

Providing Health Comparisons to Consumers

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Consumer Reports Health Ratings Center

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Disclosures

- Employed by Consumers Reports:
 - Independent of industry, non profit, non partisan, consumer advocacy organization.
 - Multimedia company, publisher of Consumer Reports, ConsumerReports.org
 - Reach 20 million consumers per month
 - Subscription business model but much of health content is free (Best Buy Drugs, Choosing Wisely)
- Focused for 78 years on providing an alternative perspective to advertising and promotion

Consumer Reports Health Ratings Center

- Multidisciplinary teams
- Identify & evaluate best possible sources of data
- Data acquisition, analysis, validation
- Develop Ratings method; peer (internal and external) review and critique of method
- Consumer testing of displays/labels
- Work with journalists, advocacy, public relations to draw public attention



Collaborations are a must!

- The Society of Thoracic Surgeons heart surgery outcomes
- The National Committee for Quality Insurance (NCQA) – health insurance performance data
- Cigna C-section data (state-level)



Public reporting basics

- Do not underestimate your audience
- Don't try to reinvent the wheel
- A trusted brand is critical for both collaboration and communication
- Invest in infrastructure! (Yes, it's that darn directory issue again!)



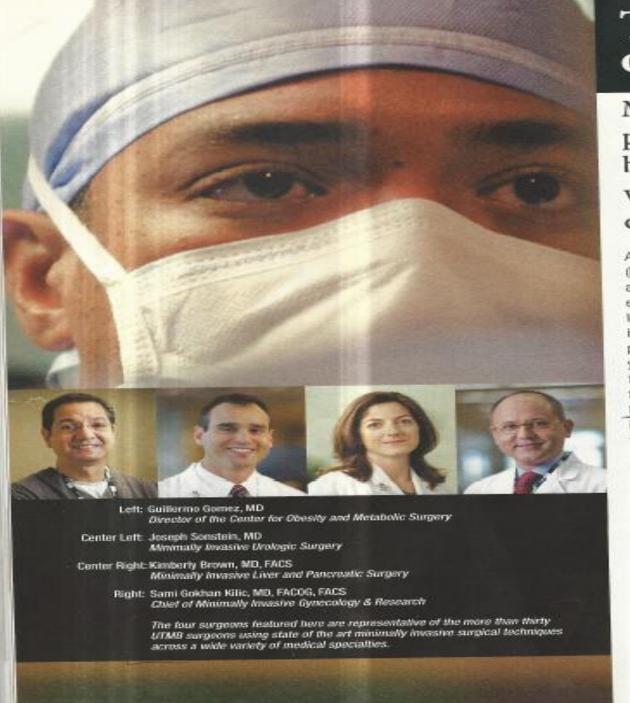
Consumers do use Ratings!

2013 Price Waterhouse Cooper consumer study

 CR the top source of info; 43% of respondents indicated that they had used Consumer Reports as a source

CR Research

- Drugs -- ~40% of readers planned to take action (e.g., changing their medication, doing research, discussing with a health professional)
- Hospitals -- >40 percent would use the info to ensure family members had a safer stay; 7 percent said they used/would use the information to find a different hospital
- Insurance 10 percent said they used/would use the info to switch plans



The art of surgery:

Minimally invasive procedures guided by the same surgeons who are teaching others their art.

At the University of Texas Medical Branch (UTMB Health), minimally invasive procedures are performed by the most talented and experienced surgeons using the most advanced taparoscopic and robotic technologies. These internationally recognized surgeons are the very people who you want taking care of you and your family. In fact, they are the doctors who are teaching others how to do what they do. The technology is breakthrough. The surgeons are the best. The benefits are numerous. Minimally invasive procedures are safe, and result in faster and easier recovery.

So if you are scheduling surgery for yourself or a loved one, be sure to ask if it can be done using a minimally invasive procedure at UTMB Health. The skills, the knowledge, the leadership and the confidence make the difference. It's all here in the Houston/Galveston Bay Area. This is what happens when the most talented surgeons use the most advanced surgical applications.

This is taking charge of your health.







