



CALIFORNIA
HEALTHCARE
FOUNDATION

Consumer Engagement with Transparency Efforts

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California HealthCare Foundation

Federal Trade Commission – April 24, 2008



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C A L I F O R N I A

NursingHome Search

A partnership with University of California, San Francisco

Home

Evaluate Your Needs

Nursing Homes

Home Health Care

Hospice Services

Other Care Options

Text Size: [A](#) [A](#) [A](#)

Site Feedback:

Your Guide to Long-Term Care in California

Start Here

I Am Searching For:

- Nursing Homes
- Home Health Care
- Hospice Services
- Congregate Living Health
- Residential Care Facilities
- Continuing Care Retirement
- Adult Day Health Care
- Adult Day Care

Located In:

City, County, Or Zip Code

Search

You can also try [More Search Options](#) for special services and payment options.

Evaluate Your

Decide which type of care fits

- [Type of Care Needed](#)
- [Quality of Care](#)
- [Personal Concerns](#)
- [Legal Concerns](#)

Helpful Docu

Print these guides and take

- [Guide to Choosing L](#)
- [Guide to Choosing a](#)

CalHospitalCompare.org

A service of the California HealthCare Foundation

Rating Hospital Quality in California

[HOME](#) [RESOURCES & TOOLS](#) [ABOUT US](#) [HELP](#) [FEEDBACK](#)

See Ratings by:

Location

Hospital

Condition

Enter your county, city, or Zip Code:

GO

Find and compare hospitals near you.

Some hospitals provide better care than others. This site rates quality of care, patient satisfaction, and safety measures for hospitals in your area.

Enter your location on this page. To view ratings for a single hospital, or to compare hospitals on care for specific conditions, click the tabs above.

Resources & Tools:

