



CENTER FOR IMPROVING
VALUE IN HEALTH CARE



Public Reporting & Consumer Shopping Tool: Facility Cost and Quality Report

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When shopping for imaging services in Colorado, how much could you save by searching price information online?

Up to \$100

Up to \$500

Up to \$8,000

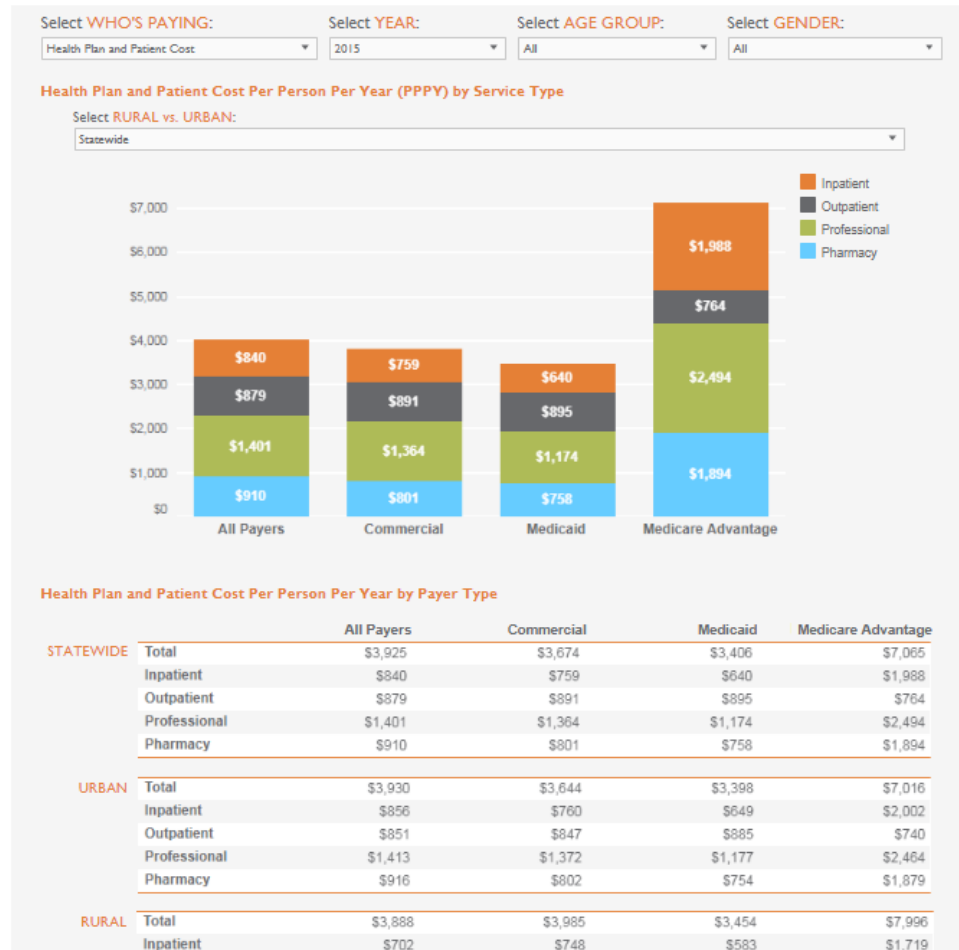
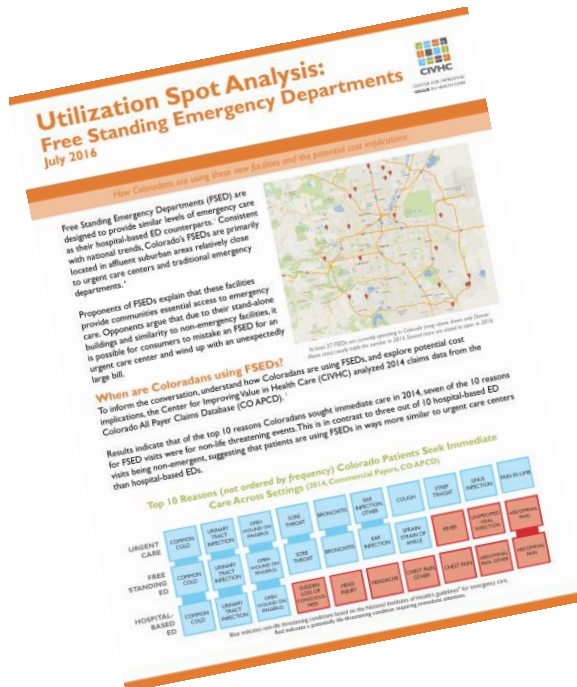
Nothing, prices are basically the same