DON'T GET HARMED IN THE HOSPITAL Jacqueline Birnbaum's father might have lived if not for a hospital-acquired infection she feels could have been av

Your safer-surgery survival guide

Our Ratings of 2,463 U.S. hospitals can help you find the right one

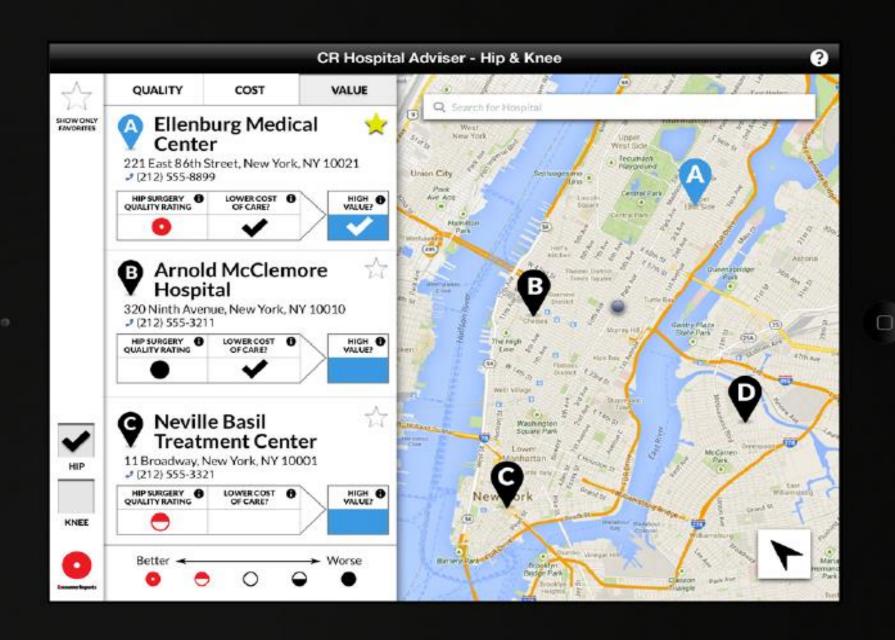
Higher- and lower-rated hospitals for five common surgeries

Our overall surgery Ratings, shown on page 37, are based on the percentage of a hospital's Medicare patients who die in the hospital or stay longer than expected, for 27 kinds of surgeries combined. Below, we show how hospitals Rated for five specific surgeries. We looked at hospitals that performed the most of each of those surgeries, and identified hospitals with our highest or lowest Ratings in each procedure (listed alphabetically within procedure). Online subscribers can see how hospitals rated in those surgeries at ConsumerReports.org/hospitalngs. A few notable findings:

- Teaching hospitals were no better than other hospitals for hip, knee, and back surgeries but were better for angioplasty and carotid artery surgery.
- Specialty hospitals tended to do better overall, including for the procedures shown below.
- Scoring high in one procedure is no guarantee of success in others.
 St. Francis Hospital, in Roslyn, N.Y., for example, got our highest Rating for angioplasty but our lowest Rating for carotid artery surgery.

