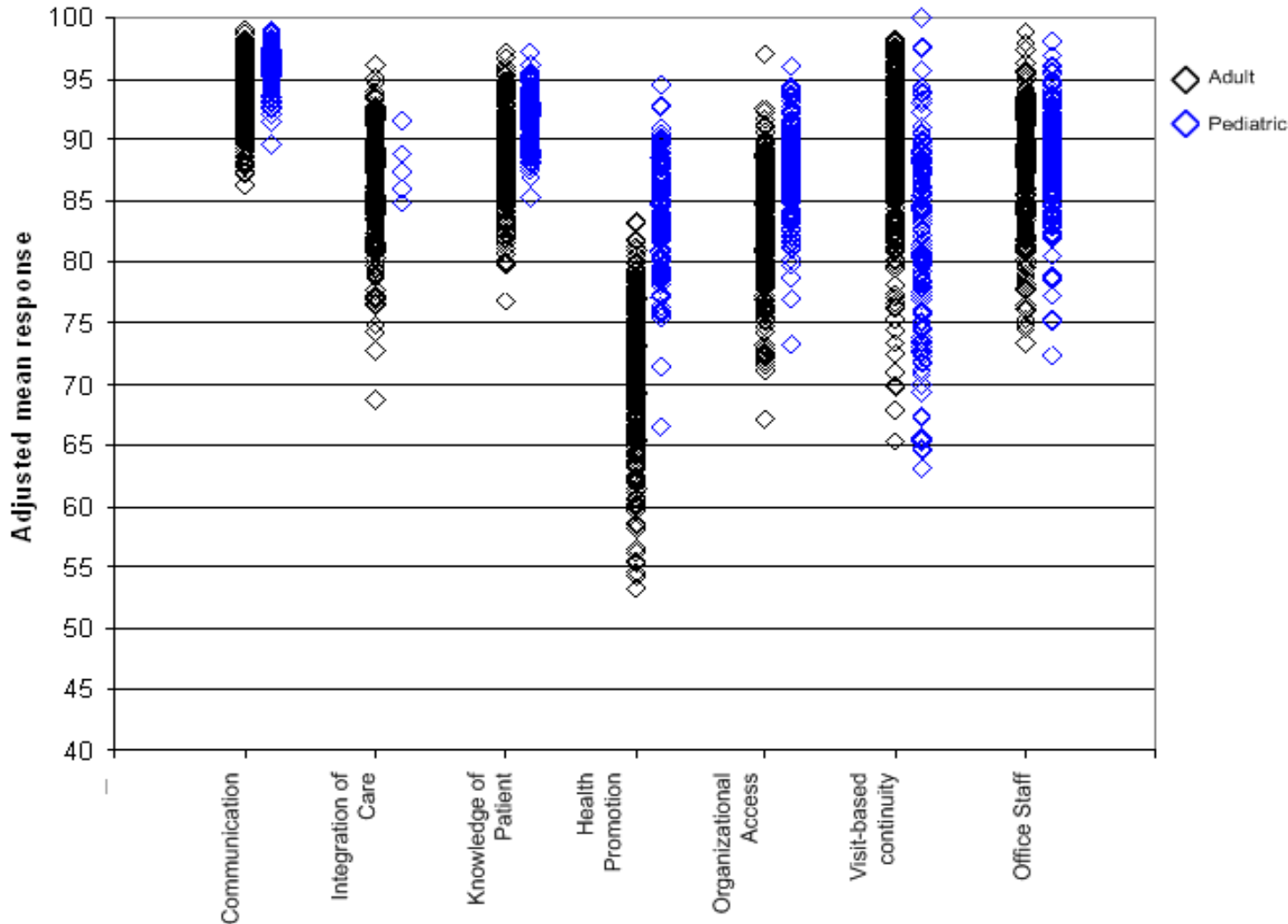
If we don't listen to the patient voice, how can we possibly have a patient-centered health care system?

“The doctor is the medical expert, but you're the expert about you and your child. It's that collaboration between the doctor and the patient that results in the best healthcare for all involved.”

