

Quality of medical facilities in the context of the process of purchasing health care by health insurance companies

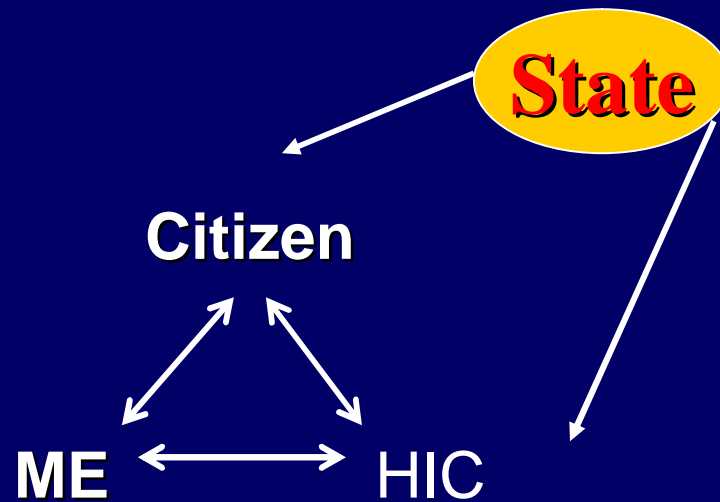


Zdravotní pojišťovna
METAL-ALIANCE

The first health insurance company in CZ certified according to EN ISO 9001:2000

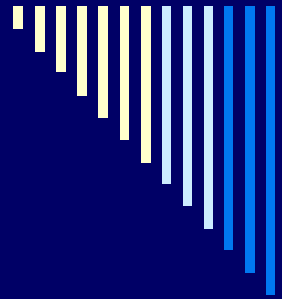
Ostrava, 27 November 2007

Subjects of the system



- F Decentralization
- F Communication
- F Plurality

- F Legal environment
- F Information

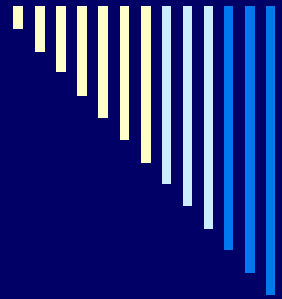


Roles of the subjects in the system

1/3

Citizen – expectations

- Insurance contract**
- Individual personal account**
- Selection from alternative insurance plans**
- Sufficient informativeness on the quality of medical establishments and health insurance companies**

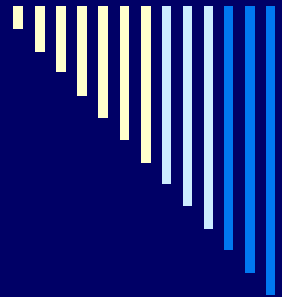


Roles of the subjects in the system

2/3

Medical establishments – expectations

- Providing data on the quality of the assured care**
- Competition**
- Clear rules for financing**

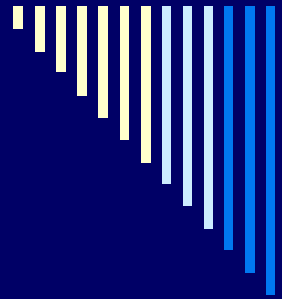


Roles of the subjects in the system

3/3

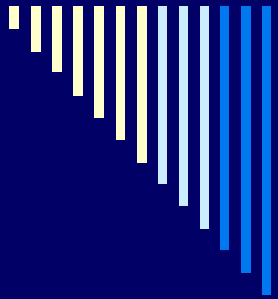
Health insurance companies - expectations

- **Strengthening of the position towards the payers as well as providers**
- **Alternative insurance plans**
- **Contractual latitude, incl. possibility of pricing**
- **Competition**
- **Health supporting projects**
- **Commercial extra insurance**

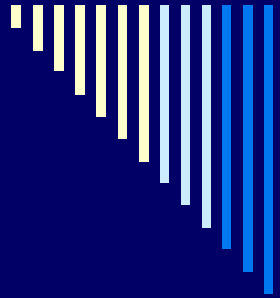


Necessary reform steps in CZ

- Raising competition among health care providers as well as among health insurance companies
- Introduction of commercial extra insurance
- Greater variety and flexibility in the health care organization
- Strengthening of in-person responsibilities
- Searching for space for non-price competition



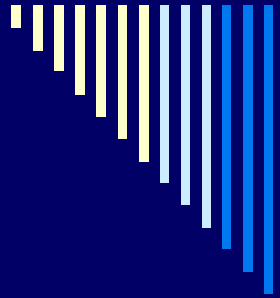
A citizen must have a right to make a decision on what health care, for how much money and how organized care he purchases through the health insurance (of a particular health insurance company) or directly.