surgeries at ConsumerReports.org/hospitalratings. A few no	table findings: fo	r angioplasty but our lowest Rating for carotid artery surgery.	
HIGHER-RATED HOSPITALS		LOWER-RATED HOSPITALS	
Better →	Rating O O O	Better ← → Wione Hospital name	Rating
KNEE REPLACEMENT RATING			
Christiana Care Health System Newark, Del. ®	•	Beaumont Hospital—Royal Oak Royal Oak, Mich. II	•
McBride Clinic Orthopedic Hospital Oklahoma City	0	Florida Hospital Orlando, Fla. ®	•
New Hanover Regional Medical Center Wilmington, N.O.	. 0	Hospital for Special Surgery New York ®	•
Saint Francis Hospital and Medical Center Hartford, Cor	nn. 🗉 💿	Iowa Methodist Medical Center Des Moines, Iowa ⊞	•
St. Vincent's Medical Center Riverside Jacksonville, Fla.	0	NCH Downtown Naples Hospital Naples, Fla.	•
HIP REPLACEMENT RATING			
Ocala Regional Medical Center Ocala, Fla.	0	Hospital for Special Surgery New York ®	•
Saint Francis Hospital and Medical Center Hartford, Cor	nn.II o	Inova Mount Vernon Hospital Alexandria, Va.	•
Saint John's Health Center Santa Monica, Calif.	0	Massachusetts General Hospital Boston	•
Swedish Medical Center-First Hill Seattle	0	Sentara Leigh Hospital Norfolk, Va.	•
Washington Hospital Healthcare System Fremont, Calif.	. 0	Thomas Jefferson University Hospital Philadelphia II	•
BACK SURGERY RATING (spinal fusion or disc sur	rgery in the neck or lowe	er back)	
Boone Hospital Center Columbia, Mo.	0	Brookwood Medical Center Birmingham, Ala.	•
Center for Spinal Surgery Nashville, Tenn.	•	Huntsville Hospital Huntsville, Ala.	•
Citrus Memorial Health System Inverness, Fla.	0	The Methodist Hospital Houston ®	•
Kansas Spine Hospital Wichita, Kan.	•	St. Vincent Infirmary Medical Center Little Rock, Ark.	•
St. Joseph's Hospital and Medical Center Phoenix ®	0	Vidant Medical Center Greenville, N.C. ®	•
CORONARY ANGIOPLASTY RATING (a proce	edure to remove blockag	es in arteries supplying the heart, combined with the insertion of a	stent)
Arkansas Heart Hospital Little Rock, Ark.	0	Kaweah Delta Medical Center Visalia, Calif.	•
King's Daughters Medical Center Ashland, Ky.	0	MedStar Washington Hospital Center Washington, D.C. II	•
Mount Sinai Hospital New York ⊞	0	Methodist Healthcare Memphis Hospitals Memphis, Tenn. ®	•
New York-Presbyterian Hospital New York ®	0	North Florida Regional Medical Center Gainesville , Fla. №	•
St. Francis Hospital Roslyn, N.Y.	0	Palm Beach Gardens Medical Center Palm Beach Gardens, Fla.	•
		St. Joseph Mercy Oakland Pontiac, Mich. ≥	
CAROTID ARTERY SURGERY RATING (a pro	cedure to remove block	iges in arteries supplying the brain)	
Baylor Jack and Jane Hamilton Heart and Vascular Hospit	al Dallas \\ 0	Baptist Health Lexington Lexington, Ky. ≥	•
Kansas Heart Hospital Wichita, Kan.	•	Baptist St. Anthony Health System Amarillo, Texas	•
Mother Frances Hospital—Tyler Tyler, Texas	0	Cookeville Regional Medical Center Cookeville, Tenn.	•
Nebraska Heart Hospital Lincoln, Neb.	•	Massachusetts General Hospital Boston ®	•
Oklahoma Heart Hospital Oklahoma City	0	St. Francis Hospital Roslyn, N.Y.	•

*Member of the Association of American Medical College's Council of Teaching Hospitals. *Have the same surgical volumes for the listed procedure.



Holmes Regional Medical Center

Health First

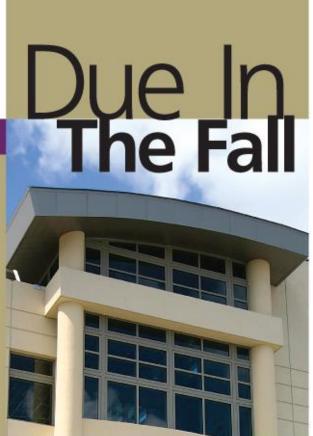
The Birth Suites

The wonderful moment of birth will become even more special in the fall when The Birth Suites at Holmes Regional Medical Center are "born."

Our primary purpose is to help moms bring babies into the world healthy and happy. But we think it's time we provide the extras that contribute to a really amazing experience for everyone, and offer as much comfort as possible to new moms and dads.

We're creating beautifully planned private suites that just invite families to share fully in this special time.

- Neonatal Intensive Care Unit on site
- Suites more like a botel than a bospital
- · A plush fold-down sleeper chair
- Armoire with DVD player and great sound
- Wireless Internet connection (for sending new baby photos)
- A separate grand entrance to spacious fourth floor lobby
- Magnificent views of the Indian River
- · French doors
- · Room service



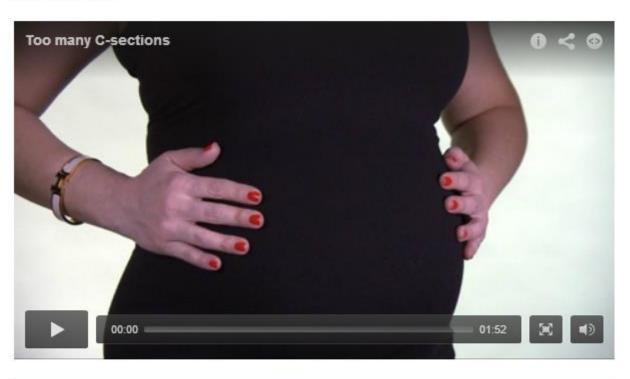




What hospitals don't want you to know about Csections

The procedures drive up costs and increase risks for mothers and babies, a Consumer Reports' investigation finds