*Lester Hartman, M.D.,*

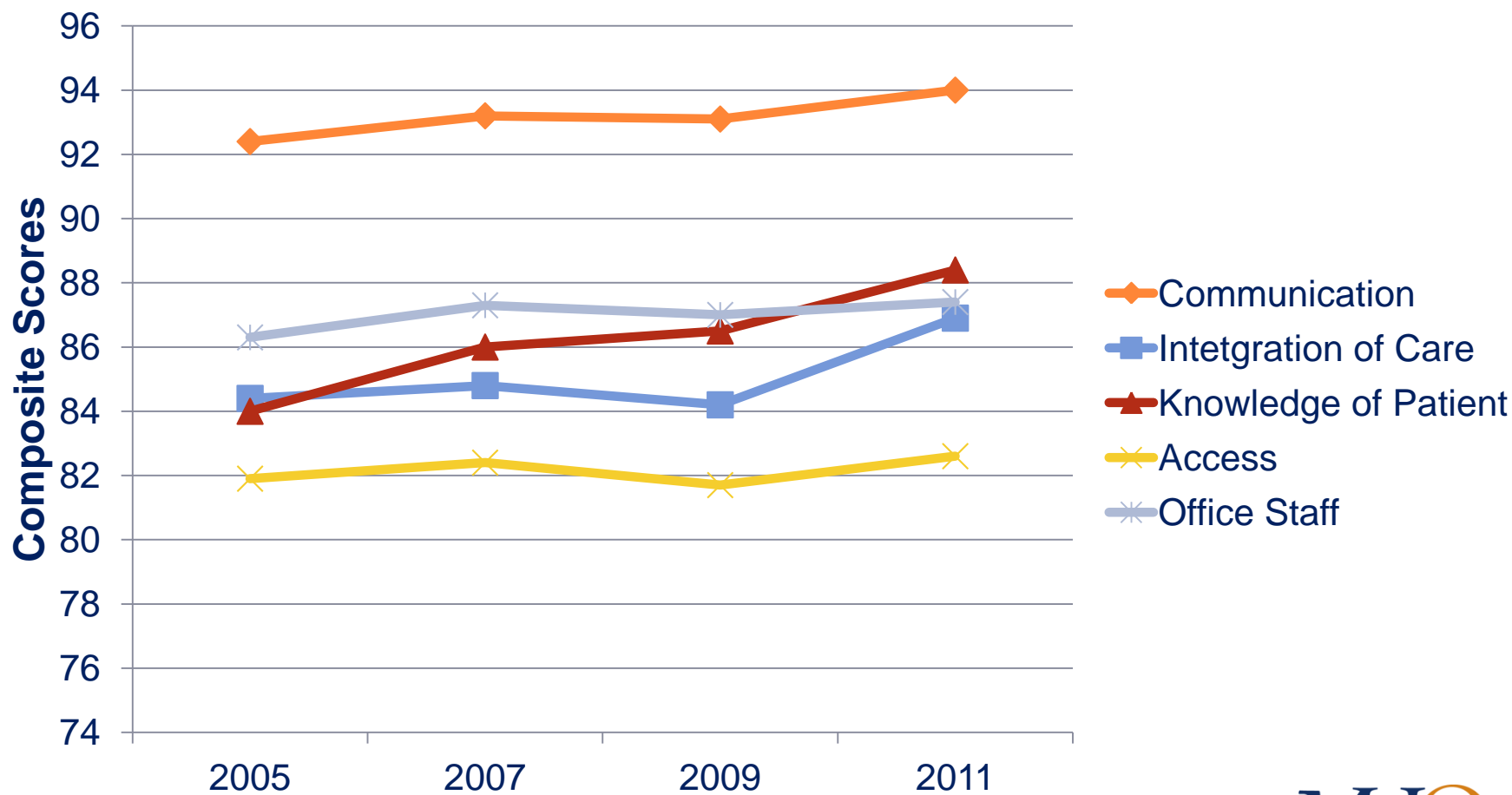
*Westwood-Mansfield Pediatric Associates*