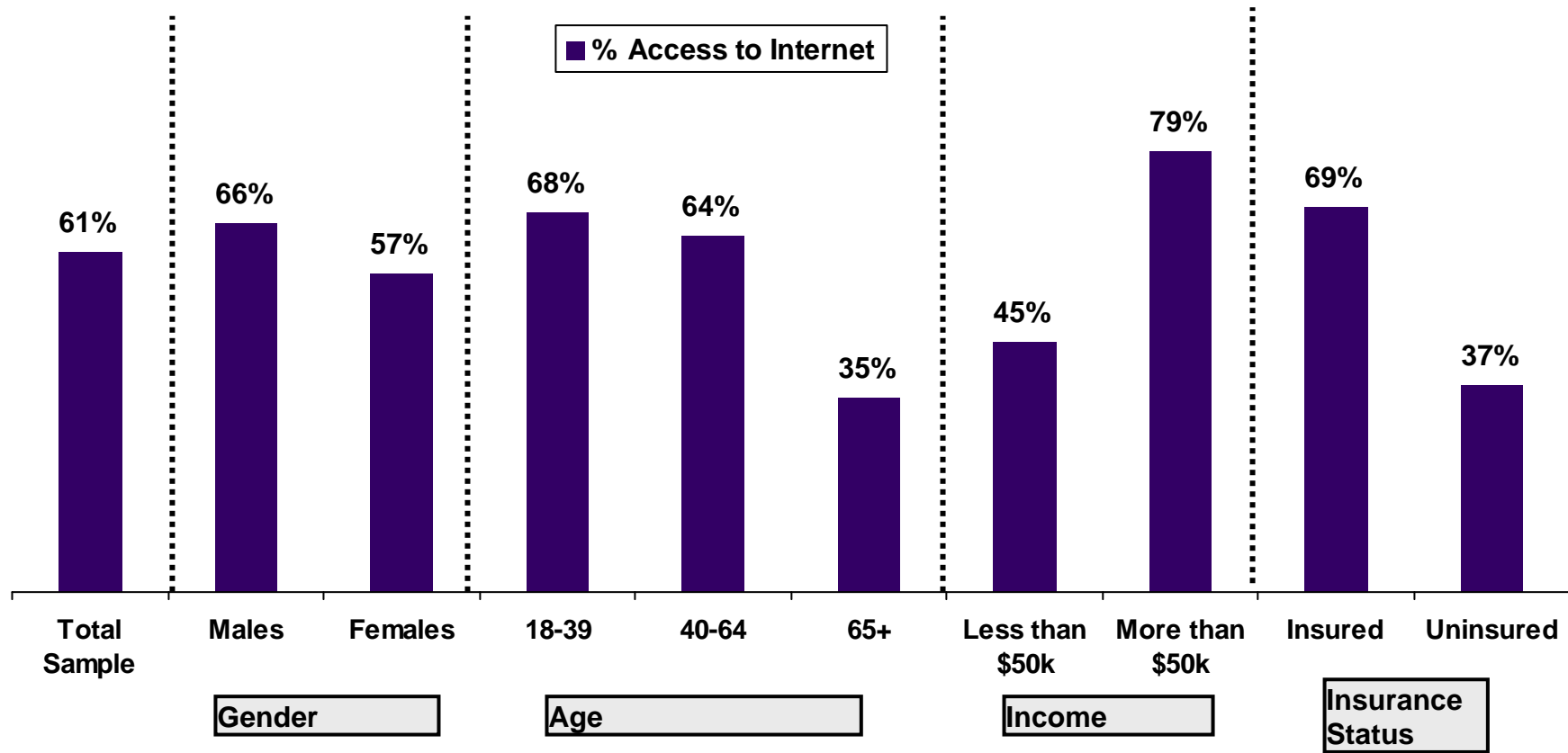
Choosing a Hospital

- [About the Ratings](#)
- [Hospital Checklist](#)
- [Research Your Options](#)
- [Why Quality Matters](#)