Published: May 2014



- Nationally, Csection rates ranged from 11% to 57%
- Hospitals in the same neighborhood varied >3.5x

A mother's story + | The health risks of unnecessary C-sections + | Why C-section rates are so high + | What our Ratings show + | Don't blame mothers + | How we rate hospitals: Avoiding C-sections +



Hospital Ratings Avoiding C-Sections

Delivering a baby by C-section when that is not medically necessary poses additional health risks to the mother and the baby. Many hospitals in the U.S. do more C-sections than they should. Our hospital Ratings can help people compare hospitals in their community based on C-section rates. Higher-rated hospitals do fewer C-sections. Lower-rated hospitals do more of them.

We have Ratings for avoiding C-sections for over 1,500 hospitals in 22 states. The rates were calculated using hospital billing records from those states; some of them already make this data public. Our Ratings are the largest, single source of comparative C-section data for individual hospitals in the country.

The Ratings are based on the C-section rates for mothers who anticipate a low-risk delivery – that is, women who haven't had a C-section before, don't deliver prematurely, and are pregnant with a single baby who is properly positioned. The Ratings include all moms, not just first-time moms. The data the Ratings are based on does not include information on factors that may increase the risk of a C-section, such as heart problems in the mother or fetus, pregnancy-related high blood pressure, obesity, or other chronic diseases.

C-section rates among the hospitals we looked at ranged from a low of 4 percent to a high of 57 percent. The average C-section rate was 17.6 percent, which would earn hospitals our second lowest Rating. Read our article on unnecessary C-sections (go to www.consumerreports.org/cro/csections0514.htm) and our technical report on how we rate hospitals (go to www.consumerreports.org/howweratehospitals).

Hospitals in the chart below are listed alphabetically by Rating.

VIRGINIA	BETTER -	→ worse
Hospital Name	City	Rating
Carilion Franklin Memorial Hospital	Rocky Mount	•
Bon Secours Maryview Medical Center	Portsmouth	0
Bon Secours-DePaul Medical Center	Norfolk	0
Centra Lynchburg General Hospital	Lynchburg	0
Community Memorial Healthcenter	South Hill	0
Culpeper Regional Hospital	Culpeper	0
Danville Regional Medical Center	Danville	0
Fauquier Hospital	Warrenton	0
Riverside Regional Medical Center	Newport News	0
Riverside Shore Memorial Hospital	Nassawadox	0
Sentara Northern Virginia Medical Center	Woodbridge	0
Sentara Williamsburg Regional Medical Center	Williamsburg	0
Warren Memorial Hospital	Front Royal	0
Augusta Health	Fishersville	•
Bon Secours Memorial Regional Medical Center	Mechanicsville	-
Bon Secours St. Francis Medical Center	Midlothian	•
0.00/1401-01	District	





Where should you go for heart surgery?

Our new Ratings of more than 400 hospitals can help you find the right one

Ratings Hospitals for heart surgery

Hospitals in our Ratings that earned a top score in either bypass or heart-valve surgery. In alphabetical order, within state and region.

	Hospital name	City	Heart bypass surgery	Aortic valve replacement surgery
NORTHEAST				
Massachusetts	Baystate Medical Center	Springfield	0	0
	Brigham and Women's Hospital	Boston	0	•
	Lahey Hospital & Medical Center, Burlington	Burlington	0	0
	Massachusetts General Hospital	Boston	0	0
	Mount Auburn Hospital	Cambridge	0	0
	UMass Memorial Medical Center	Worcester	0	0
New Hampshire	Catholic Medical Center	Manchester	0	0
New Jersey	Morristown Medical Center	Morristown	0	0
	Valley Hospital	Ridgewood	0	0
New York	Albany Medical Center	Albany	0	•
	Kaleida Health (Gates Vascular Institute at Buffalo General Medical Center)	Buffalo	•	•
	Mercy Hospital	Buffalo	0	0
	Montefiore Medical Center	Bronx	•	0
	Rochester General Hospital	Rochester	0	0
	St. Joseph's Hospital Health Center	Syracuse	0	•
Pennsylvania	Excela Health Westmoreland Hospital	Greensburg	0	0
	Lankenau Medical Center	Wynnewood	0	0
	Lehigh Valley Hospital	Allentown	0	0
	Pinnacle Health System	Harrisburg	0	-
	The Good Samaritan Hospital	Lebanon	0	0
	Wilkes-Barre General Hospital	Wilkes-Barre	0	-
	York Hospital	York	0	-
SOUTH				