# Patient Experience Survey Statewide Results 2011

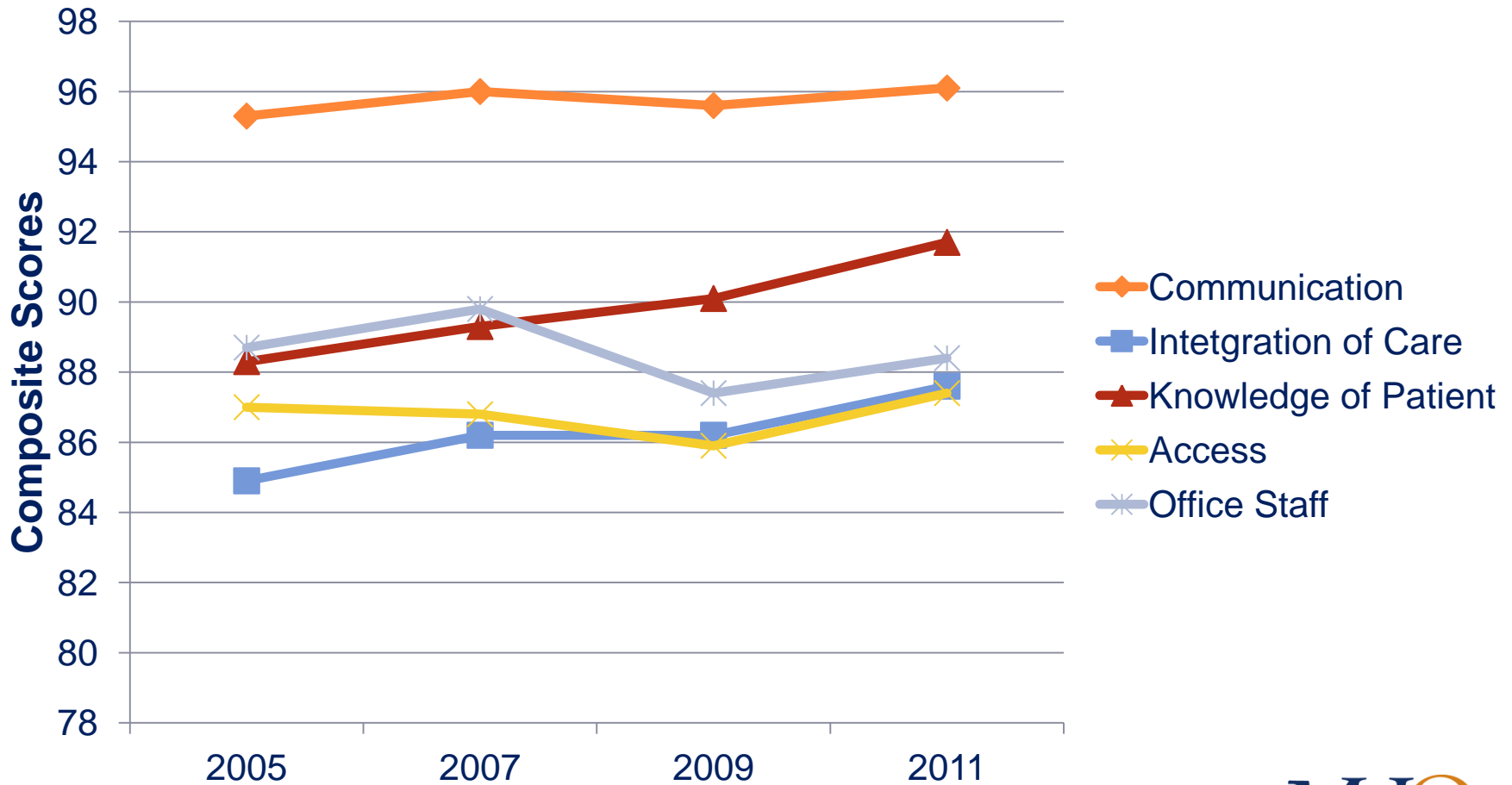


# Patient Experience Survey Statewide Results

## Adult Primary Care



# Patient Experience Survey Statewide Results Pediatric Primary Care



# Why MHQP and Consumer Reports Teamed up Together

- MHQP has reliable information on physicians that we want to share with Massachusetts residents
- Consumer Reports has a 75 year history in sharing information with people in a way that helps them make decisions
- Both organizations share values of sound data scoring methodology
- Through Consumer Reports, for the first time, MHQP was able to reach hundreds of thousands of consumers with this information