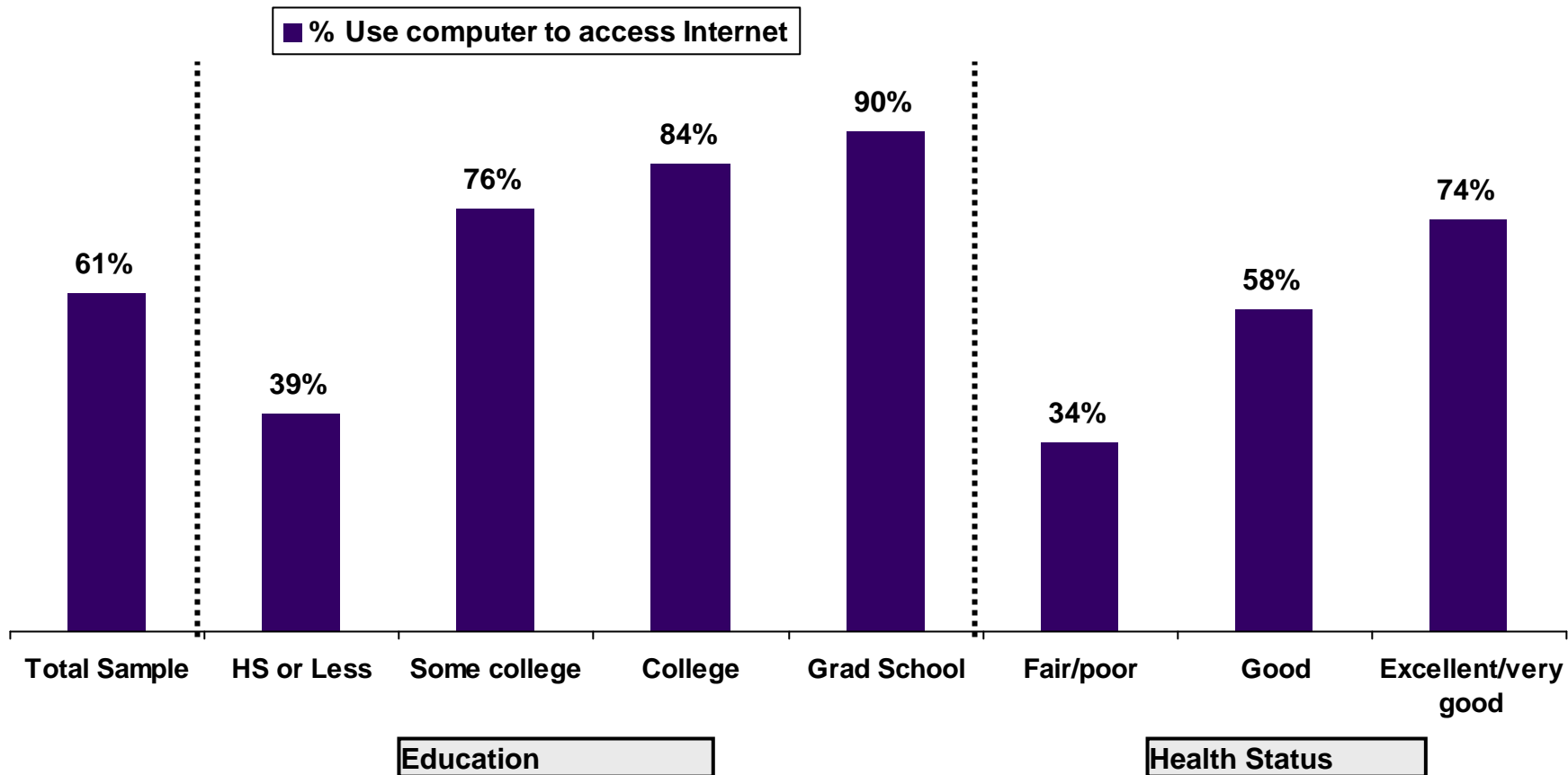
Your Hospital Stay

- [Preparation Checklist](#)
- [Prepare with Your Doctors](#)
- [Know Your Patient Rights](#)
- [Help in the Hospital](#)

Internet access varies widely across different groups in California.