CO APCD Public Data



Public Data

- Interactive Website
- Spot Analysis/Data Bytes
- Infographics and Other Publications



civhc.org/get-data/public-data/

- **Purpose:**

- **Part of Administrative** mandate
- **Educate** consumers and other stakeholders about health care issues
- **Inform opportunities** for cost savings and improved health/care
- **Support decision-making** in selecting care & development of new programs or initiatives
- **Track progress** across communities and as a state



Public Reporting Testimonials



“CIVHC's reports on health care utilization and costs helps me **identify opportunities and areas for improvement** that my nonprofit can work on.”

“CIVHC provides valuable population level insight and data to **help guide public health efforts** in Colorado.”

“[The data] **supports** my efforts at **HCPF** as I depend on CIVHC for **high quality data** and other valuable resources.”

“We are a small nonprofit and **desperately need the information** CIVHC produces **for the community.**”

“The data that CIVHC publishes **assists with** developing our **community collaborative efforts.**”

“[The data] helps in our efforts to support a case for a specific strategy to **aid employers in reducing their health plan spend**”



CO APCD Advisory Committee

- **Multi-stakeholder appointed committee**
 - Consumers
 - Legislators
 - State agencies
 - Providers
 - Researchers
 - Employers
 - Health Plans
- **Reviews potential public reporting measures, provides input and feedback**

Consumer Input for Facility Price Report



- **Held two in-depth facility price focus groups with previous design/display**
 - Led to going down the path to display bundled pricing
 - Patients want to understand quality and methodology, more information in links for those wanting to dig deeper
 - Liked having the cost calculator option
- **Reviewed literature and learned from other best practices**
 - Simplified star ratings for quality, searchable by things that matter most to the consumer (quality, distance, price, etc.)
 - Opted not to have “my cost” calculator based on experience from HSRI/NORC
- **Conducted overall website design testing with consumers** to ensure they understood where to go to access data on the website



Consumer Shopping Tool: Imaging

Shop for Health Care Services

Select Service:

Select Your ZIP Code:

Sort List By:

Facility Name	Distance (Miles)	Price Estimate		Quality
		Average Price	Price Range	Patient Experience
Valley View Hospital	121.2	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$2,140	\$1,820–\$2,170	★★★★★
Childrens Hospital Colorado Anschutz Medical Campus	13.7	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$1,420	\$900–\$1,560	*
SCL Health St Marys Medical Center	191.8	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$1,140	\$1,060–\$1,200	★★★★★
Community Hospital Medical Imaging	194.2	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$1,000	\$940–\$1,150	★★★★★
UCHealth Yampa Valley Medical Center	102.2	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$950	\$180–\$980	★★★★★
Montrose Memorial Hospital	174.9	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$840	\$840–\$980	★★★★★
Banner Health North Colorado Medical Center	47.0	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$770	\$640–\$780	★★★★★
Banner Health Mckee Medical Center	42.3	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$770	\$750–\$790	★★★★★
Banner Fort Collins Medical Center	54.0	<div style="width: 100%; height: 10px; background-color: #8e9e3e;"></div> \$750	\$750–\$750	★★★★★



