

Consumer Knowledge: Do We Have Enough for the New Health Plans?

Lee N. Newcomer, M.D.

May 2, 2002

[There is No Single Consumer]

- **Provider specific information**
 - **Service, technical performance, cost, location**
 - **Disease specific information**
 - **Decision support**
-

[Current Information Sources]

- Friends
- Physicians and other providers
- Internet
- Hospital referral programs
- Media

P.S. No one trusts health plans

[Patients Evaluate Providers]

NRC Patient Satisfaction

- **Did he listen to you?**
 - **Did he explain the tests or treatments in terms you understand?**
 - **Would you recommend him to a friend?**
 - **Skill in finding and recognizing problems?**
-

[Patients Evaluate Providers]

DoctorQuality.com

- **Physician agrees with treatment/diagnosis protocols**
 - **Patient rates physician compliance with the protocol**
-

[Performance Ranking]

- www.Healthgrades.com
 - www.Selectqualitycare.com
 - www.Doctorquality.com
 - www.Subimo.com
 - www.BestDoctors.com
-

[Technical Data]

Selectqualitycare.com

- **Utilizes Medicare claims databases**
- **Organized by hospital rather than individual physician**
- **Requires a smart consumer**

[Hysterectomy Outcomes]

Key Measures in Order of Importance	Abbott- Northwestern Hospital	Fairview Southdale Hospital	Rochester Methodist Hospital	St. Cloud Hospital	United Hospitals
Money	4	3	2	1	5
Mortality rate	-	-	-	-	-
Patient volume	2	4	1	5	3
Unfavorable outcomes	1	2	2	5	2
Time	4	2	1	5	3
Weights average rank:	2.00	2.50	1.50	3.00	2.75
Overall rank:	2 nd	3 rd	1 st	5 th	4 th

Quality Pays (Usually)

Hospital	Average Cost	
St. Cloud Hospital	\$7,381	5
Rochester Methodist Hospital	\$7,678	1
Fairview Southdale Hospital	\$10,762	3
Abbott-Northwestern Hospital	\$11,612	2
United Hospitals	\$15,645	4

[**My View of this Issue**]

- **Perfection is the enemy of progress**
 - **Make the physician an asset not a liability**
 - **Don't force the consumer to learn more than they desire**
 - **Give consumer the decision control**
-