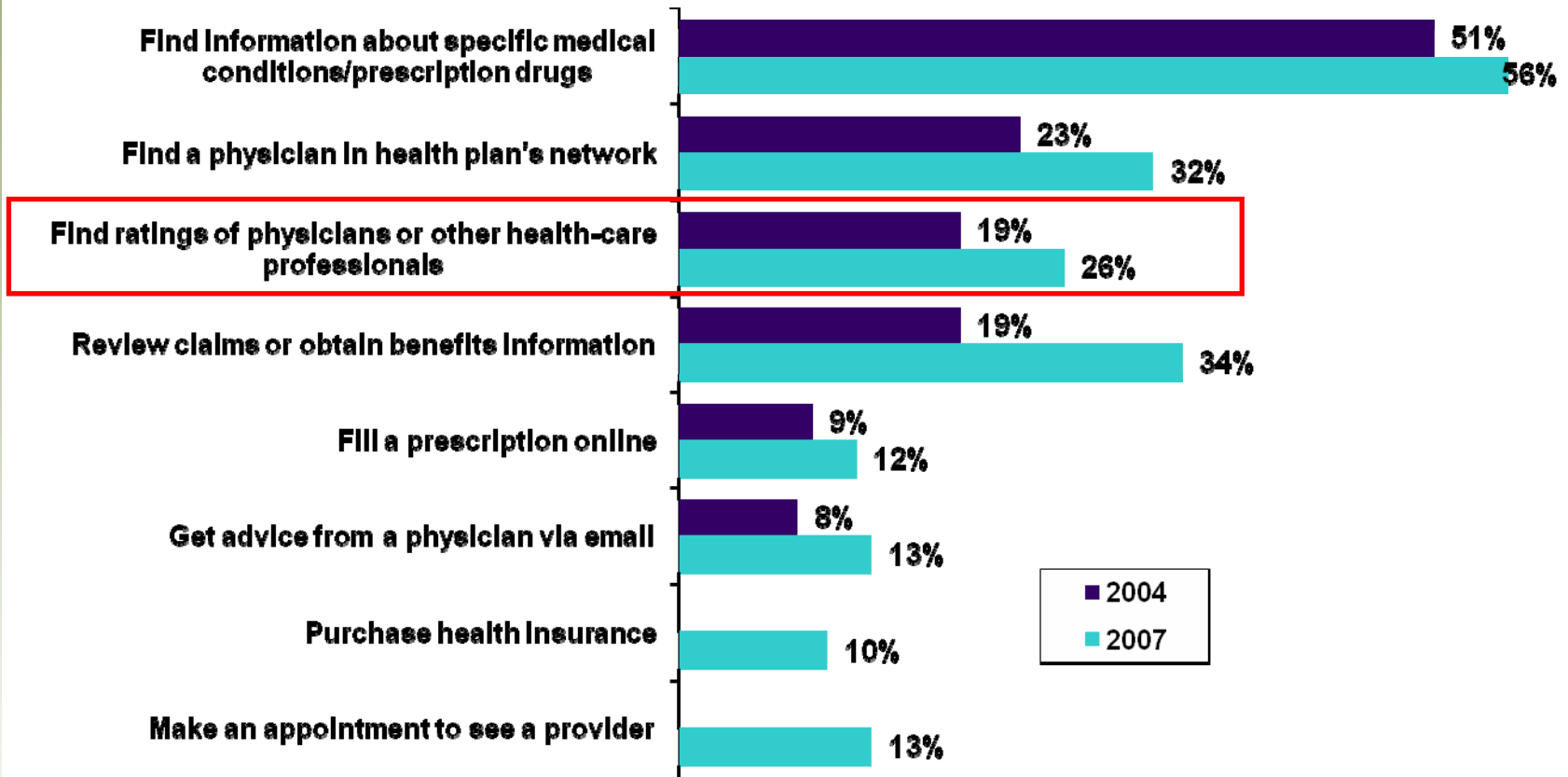


Internet access varies widely across different groups in California, *continued.*