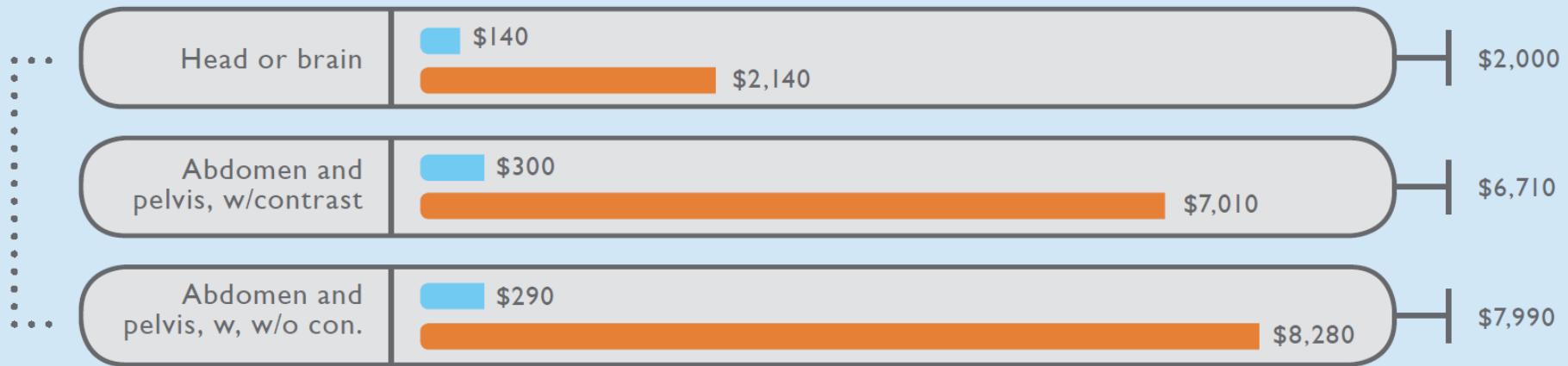
Consumer Shopping Tool: Infographic

MINIMUM / MAXIMUM

PRICE DIFFERENCE



CT Scans



There is an **\$8,000 difference** in imaging prices for some procedures between the lowest and highest priced facility.



REPORT DEMO



www.civhc.org/shop-for-care/

Shop for Health Care Services

Select Service: 70450 - CT scan of head or brain

Select Your ZIP Code: 80001

Sort List By: Average Price (Low to High)

Facility Name	Distance (Miles)	Price Estimate		Quality
		Average Price	Price Range	Patient Experience
UCHealth Poudre Valley Hospital	57.6	\$140	\$40-\$710	★★★★☆
Centura Health Littleton Adventist Hospital	16.4	\$300	\$40-\$430	★★★★☆
Centura Health St Mary Corwin Medical Center	111.2	\$310	\$40-\$370	★★★☆☆
Boulder Community Hospital	18.7	\$310	\$310-\$310	*
Boulder Community Health Foothills Hospital	16.8	\$310	\$290-\$910	★★★★☆



Public Data

Number of Lives Impacted

Shop for Care Page:

- Over **3,000 page views** since launch
 - 12% of all page views on civhc.org; **4x views** of any other page
- Over **2,600 unique page views**
- Average time on Page: **3:18**

CIVHC.org site (July-Nov 2017 to 2018 Comparison):

- **61%** Increase in **total sessions**
- **74%** Increase in **unique users**
- **35%** Increase in **page views**



Coverage



WEATHER TRAFFIC ALL SECTIONS +



Denver,

BREAKING NEWS



PERSON CARJACKED FROM DIA PARKING LOT



VIEWPOINT



wutwhanfoto/iStock

The Opaqu Transpare

Online Tool Helps Coloradans Compare Costs of Health Care Services

NICK MAAHS | JULY 21, 2018 | 4:40AM

Public opposition would be unseemly, so insurers and hospitals work behind the scenes against price transparency.

Jul 25, 2018, 5:06pm MDT

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)



Facility Price Report Testimonials



“Good news. The hospital settled at the reasonable level of \$2,226. Using data from Colorado All Payer Claims Database, **I was able to make a case for a \$14,000 reduction in the \$16,385 bill.** Thank you CIVHC, the information was invaluable in enabling me to achieve a fair outcome.”
- Colorado Patient

“I was able to look up the cost of abdominal CT scans at different ERs for my husband (who is on a high deductible plan) and **saved hundreds of dollars by checking prices from the site.**”
– CIVHC Employee



Public Data

What Can You Do?

- Shop for care next time you need a health care service
- Spread the word to family/friends (social media, etc.)
- Share with your colleagues and employees
- Post a link on your organization's website

Even if you have a low deductible plan, you can make a positive impact by making informed health care decisions



Planned Consumer Shopping Services – Early 2019

NEW!

Surgical & Preventive (episodes)

- Knee Arthroscopy
- Cataract Surgery
- Colonoscopy
- Breast Biopsy
- Gall Bladder Surgery
- Upper GI Endoscopy
- Tonsillectomy
- Knee replacement
- Hip replacement
- Vaginal birth
- C-Section

NEW!

X-Rays

- Neck and spine 2-3 views
- Thoracic spine, 2 views
- L-S Spine 2-3 views
- L-2 spine 4 or more views
- Pelvis
- Shoulder
- Wrist
- Hand
- Knee
- Ankle
- Foot
- Abdomen

PLUS! Update Current Imaging with 2017 data



Contact Us!

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VP of Communication & Marketing



Questions &
Feedback!