



## Center for Health Transformation E-Newsletters

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March 2006

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### Newt Notes

Our March 14 Member Meeting in Tallahassee was a fabulous event. We were thrilled that so many members participated in the Florida House Chamber "Health Transformation Summit" and the breakout sessions (*See the 'Project Spotlight' for more details regarding the Tallahassee Member Meeting*). The day was a huge success by any measure, and we hope to carry the enthusiasm with us to our next member meeting, which will be held in Atlanta on May 12.

Our goal in Tallahassee was to stimulate serious discussion of how to tap innovation in order to transform the health system, and our event certainly carried the day in Florida's capital. We received a terrific volume of news coverage, both on the news and editorial pages: on the day of the summit, not only did the *Tallahassee Democrat* run our CHT op-ed, "[Florida Empowers Healthcare Consumers](#)" (authored by David Merritt and myself), but the paper also concurred in their own editorial that "health transparency is critical." (*See the 'CHT in the News' section of the newsletter*)

The success of the Florida meeting is a tribute to the potential of transformational leaders like Governor Jeb Bush and Health Secretary Alan Levine to usher forth positive change. Florida is on the cutting edge of moving toward a 21<sup>st</sup> Century Intelligent Health System – the work they've done to improve Medicaid and with developing doctors' ability to e-prescribe has had a profound impact. By leading the way with right-to-know websites like [FloridaCompareCare.com](#) and [MyFloridaRX.com](#), they are empowering consumers and driving down the cost of care. Florida is really a model for the whole country.

I also want to commend [Florida Representative Marco Rubio \(R-111\)](#). The concept of [100 Innovative Ideas for Florida's Future](#) is as smart of an idea as I have seen

anywhere in government. Moreover, it conveys an important message about the need for citizen involvement, by saying to the people of Florida: the truth is, we don't have all the answers in Tallahassee. The truth is, we need every person in the state, of every background, from both parties, liberals and conservatives. Because the challenges are so great, no-one has a monopoly on the wisdom necessary to create the 21<sup>st</sup> century system.

I can't tell you how impressed I am with the website, [www.100ideas.org](http://www.100ideas.org). This is a very important undertaking. The idea of having idea-raisers, in a country that has seen far too many fundraisers, is really a work of genius. This is a terrific way to reach out to the grassroots of every part of Florida, and we are going to see if 49 other states can't come along and pick up on the Florida model – it is that important.

Our continued emphasis on the absolute need for transparent health price and quality information is having an impact. On March 15, I gave testimony on health transformation before two House committees. Before a hearing of the House Government Reform Subcommittee on the Federal Workforce, I testified about the value of health IT and urged the panel to make portable electronic health records available to all federal employees ([Statement \(pdf\)](#)). Earlier that morning, I gave testimony on the need for health transparency before the House Energy and Commerce Subcommittee on Health ([Statement \(pdf\)](#)), where I reiterated that healthcare is the only area of America's economy where the consumer and the provider have no idea what the good and services they trade actually cost.

We also partnered with the Galen Institute on March 7 to hold a successful Capitol Hill briefing, "[Making Provider Healthcare Prices Transparent: The Key to Success of Consumer-Driven Healthcare](#);" on March 8, *The Hill* published a timely op-ed that Jim Frogue and I had written on right-to-know: "[Sticker Shock Could Help with Healthcare Costs](#)." And if you haven't seen it by now, check out the [latest issue of Modern Healthcare](#) – the cover story, "[Lifting the Lid Off of Pricing](#)," discusses our work to bring transparency to the health system.

But despite these recent successes, the fight to make the health system more transparent is far from over. We are now beginning to explore the medical device scandal – it has been reported that certain device manufacturers claim that they cannot disclose their prices without compromising trade secrets. This issue is such an egregious violation of any concept of a market that it will not last once the public is made fully aware. We live in a nation which has since 1958 required the auto industry to post their prices, but virtually ignores the right of Americans to make health decisions based on accurate price and quality information. It is utterly incompatible with a consumer-oriented, 21<sup>st</sup> century system.

*Next week (March 27-28), CHT will host a **Pandemic Influenza Strategic Simulation** in Washington, DC. In the next few weeks, as a follow-up to this large-scale and groundbreaking exercise, we plan to release a comprehensive set of recommendations for government and business leaders related to pandemic preparedness.*

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## New Members

The Center for Health Transformation would like to welcome our newest Premier member, [Quest Diagnostics](#).

We would also like to note that [GE Healthcare](#) (formerly IDX Systems Corporation), has renewed as a Charter member, and the [Hospital Corporation of America](#) has renewed at the Premier level.

Please visit the *list of members* often to keep abreast of who is joining the Center or the "*Member News*" page to learn about the awards or honors won by our members.

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## Project Spotlight

### **CHT Hosts Member Meeting in Tallahassee; Joins Florida "Health Transformation Summit"**

On March 14, CHT and the American Legislative Exchange Council ([ALEC](#)) collaborated with Florida legislators to organize a "[Health Transformation Summit](#)" at the [Florida House of Representatives](#). The event was an unprecedented success, bringing together representatives from state and local government, business leaders and diverse advocates of health transformation.

After the morning Member Meeting, the CHT team and CHT Members joined Florida legislators in the Capitol's House Chamber for the special session on health transformation. [Florida House Speaker Allan Bense](#) opened the morning session with a brief address on the importance of healthy debate about health transformation before introducing keynote speaker [Dr. David Brailer, National Coordinator for Health IT](#). [Florida Representative Holly Benson](#) then introduced Speaker Gingrich, who expressed the Center's deep gratitude to Florida is for displaying such innovative leadership on healthcare. Speaker Gingrich then delivered his keynote address on the challenges of building a 21<sup>st</sup> Century Intelligent Health System. (*Watch the video: [Keynote Speakers](#)*).