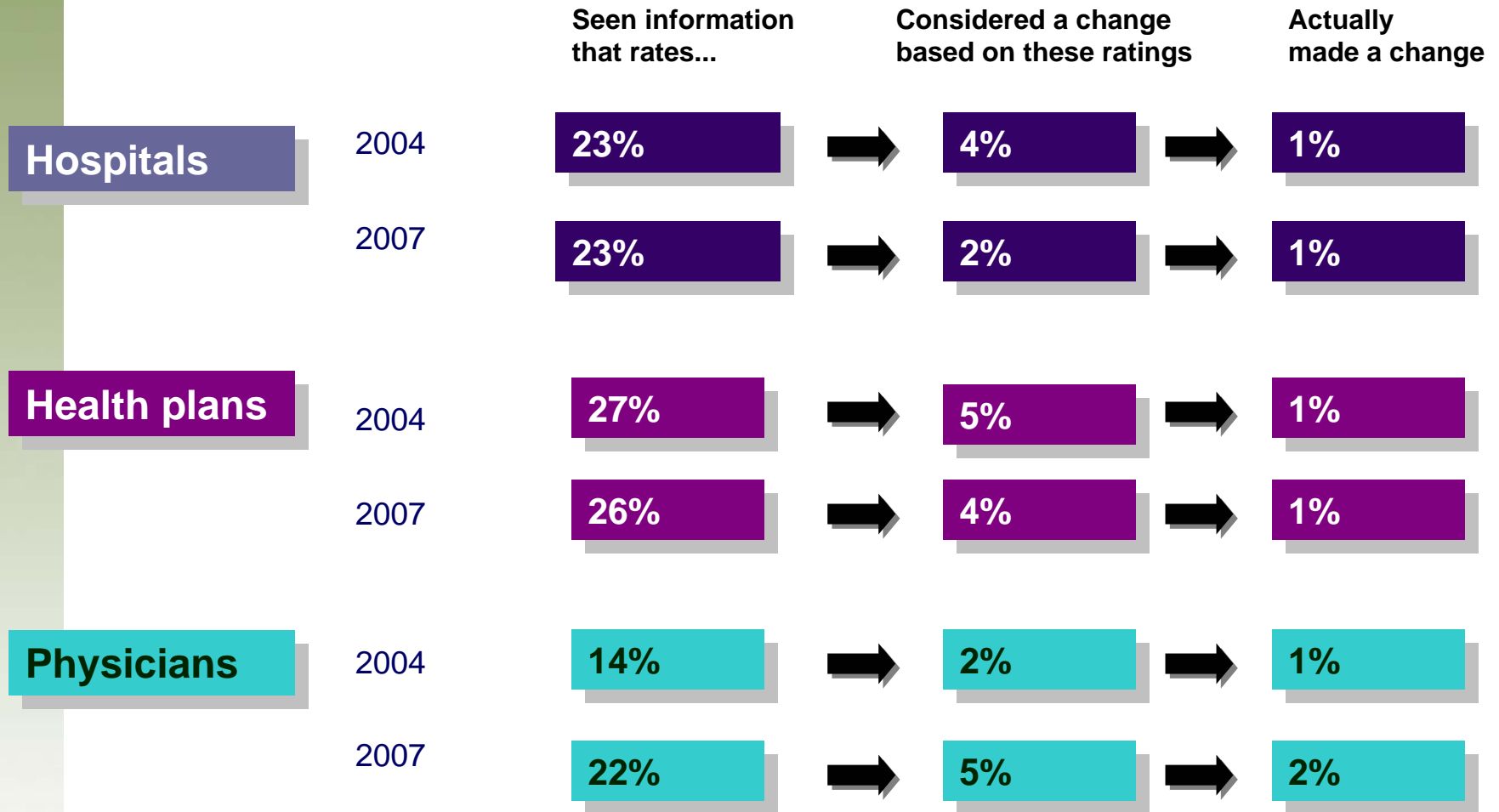


Overall, more Californians are using the Internet for health care information than in 2004

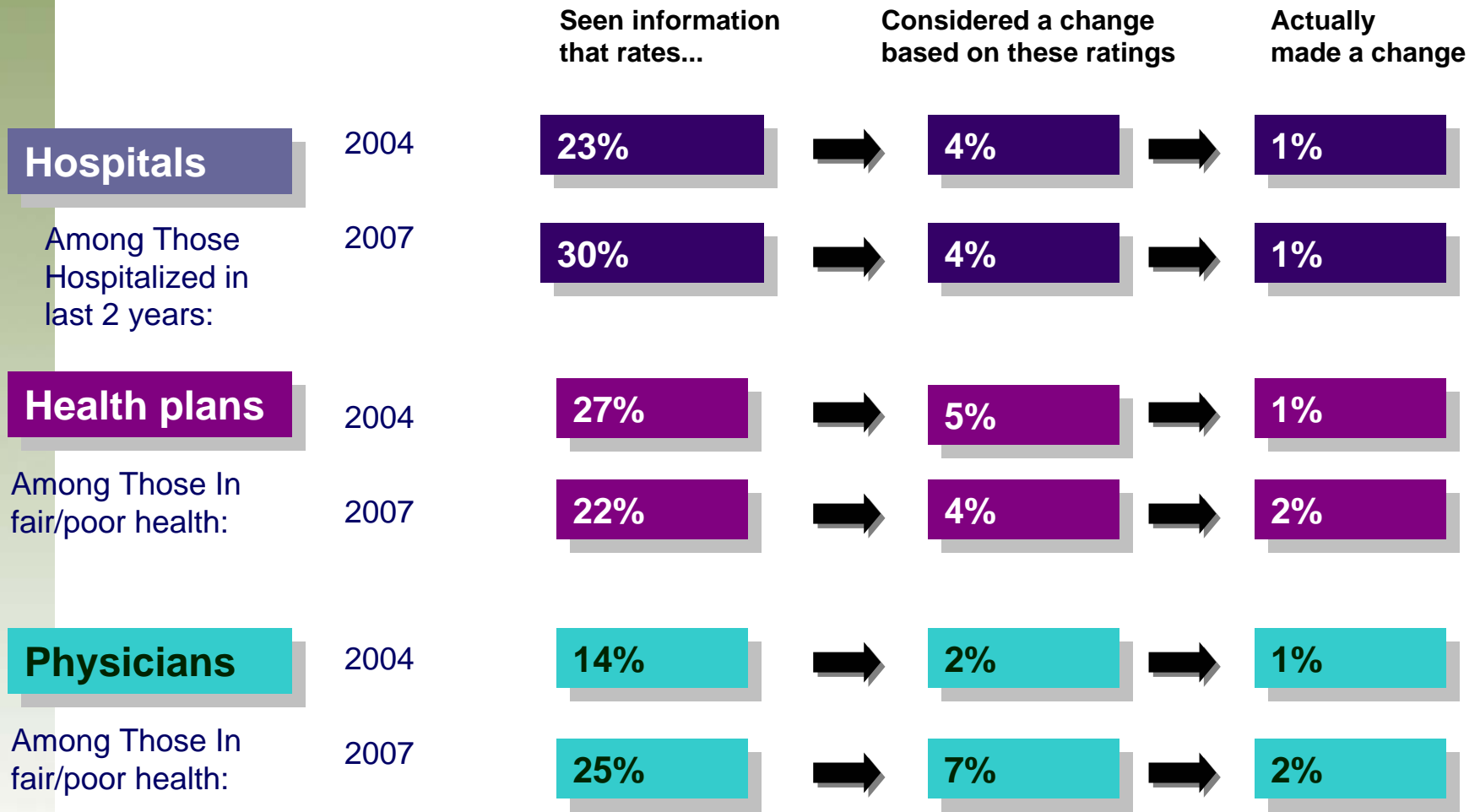
% of internet users who use it sometimes/often to...