Quality of medical establishments in the context of the process of purchasing health care by health insurance companies

Quality of provided health care in a particular facility may be formularized as the summary of available information on:

- accreditation and certification of medical facilities**
- professional guarantee in a diagnostic – therapeutic illness treatment procedure**
- activity results of the particular ME**
- availability of the care (waiting time)**
- subjective perception of a patient based on a particular experience of ME**



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- **Accreditation and certification of medical establishments (ME)**
 - currently there is a trend of effort in obtaining certificates or international accredits, which guarantee the quality of the provided health care. For example ÚVN, NNH
 - signal for ME – improve the quality of care so that the patients may not reduce the usage of ME



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• Professional guarantee in a diagnostic – therapeutic illness treatment procedure

- n survey of provided services, spectrum of the offered operations which a medical establishment is able to perform customarily during hospitalization or ambulatory
- n personal assurance of individual skills
- n device equipment
- n possibility of mini-invasive surgery
- n provisions of non-invasive examinations
- n possibility of one-day surgery





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- **activity results of the particular ME**

- acceptance to hospital
- personnel behaviour
- coordination and integration of the care
- information, communication, education
- physical comfort
- family involvement
- discharging and after-care

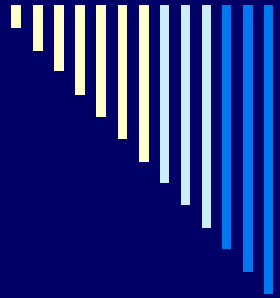


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• availability of the care (waiting time)

- waiting time for individual operations - waiting lists
- booking the particular date and hour
- keeping the term of examining for the operation
- Number of necessary visits before the operation
- before-operation care
- transportation to and from ME



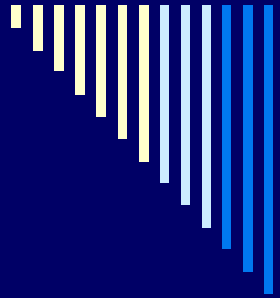


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- Subjective perception of a patient based on a particular experience of ME

- customer's amiability
- personnel approach
- environment
- information on the health state and treatment
- accommodation
- food





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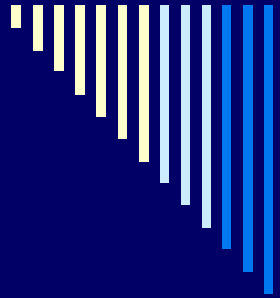
Purchasing health care may be an interesting regulatory element of increase in health care costs just in case that the purchasing process will be transparent and all participants will support the basic economic idea of the relation between quality, price and competition.

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○ Purchase conditions :

- 1) Selection of the sort of care
- 2) Definition of the quality standards
- 3) Definition of process requirements in treatment procedures
- 4) Price optimalization





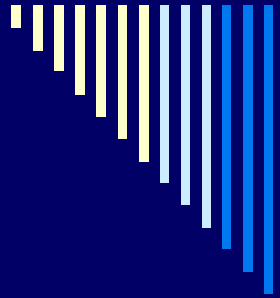
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1) Selection of the sort of care :

it means determination of the health care, which is possible to define clearly and set conditions for its provision, its range and related costs.

Sorts of care for purchase can be divided as follows:

- Diagnostic type – CT, PET-CT, operations of invasive cardiology, endoscope examinations etc.
- Therapeutic type – laparoscope operations, TEP, elective surgical and orthopedic operations etc.
- Type of care necessary for ZP M-A insured clients (higher demand, dissatisfaction with waiting time etc.)