Our new CHT [Transforming Solution Workbook](#), comprised of transforming solutions submitted by members and non-members of the Center for Health Transformation, was distributed to attendees of the Chamber event and copies were also made available at each of the breakout sessions. To access other materials and resources related to the event, please visit the "[Health Transformation Summit](#)" page on the Florida House of Representatives website. On this page visitors can find links to video and audio of the keynote speakers, the schedule of events, and biographies and handouts from breakout session panelists. On the Florida House site there are links to video from each of the three breakout sessions: [Pandemic Preparation](#); [Health Information Technology](#); [Promoting Access & Affordability through Consumerism](#). The entire Health

Transformation Summit booklet is also available as a [pdf download](#).

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## Transforming Example

### D2Hawkeye

D2Hawkeye is a premier medical data-mining company. They provide decision support, build fully integrated medical and financial databases for their clients, and leverage these databases with applications that are relevant to their client's business.

#### Situation

Medical care of our sickest patients is increasingly fragmented among many specialists who do not communicate with each other. This lack of data sharing creates particularly severe problems for Medicaid recipients, and for the public health care finance system. Without easily accessible information it is impossible to manage either the medical or financial risk, for individuals, or for the whole population.

#### Solution

The University of South Alabama participates in Medicaid's "Patient First Program" and is responsible for developing a state-wide home monitoring program for patients with chronic disease. To accomplish this goal, they need to identify the high-risk and emerging high-risk members within the population, and stratify that risk in order to focus resources upon those who would benefit most from the home monitoring program.

D2Hawkeye integrated the medical claims, pharmacy claims and eligibility data for all 63,000 Medicaid recipients in the dataset within 30 days. This integrated data gave the Center for Strategic Health Innovation at the University of South Alabama access to a web-based application providing:

- a predictive model that identified the subset population of 18,000 highest-risk patients
- risk stratification, by chronic condition, for each targeted disease
- a Virtual Medical Record (VMR) for each patient, which provides a longitudinal record of all claims activity over a two year period – including prescriptions, prescription strengths, and refills.

#### Better Health & Lower Costs

D2Hawkeye has been instrumental in successfully identifying the highest-risk subgroup of 18,000 individuals among the 63,000 Medicaid patients in the program. Based on this system, the Center for Strategic Health Innovation is currently delivering highly focused disease management and case management services, and expects to report improved medical outcomes and reduced costs in 2006.

For more information, visit the CHT website and view the [Transforming Example](#).

## CHT in the News

### **Lifting the Lid off of Pricing**

In the current [Modern Healthcare cover story](#), "Let's Get Transparent," CHT Founder Newt Gingrich says consumers must have "complete and total access" to information about their healthcare. ([View image - Cover page, Modern Healthcare, March 20](#))

### **Nurses Team Up with CHT to Transform Diabetes**

CHT Founder Newt Gingrich and Healthy Georgia Diabetes & Obesity Project Director Laura Linn work to improve diabetes care and prevention through CHT's partnership with Novo Nordisk and the National Changing Diabetes Program. ([Nursing Spectrum](#))

### **Newt Gingrich Offers Testimony on Health IT**

Newt Gingrich testifies before the House Government Reform Subcommittee on the Federal Workforce. [Statement \(pdf\)](#); ([GovExec.com](#); [iHealthBeat](#))

### **Newt Gingrich Testifies about Health Transparency**

Newt Gingrich testifies before the House Energy and Commerce Subcommittee on Health. [Statement \(pdf\)](#); ([Kaiser Daily Health Policy Report](#))

### **CHT Joins Florida "Health Transformation Summit"**

On March 14, CHT and ALEC collaborated with Florida legislators to organize a "Health Transformation Summit" at the Florida House of Representatives. ([Related News: Palm Beach Post, Tampa Tribune](#))

### **Florida Empowers Healthcare Consumers**

CHT Founder Newt Gingrich and Project Director David Merritt illustrate how Florida can inspire health transformation on a national scale. ([CHT op-ed in The Tallahassee Democrat, TCPalm.com](#))

### **The Power of Knowledge**

Asserting that "healthcare transparency [is] critical," the editorial page of the *Tallahassee Democrat* highlights the Center's work to transform healthcare.

### **USF Transforming Practice of Healthcare**

CHT Project Director David Merritt praises the University of South Florida for its efforts to bring healthcare into the 21st century. ([Tampa Tribune](#))

### **Examining America's Healthcare System**

Dr. Mehmet Oz offers commentary on providers' advice for creating a 21st Century Intelligent Health System. OPEN FORUM - [Saturday Evening Post \(Indianapolis\)](#)

### **Sticker Shock Could Help with Healthcare Costs**

CHT Founder Newt Gingrich and Project Director James Frogue call for quality and price transparency in the health system. *(The Hill)*

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## **Upcoming Events**

### **Pandemic Influenza Strategic Simulation**

March 27-28, 2006

*Washington, DC*

### **Newt Gingrich to speak at the Harvard Medical School's Tosteson Health Policy Lecture Series**

Thursday, March 30, 2006

*Boston, MA*

### **Newt Gingrich to speak to the Greater Detroit Health Council**

Monday, April 3, 2006

*Detroit, MI*

### **Newt Gingrich to speak to the Los Angeles Association of Health Underwriters**

Wednesday, April 5, 2006

*Pasadena, CA*

### **Newt Gingrich to speak at the University of Chicago Hospitals Board Retreat**

Tuesday, April 11, 2006

*Chicago, IL*

### **CHT Member Meeting**

Friday, May 12, 2006

*Atlanta, GA*

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