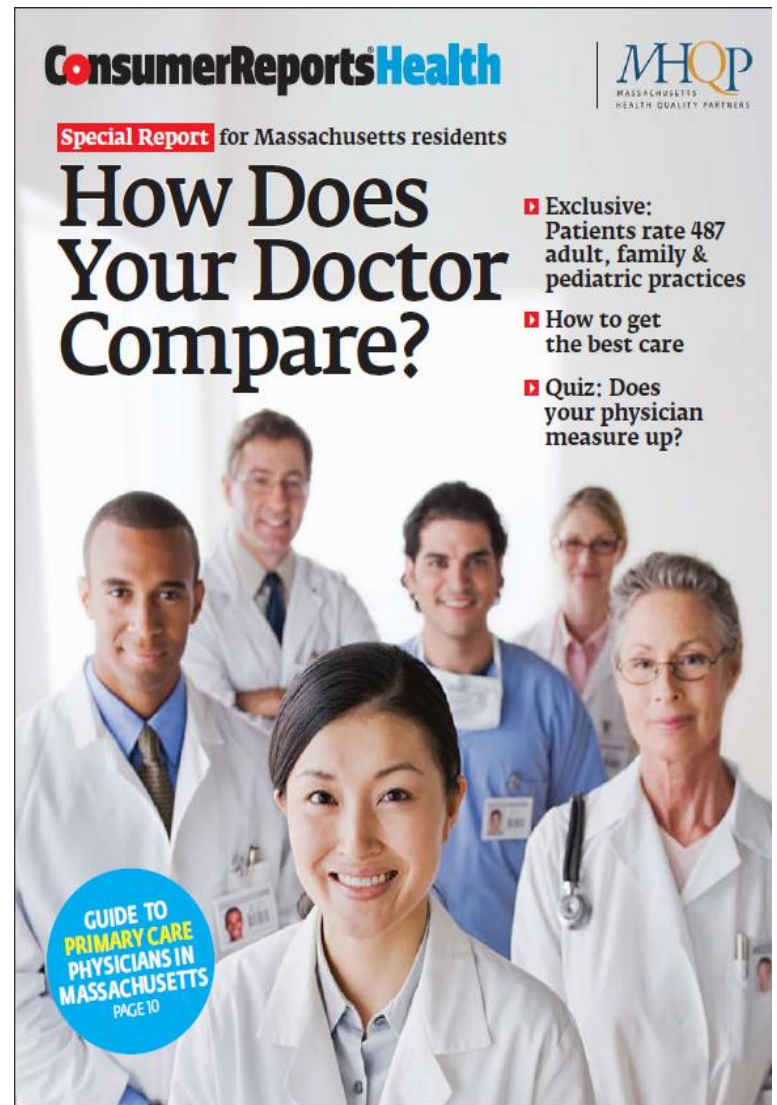
# Patient and Public Response

“This is what transparency looks like!”

“This was an outstanding public service! Thank you.”

“So what? So Massachusetts residents have a new resource to help choose the best primary care practices. It's a milestone in providing consumers with valid, reliable, and useful health information. Let's hope consumers take advantage of it.”

“Partnering with a major consumer brand will allow many more people to access this information in an easy-to-understand format.”



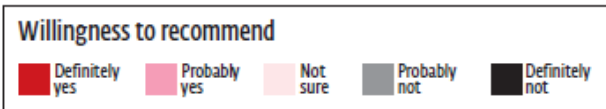
“Any transparency like this really can only help raise the bar for the medical profession.”