Californians today are more likely to see and use ratings of physicians than in 2004, but the percentages remain quite small.



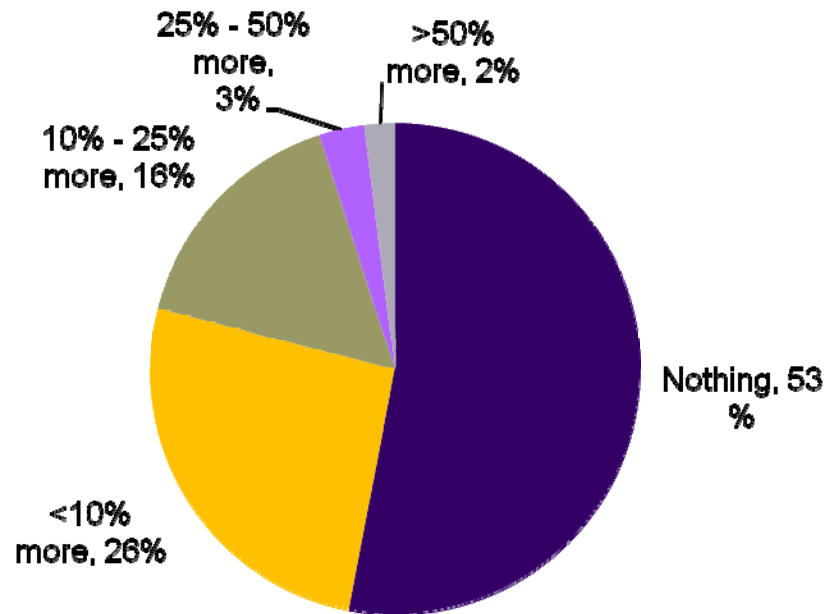
Rates of information use are no greater among those who have health care needs than in the general CA public.



Price transparency issues...

- Are consumers willing to pay more for higher quality?
- Is transparency an effective tool for lowering prices in healthcare?
- How can we best serve consumer interest?

Are consumers willing to pay more for higher quality?



Source: Thomson Healthcare, Consumer Trends 2008

Lessons from self-pay markets

MARKET WATCH

MARKET WATCH

Self-Pay Markets In Health Care: Consumer Nirvana Or Caveat Emptor?

