



# Health Insurance Plan Perspectives on Secondary Use of Health Data

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Statistics  
Ad Hoc Work Group  
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# About AHIP



- AHIP is the national trade association representing nearly 1,300 health insurance plans providing coverage to more than 200 million Americans
- Our members offer a broad range of products in the commercial marketplace including health, long-term care, dental, vision, disability, and supplemental coverage
- Our members also have a strong track record of participation in Medicare, Medicaid, and FEHBP
- Our members are innovating in the areas of personal health records, disease management programs, quality reporting and price transparency

# Overview



- Current Environment
- Health Insurance Plan Initiatives
  - Quality Improvement: Health Plan Role
  - Quality Reporting and Data Aggregation
  - Personal Health Records
- Consumer and Provider Trust
  - Privacy and Security
- Recommendations

# Current Environment



	ONC	HHS/OCR	HHS/CMS	NCVHS	AHIC	HITSP
<b>Health IT Privacy</b>						
privacy framework	✓	✓		✓	✓	
privacy standards		✓		✓	✓	✓
security standards			✓	✓	✓	✓
<b>Secondary Data Policies</b>	✓	✓		✓	✓	
<b>Transaction Standards</b>	✓ *		✓	✓		✓
<b>Quality</b>	✓		✓	✓	✓	✓

\* Standards for interoperability are recognized by the HHS Secretary

# Benefits of a National, Electronic Health Information Exchange



- Numerous reports confirm substantial gaps between best possible and actual care
- Increasing demands from purchasers that providers demonstrate quality delivered
- Public reporting and detection leads to overall health improvements
- Recognition of urgent need to align disparate measurement and reporting initiatives
  - Causes confusion
  - Delays progression to interoperability
- Benefits in public health crises & emergency situations

# Health Insurance Plans Promote Quality Health Care



- Health insurance plans collect and report health care data to:
  - Assess health plan performance compared to market benchmarks
  - Receive accreditation from the National Committee for Quality Assurance (NCQA)
    - Report via standardized HEDIS® measures
  - Implement quality improvement programs for enrollees
    - Disease management and wellness programs
    - Physician profiling with feedback loop to encourage improvement
    - Evidence based medicine
  - Public Health Surveillance
  - Research Programs
    - HMO Research Network
    - CDC VSD Distributed Data Model

# Broad Stakeholder Collaboration: AQA Alliance



- Measure performance at the physician or physician group level
  - Implement measures approved by the AQA
  - High levels of physician involvement
  - Goal: collect and aggregate de-identified patient information in the least burdensome way and in a transparent manner
  - Ease duplicative burdensome requests for information from providers and plans
- Data Aggregation
  - Principles: National Data Stewardship Entity
  - Health plan industry model

# PHR Vision: Provide Benefits from Existing Electronic Data Sources



Health summary in one place

Targeted Alerts and Reminders

Manage Emergency contacts

Info is portable between plans

**My Personal Health Summary: Jane Doe**  
*Share this summary of your health with any new doctor or specialist. It can be an easy reference when you are filling out forms.*

My Personal Information	
Name:	Jane Doe
Address:	1111 Maple ST, Boston MA 02215
Date of Birth:	6/12/57
Marital Status:	Married
Preferred Phone Number:	617-555-1934
Alternate Phone Number:	617-555-2167
E-Mail:	jane@gmail.com
Height:	5' 2"
Weight:	130
Blood Type:	A-
Preferred Language:	English

  

My Emergency Information	
<i>Emergency Contacts:</i>	
Emergency Contact Name:	John Doe
Relationship:	Spouse
Emergency Contact Phone Number:	617-555-1245
Emergency Contact Alternate Phone Number:	617-555-2167
<i>Advance Directive:</i>	
Organ Donor:	Yes

  

My Insurance Information	
<i>Insurance #1:</i>	
Insurance Name:	ABC Insurance

→ My Personal Health Summary

My Personal Information

My Emergency Information

My Insurance

My Doctors

My Immunizations

My Family History

My Medications

My Allergies

My Diagnoses

My Lab Tests and Procedures

My Hospital Visits

Home Page

Print Page

Can provide access to Health Assessments, Care Plans, and Quality Info

Enter Family History

No need to recall medications

Today patients can print for provider. Soon we'll see interoperability with physicians



# PHR Accomplishments



- Joint AHIP/BCBSA Project
- Work based on consumer and provider research
- Defined and agreed to a minimum common set of data elements to be included in a PHR
- Developed an industry-specific Implementation Guide© to make PHRs portable when a consumer changes health plans
- Reached consensus on key legal issues associated with the plan-to-plan transfer of PHR data

# PHRs: Patient Centric



- For PHRs, the importance of patient ownership is recognized:
  - Enrollment must come first
  - Consumers approve plan-to-plan transfer of data
  - Opportunity to review data for accuracy
  - HIPAA requirements apply to PHR
  - Consumer decides what self-reported information is added and shared
  - Consumers understand that health plans have this information and view PHRs as a convenience

# Privacy & Security Framework



- HIPAA Requirements Govern Uses and Disclosures of Information
  - Treatment & Payment
  - Health Care Operations (Quality Assessment & Improvement, Population Health, Care Management)
  - Information Reported as Required by Law
- HIPAA Sets Rules for De-identification
- Consumers Have Information From the Notice of Privacy Practices
- Significant Electronic Security Protections

# Recommendations



- Federal public policy decisions and decision-making processes affecting secondary uses of health data need consistency
  - Office of the National Coordinator, the American Health Information Community, NCVHS, Public/Private Collaborations
- Better understanding of the diverse business models that exist to aggregate data that benefit consumers
  - Importance of real time data to get the right care at the right place, with the right health outcome
  - Use of de-identified patient data
  - Data should drive quality improvement

# Recommendations



- HIPAA provides effective legal parameters to protect privacy and security of individually-identifiable health data
  - NCVHS recommendations can focus on market implementation needs
    - State requirements that may impede electronic data transmission/sharing
    - “Non-covered” entities under HIPAA
- Support public education programs about the use of clinical and quality data to improve health outcomes
  - Benefits of PHRs
  - Benefits of Quality Reporting

# Recommendations



- Recommend that HHS provide guidance on targeted situations where there has been some question about the inappropriate secondary use of data
- Endorse the AHRQ concept of “data stewardship” for quality reporting to increase public understanding and trust

# Thank You



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