MedStar Washington Hospital Center

Address: 110 Irving Street NW, Washington, District Of Columbia 20010

Phone: (202) 877-7000

Web site: www.whcenter.org



» View hospital location map

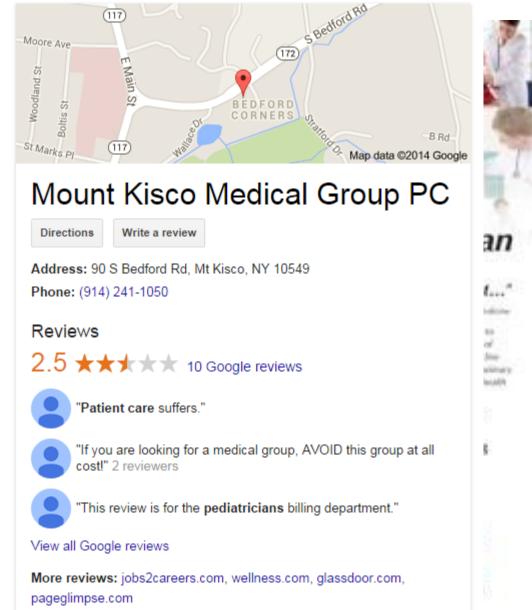


Ratings Summary

General Information



Safety Score Components								
Avoiding bloodstream Infections	0	Communication about hospital discharge	•					
Avoiding surgical-site infections	0	Communication about drug information	•					
Avoiding readmissions	•	Appropriate use of abdominal scanning	•					
Avoiding death - medical	•	Appropriate use of chest scanning	•					
Avoiding death - surgical	•							





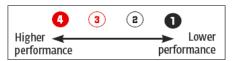
MASSACHUSETTS DOCTOR RATINGS

Ratings of practices for adults Continued

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

Town	Practice Name	Address	Willingness to Recommend	F	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		
Chestnut Hill	Beth Israel Deaconess Healthcare - Chestnut Hill	25 Boylston St., Suite 204	81		3	3	3	3	(5)		
Chestnut Hill	Brigham and Women's Hospital, Physician Group	850 Boylston St., Suite 530	81		0	0	3	(5)	(3)		
Chestnut Hill	Personal Physicians Health Care	1244 Boylston St., Suite 306	98		0	0	0	0	0		
Chestnut Hill	The Fish Center for Women's Health	850 Boylston St., Suite 402	78		4	3	4	(3)	(S)		
Newton	Brigham and Women's Hospital at Newton Corner	272 Centre St.	81		0	0	3	3	(2)		
Newton	Newton Wellesley Internists	2000 Washington St., White bldg., Suite 546	74		0	3	3	3	3		
Newton	Newton Wellesley Primary Care	2000 Washington St., White bldg., Suite 441	83		0	0	3	0	0		
Newton	Steward Medical Group - Newton	29 Crafts St., Suite 400	90		4	3	4	4	0		
Waltham	Joseph M. Smith Community Health Center - Waltham	564 Main St.	76	1	3	0	(5)	0	0		
Waltham	Mass General West	40 Second Ave., Suite 400	71		3	(S)	(S)	3	(S)		
Waltham	Steward Medical Group - Waltham	231 Moody St.	82		3	3	3	(3)	3		
Waltham	Waltham Family Medicine	9 Hope Ave., Suite 151	73		3	3	(2)	0	0		
Watertown	Harvard Vanguard Watertown	485 Arsenal St.	76		0	3	3	0	0		
Watertown	Mount Auburn Medical Associates	521 Mount Auburn St.,	69		3	(5)	(3)	(3)	0		

Ratings Medical groups In collaboration with WCHQ Listed alphabetically.