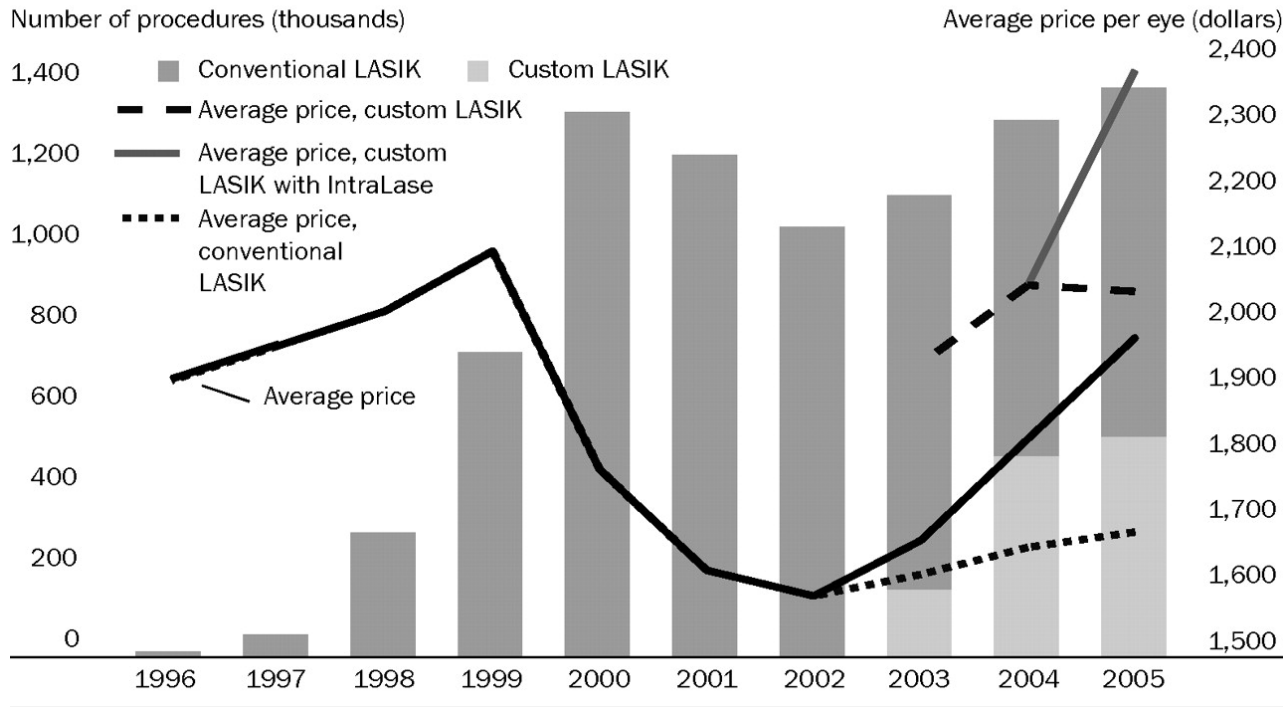
Experience with LASIK, dental crowns, and other self-pay procedures reveals key barriers to robust consumer price shopping.

by **Ha T. Tu and Jessica H. May**

ABSTRACT: As consumers face more incentives to make cost-conscious medical care decisions, some policymakers cite self-pay markets as models for consumer shopping. An analysis of the LASIK market revealed limited shopping overall, despite the fact that patients pay the full cost. For other self-pay procedures, consumers shop even less, for reasons ranging from urgency, to costs of obtaining price quotes, to quality concerns that prompt many consumers to rely on word-of-mouth recommendations. Given that consumer shopping is not prevalent in most self-pay markets, we expect the extent of shopping to be even more limited for many services covered by insurance. [*Health Affairs* 26, no. 2 (2007): w217–w226 (published online 6 February 2007; 10.1377/hlthaff.26.2.w217)]

EXHIBIT 1

Average Number And Prices Of LASIK Procedures In The United States, 1996-2005



Ha T. Tu and Jessica H. May,
 Self-Pay Markets In Health Care: Consumer Nirvana Or Caveat Emptor?,
 Health Affairs, Vol 26, Issue 2, w217-226w

**HEALTH
AFFAIRS**

“Public is not well served by hasty,
perfunctory gestures at
transparency”



MARYLAND ATTORNEY GENERAL

Douglas F. Gansler

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State : Maryland (MD) County:

City/Zip(s):

- CHESTERSTOWN - 21620
- MILLINGTON - 21651
- ROCKHALL - 21661
- GALENA - 21635

Drug Name(s):

NOTE: Only 6 drug names can be searched at one time.