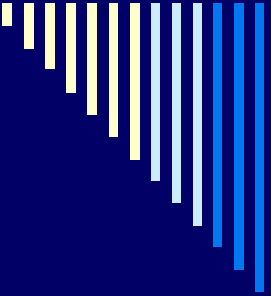


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2) Definition of the quality standards:

represents one of the elementary steps for the possibility of the health care purchase. The criteria which are able to assess the quality of the provided health care are as follows:

- Equipment of ME – personal, technical
- Results of ME - deaths, complications, re-hospitalization, transfers, number of operations, treatment time, availability (waiting lists)
- Consequences of treatment – cordial, renal problems etc.
- Customer's amiability – informativeness of patients, waiting and booking times, ME patients' facilities (telephone, TV, selection of food, stay of a family member etc.)



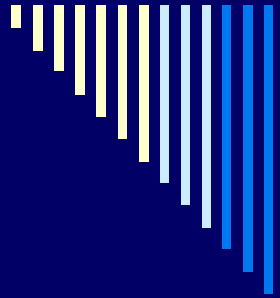
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3) Definition of process :

individual processes, which are offered within purchasing the health care must be:

- clearly defined
- accurately documented
- evaluated on a factual base
- measurable and able to be assessed





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4) Price optimization:

It is essential for the possibility of price optimization to assess the price of offered care in relation with the standard price (average price). These criteria are as follows:

- Consideration of higher quality of provided care (environment, care assurance, technical facilities, applied material)
- Shorter waiting time
- Shorter time of hospitalization
- Customer's amiability
- Keeping contractual parameters

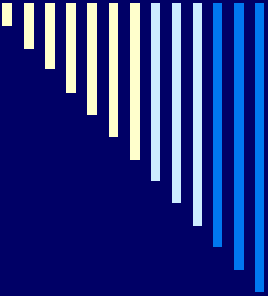


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○ Purchasing health care procedure:

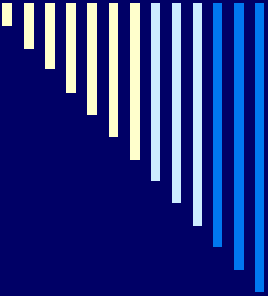
1. Determination of criteria for ME evaluation

- n number of operations / period
- n length of hospitalization
- n re-hospitalization
- n transfers to higher-type establishments
- n costs of hospitalization
- n costs / identification number
- n cost structure
- n certification
- n personnel and technical equipment
- n Customer's amiability
- n share in the total number of operations for HIC insured clients
- n average waiting time per operation



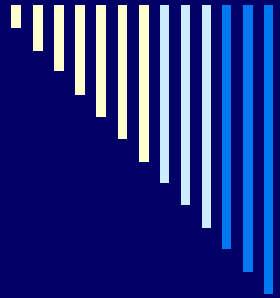
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2. data analysis according to the selected criteria
3. result comparison
 - n in the field of quality and price
4. selection of contractual partners according to the consumption of the health care in the past, (approximate) defining the volume of the health care which will be contracted:
 - n totally for HIC
 - n for single ME (with respect to the attraction zone, availability, past evolution of the need of care and other regional specifics)
5. based on evaluation of the amount and structure of the costs of the particular type of health care, to set the price which will consider:
 - n intended volume of contracted care
 - n recent costs and their structure
 - n bonification (e.g. for transferring patients from other HIC, guarantee of quality, shortening waiting time etc.)



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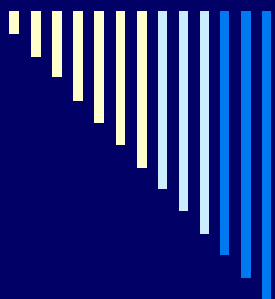
6. training of employees related to the new approach
 - n analytic part
 - n communication with ME and insured clients
7. addressing the selected ME with the contractual proposal according to the determined indicators
8. ME will prove that they meet the criteria for the selected sort of health care
9. HIC will carry out assessment and select ME for the purchase of selected sort of health care
10. physical check of the selected ME according to the selected criteria before signing the contract
11. regular assessment of the volume, quality and price of provided health care after signing the contract



Quality of medical establishments in the context of the process of purchasing health care by health insurance companies

If the organization measurably succeeds in increasing quality, then it can, at the same level of costs, increase the customer satisfaction, improve its final results and become more competitive in the market.

George H.Labovitz



Thank you for your attention.

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