Medical group name	Overall s		Screening scores							
	0	50	100	Breast cancer screening	Cervical cancer screening	Colorectal cancer screening	Osteoporosis screening	Adult pneumococcal vaccinations	LDL testing in patients with vascular disease	LDL control in patients with vascular disease
Aurora Medical Group	77			4	0	0	0	3	3	0
Aurora UW Medical Group	71			3	3	3	0	0	3	3
Bellin Medical Group	77			3	3	0	3	3	0	0
Columbia St. Mary's Community Physicians	58			3	3	3	3	3	3	3
Dean Clinic	77		ı	3	0	0	3	4	4	0
Froedtert Health Medical Group - Menomonee Falls Division	51			4	3	4	0	3	0	3
Froedtert Health Medical Group - West Bend Clinic	71			3	0	3	3	4	3	3
Gundersen Clinic, Ltd.	76			0	0	0	0	0	S	3
Marshfield Clinic	83			4	3	4	4	4	4	0
Mayo Clinic Health System - Franciscan Healthcare	65			0	3	3	3	0	3	3
Mayo Clinic Health System in Eau Claire	61			3	3	3	3	3	(S)	3
Medical College Physicians	64			4	3	3	3	0	3	3
Mercy Health System	58			3	3	3	S	3	3	3
Monroe Clinic	70			3	3	3	0	3	0	3
Prevea Health	66			4	0	0	0	3	3	0
ProHealth Care Medical Associates	65			3	3	3	3	3	3	3
ThedaCare Physicians	87			4	0	0	3	4	4	0
UW Health Physicians	73			0	3	0	0	3	(5)	0
Wheaton Franciscan Medical Group	57			3	0	3	S	4	3	3
National average	50									



Comparing quality and cost

The highest-quality care isn't necessarily the most expensive, as this chart shows. Under "Quality" and "Cost," higher scores (3 or 4) indicate higher quality and lower cost, respectively. A bullet under "Good value" identifies groups that scored well on both measures.



		er <	→ Worse
Group name	Quality	Cost	Good value
Northwest Family Physicians	4	4	•
Entira Family Clinics	0	3	•
HealthPartners Clinics	4	3	•
Park Nicollet Clinics	4	2	
Allina Medical Clinics	4	2	
Aspen Medical Group	4	2	
Quello Clinic	4	2	
Stillwater Medical Group	3	0	•
Blaine/Fridley/ Rosedale Medical Centers	3	3	•
North Memorial Clinics	3	3	•
Lakeview Clinics	3	3	•
Buffalo Clinic	3	3	•
Apple Valley Medical Clinic	3	3	•
Ridgeview Clinics	3	3	•
Edina Family Physicians	3	2	
HealthEast Clinics	3	2	
Fairview Clinics	3	2	
North Clinic	2	3	
Source for cost and quality do	ita: Health	Partners	5, 2012

(www.healthpartners.com/costandquality).



Find a 'Best Value' health plan

SOME HEALTH PLANS excel at helping you get high quality medical care. Some excel at helping you avoid costly care. And some plans do both. For the first time in the four years we've published rankings of health insurance plans we've identified Best Value plans-those that give the biggest bang for your health care dollar.

The Best Value designation is based on how well plans help people with diabetes manage their condition. We are focusing on diabetes for several reasons.

First, the disease has reached epidemic proportions, affecting some 26 million Americans and projected to reach a third of U.S. adults by 2050. So even if you don't have diabetes now, you might want a plan that manages it effectively in case you or someone in your family develops it later.

In addition managing diabetes requires

mittee for Quality Assurance (NCQA), a nonprofit health care quality measurement group. It is funded mainly by fees from health plans for accreditation, by government research contracts, and by sales of other products and services. Overall, we have some information on 997 private and Medicare plans, and full data on quality and cost for diabetes care for 472 of them.

The information is part of an effort to better track and control health care spending, and to make the data available to consumers, "Many people assume that the covering the same region.

The quality measures include how well plan members have their glucose, blood pressure, and cholesterol measured and controlled, how well their kidney function is monitored, and whether they get regular screenings for eye disease.

NCQA focused on hospitalization to identify plans that avoid costly diabetes care. Hospitalization is by far the most expensive kind of care, And with a disease like diabetes, it's often avoidable.