# MASSACHUSETTS DOCTOR RATINGS

## Ratings of practices for adults In collaboration with MHQP

Based on patient experience In alphabetical order, within regions and towns

Town	Practice Name	Address	Willingness to Recommend		Performance					
			0%	100%	How well doctors communicate with patients	How well doctors coordinate care	How well doctors know their patients	Getting timely appointments, care, and information	Getting courteous and respectful help from office staff	
<b>NORTHEAST MASSACHUSETTS</b>										
<b>Merrimack Valley</b>										
Amesbury	Lahey - Amesbury	24 Morrill Pl.	74		4	3	3	2	2	
Andover	New England Medical Group	140 Haverhill St.	69		4	2	2	2	3	
Billerica	Burlington Medical Associates - Billerica	790 Boston Rd.	72		4	2	3	4	3	
Chelmsford	Chelmsford Primary Care	2 Meeting House Rd.	76		3	3	2	2	3	
Chelmsford	Harvard Vanguard Chelmsford	228 Billerica Rd.	75		3	3	2	2	3	
Haverhill	Pentucket Medical Associates - Haverhill	1 Parkway	69		3	2	2	2	2	
Haverhill	Whittier Medical Associates	62 Brown St., Suite 200	76		3	2	2	3	3	
Lawrence	Pentucket Medical Associates - RiverWalk	500 Merrimack St.	64		3	3	2	2	3	
Lowell	Cardiology Associates of Greater Lowell	33 Bartlett St., Suite 206	70		3	2	2	3	2	
Lowell	Lowell Community Health Center	597 Merrimack St.	84		4	1	4	2	2	
Lowell	Mill City Medical Group	45 Palmer St., Suite 1	84		4	2	4	3	3	
Lowell	Riverside Medical Group	275 Varnum Ave., Suite 201	68		4	2	2	2	3	
Newbury	Holistic Family Practice	65 Newburyport Turnpike	74		4	3	3	3	4	
Newburyport	Highland Primary Care Associates	21 Highland Ave., Suite 2	63		4	2	2	3	2	
Newburyport	Pentucket Medical Associates - Newburyport	260 Merrimac St., Towle Bldg	71		3	3	2	2	2	
Tewksbury	Family Care Center - Tewksbury	2345 Main St.	69		4	3	4	3	3	
Tewksbury	Merrimack Family Medicine	170 Main St., G 06	83		4	4	4	4	4	





# How well your physician communicates with you (Joint MHQP/ Consumer Reports Publication)

## How often did your doctor explain things in a way that was easy to understand?

- Never
- Usually
- Almost never
- Almost always
- Sometimes
- Always

Percent in MHQP survey who said Always: **84 percent**

**What to do: Take detailed notes.** Repeat your doctor's instructions back in your own words to check that you got them right. If you're confused, say so. Finally, consider bringing along a friend or relative

# MHQP and Consumer Reports Patient Experience Survey Report Media Reach



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Massachusetts Health Quality Partners and Consumer Reports partnered up to bring patient experience survey results for nearly 500 practices in Massachusetts.



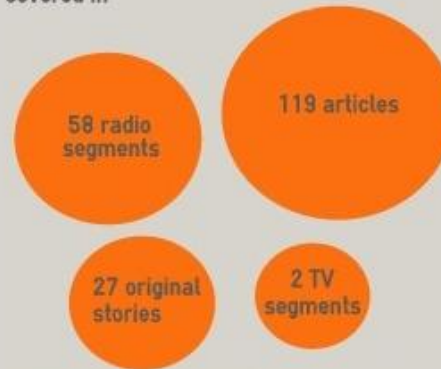
Consumer Reports print subscribers received the special PES insert



Viewed the report on mhqp.org on the release day

## PRINT / WEB DISTRIBUTION

The Consumer Reports collaboration was covered in



Total coverage resulted in over **3,248,779** web impressions. Totalling web and print impressions, it is estimated that the release was viewed almost **4.5 million** times.

## SOCIAL MEDIA

MHQP saw a large increase of user traffic on social media sites. On the day of the release:



700% increase in Facebook traffic (2,100 additional users)



200% increase in Twitter traffic



# Looking to the Future

- Federal programs to measure and reward physicians, medical homes, ACOs, etc. based on patient experience and outcomes should utilize measurement programs managed by Regional Health Improvement Collaboratives.
- CMS and AHRQ should support efforts by Regional Health Improvement Collaboratives to develop, test, and report new and improved measures of patient experience, patient-reported outcomes and methods of patient and public engagement.

For more information about MHQP...

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**Barbra G. Rabson**  
***Executive Director***  
**brabson@mhqp.org**  
**617- 600- 4954**

**[www.mhqp.org](http://www.mhqp.org)**