- | | | |
|---|--|--|
| <input type="checkbox"/> Adderall XR - 20mg | <input type="checkbox"/> Furosemide - 40mg | <input type="checkbox"/> Prevacid - 30mg |
| <input type="checkbox"/> Advair Discus - 250-50mcg disk | <input type="checkbox"/> Lexapro - 10mg | <input type="checkbox"/> Risperdal - 1mg |
| <input type="checkbox"/> Albuterol - 90mcg | <input type="checkbox"/> Lipitor - 10mg | <input type="checkbox"/> Seroquel - 100mg |
| <input type="checkbox"/> Celebrex - 200mg | <input type="checkbox"/> Lotrel - 10-20mg | <input type="checkbox"/> Singulair - 10mg |
| <input type="checkbox"/> Combivent - 103-18mcg | <input type="checkbox"/> Nexium - 40mg | <input type="checkbox"/> Toprol XL - 50mg |
| <input type="checkbox"/> Concerta - 36mg | <input type="checkbox"/> Norvasc - 10mg | <input type="checkbox"/> Wellbutrin XL - 300mg |
| <input type="checkbox"/> Depakote - 500mg | <input type="checkbox"/> Ortho Evra - 20-150/24h | <input type="checkbox"/> Zetia - 10mg |
| <input type="checkbox"/> Flonase - 50mcg | <input type="checkbox"/> Plavix - 75mg | <input type="checkbox"/> Zolof - 100mg |
| <input type="checkbox"/> Fosamax - 70mg | <input checked="" type="checkbox"/> Pravachol - 40mg | |



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Result: 8 Pharmacies.

Pharmacy Name/Address	Pravachol 40mg (30 pills)
CHESTERTOWN PHARMACY 329 HIGH STREET, CHESTERSTOWN, MD 21620	\$171.87
ECKERD DRUG #6690 16 WASHINGTON SQUARE SC, CHESTERSTOWN, MD 21620	N/A
GALENA PHARMACY 102 W CROSS STREET, GALENA , MD 21635	N/A
HAPPY HARRY'S #64 21355 FREDERICK AVENUE, ROCKHALL , MD 21661	\$154.2
HAPPY HARRY'S INC HAPPY HARRY'S #62, CHESTERSTOWN, MD 21620	\$154.2
MILLINGTON PHARMACY INC 200 SASSAFRAS STREET, MILLINGTON , MD 21651	\$191.53
RITE AID PHARMACY 3752 KENT PLAZA S/C RT 213, CHESTERSTOWN, MD 21620	\$183.99
STAM DRUG STORE 215 E HIGH STREET, CHESTERSTOWN, MD 21620	\$161.35



\$4.86 per pill

\$0.69 per pill

Pravachol (other types of Pravachol)
generic: [Pravastatin Sodium](#) (learn more about brand vs. generic drugs)

Pravachol - 40mg Tablets

Quantity	Our Price
<input checked="" type="radio"/> 30 tablets	\$145.99 - Save 25% (\$48.54)
<input type="radio"/> 90 tablets	\$409.97 - Save 30% (\$173.63)
<input type="radio"/> 100 tablets	\$455.52 - Save 30% (\$192.92)
<input type="radio"/> 120 tablets	\$546.62 - Save 30% (\$231.51)
<input type="radio"/> 150 tablets	\$683.28 - Save 30% (\$289.38)
<input type="radio"/> 180 tablets	\$819.94 - Save 30% (\$347.25)
<input type="radio"/> other: <input type="text"/>	update price

Note: Savings calculated from [Average Retail Price](#)

Pravastatin Sodium - 40mg Tablets

Quantity	Our Price
<input checked="" type="radio"/> 30 tablets	\$20.99 - Save 86% (\$128.60)
<input type="radio"/> 90 tablets	\$49.97 - Save 89% (\$398.79)
<input type="radio"/> 100 tablets	\$55.52 - Save 89% (\$443.10)
<input type="radio"/> 180 tablets	\$96.95 - Save 89% (\$800.56)
<input type="radio"/> other: <input type="text"/>	update price

Note: Savings calculated from [Average Retail Price](#)



WAL-MART/SAM'S CLUB \$4 Prescription Drug Program Cholesterol Medications

List Effective September 27, 2007

Applies to up to a 30 day supply at commonly prescribed dosages.

DRUG NAME AND DOSAGE	QUANTITY
LOVASTATIN 10MG TABLET	30*
LOVASTATIN 20MG TABLET	30*
PRAVASTATIN 10MG TABLET	30
PRAVASTATIN 20MG TABLET	30
PRAVASTATIN 40MG TABLET	30*

\$0.13 per pill

www.chcf.org

www.calhospitalcompare.org

www.calnhs.org