Plans that do well in managing diabetes

Expensive care doesn't mean better care, our analysis found.

more money that's spent on health care, tend to do a good job of helping members the better bealth care will be " care John stay out of the begins! Veening you out

	Best Value
an name	0

	Plan name	Over	all		factor etes)	rs		Plan name	Over	all	Care (diab		_
National rank		Overallscore	Consumer	Getting higher quality of care	Avoiding costly care	Best Value	National rank		Overall score	Consumer satisfaction	Getting higher quality of care	Avoiding costly care	Best Value
MAS	SACHUSETTS continued						NEW.	JERSEY continued					
8	Tufts Benefit Administrators (PPO)	89	6	~			124	Cigna Health and Life Insurance (PPO)	83	8			
14	Blue Cross and Blue Shield of Massachusetts (PPO)	88	6	~	~	V	124	Connecticut General Life Insurance (Cigna) (PPO)	83	0	~		
28	Health New England (HMO/POS)	87	3	~	~	w	NEW	MEXICO					
34	Fallon Community Health Plan (HMO/POS)	87	3	•	V	V	287	Presbyterian Health Plan (HMO/POS)	81	0	~	~	V
46	ConnectiCare of Massachusetts (HMO/POS)	86	3				361	Presbyterian Insurance (PPO)	79	0	~	•	1
50	Cigna Health and Life Insurance (PPO)	85	0				362	Lovelace Insurance (PPO)	79	0		~	
50	Connecticut General Life Insurance (Cigna) (PPO)	85	0	~	•	1	NEW	YORK					
58	Neighborhood Health Plan (HMO)	85	0		~		18	Capital District Physicians' Healthcare Network (HMO/POS)	88	0	~		
66	Aetna Health (Pennsylvania) (HMO/POS)	85	0				19	Capital District Physicians' Health Plan (HMO)	88	0			
MICH	HIGAN						26	CDPHP Universal Benefits (PPO)	87	0	~	~	V
24	Grand Valley Health Plan (HMO)	87	0	~			26	Capital District Physicians' Healthcare Network	87	6			
33	HealthPlus of Michigan (HMO/POS)	87	6	~			31	(Self-Funded) (PPO) Independent Health Association (HMO/POS)	87	0	1	~	
41	Priority Health (HMO/POS)	86	(3)	~	~	~	40	Excellus BlueCross BlueShield (HMO/POS)	86	(3)	-	-	-
56	Health Alliance Plan of Michigan (HMO)	85	6				53	MVP Health Care (HMO/POS)	85	6	~	-	
MINI	NESOTA						74	HealthNow New York (HMO/POS/PPO)	95	ŏ	2	2	-
30	HealthPartners (HMO/POS/PPO)	87	0	~				H CAPOLINA	03	•	•	•	

23

Avoiding Overuse: NCQA's private health insurance rankings

0	3 4 5										
WORSE TH	AN AVERAGE BETTER THAN AVERAGE		PEI	RFORMANO	E		AVOIDI	NG OVERUSE I	MEASURES		
National Rank	Plan	Overall Score	Consumer Satisfaction	Prevention	Treatment	Antibiotics	Imaging	Readmissions	Emergency Department	Heart Procedures	Avoiding Overuse
NEW Y	ORK (continued)										
156	Connecticut General Life Insurance (Cigna) (PPO)	82	0	4	4				•	•	
164	Empire BlueCross BlueShield (HMO/POS)	82	3	3	4	•					
174	Oxford Health Insurance (PPO)	82	0	4	4				•		
180	Aetna Life Insurance (PPO)	82	0	4	4				•		
228	Oxford Health Plans of New York (HMO/POS)	81	0	4	3				•		
377	United HealthCare Services (PPO)	79	0	8	3				•		
377	UnitedHealthcare Insurance of New York (PPO)	79	0	8	3				•		
497	Empire BlueCross BlueShield (PPO) ¹	66	0	4	3						
NORTH	CAROLINA										
162	Cigna Health and Life Insurance (PPO)	82	3	4	3				•		
162	Connecticut General Life Insurance (Cigna) (PPO)	82	3	4	3				•		
208	Blue Cross Blue Shield of North Carolina (PPO)	82	0	3	3			•	•		V
243	United HealthCare Services (PPO)	81	3	3	3			•	•		V
243	UnitedHealthcare Insurance (PPO)	81	3	3	3			•	•		V
250	Humana Health Plan - Kentucky (HMO/POS)	81	3	3	8				•	•	
285	Cigna HealthCare of North Carolina (HMO/POS)	80	0	3	8						
326	Aetna Health (Pennsylvania) (HMO/POS)	80	0	8	3						
380	Aetna Life Insurance (PPO)	79	3	8	8			•	•		
	Urmana Emplayers Usalth Blan										