



MARYLAND
Health Care
Commission

Wear The Cost Status 5TH expansion

JANUARY 18, 2023



Background

- MHCC launched 'Wear the Cost' website for episodes of care in 2017
- Website targeted at educating consumers, industry stakeholders, and practitioners
- 'WearTheCost.org' uses Prometheus Analytics, covering over 90 different episode definitions
- Software separates costs of typical care from potentially avoidable complications (PACs)
- Website reports cost and quality results at hospital level, broken down by service categories and PAC costs
- Quality indicators reported include total cost, PAC rate, and Readmission rate



Release timeline



- **Oct 2017:** 'Wear The Cost' launched with commercial data for 2014/2016 and 4 procedural episodes
- **Jul 2018:** 'Wear The Cost' relaunched with redesign and inclusion of 2015/2016 data, plus an online appeal feature
- **Jul 2020:** 6 new episodes added for 2016/2017 study window, bringing total to 10
- **Oct 2021:** 3 additional episodes added for 2018/2019 study period, bringing total to 13, including outpatient Tonsillectomy, with plans to add more outpatient episodes in future releases.
- **Dec 2023:** 8 additional episodes for Commercial cohort and 14 new episodes in Medicaid.



Episodes

2014/2015	2015/2016	2016/2017	2018/2019
Hip Replacement	Hip Replacement	Bariatric Surgery	Bariatric Surgery
Hysterectomy	Hysterectomy	Colorectal Resection	Colorectal Resection
Knee Replacement	Knee Replacement	C-Section	Coronary Angioplasty
Vaginal Delivery	Vaginal Delivery	Gallbladder Surgery	C-Section
		Hip Replacement	Gallbladder Surgery
		Hysterectomy	Hip Replacement
		Knee Replacement	Hysterectomy
		Lumbar Laminectomy	Knee Arthroscopy
		Lumbar Spine Fusion	Knee Replacement
		Vaginal Delivery	Lumbar Laminectomy
			Lumbar Spine Fusion
			Tonsillectomy
			Vaginal Delivery

Episodes 2020/2021 (New)



COMMERICIAL		MEDICAID
Bariatric Surgery	Lumbar Laminectomy	Bariatric Surgery
Breast Biopsy	Mastectomy	Breast Biopsy
C-Section	Pacemaker / Defibrillator	C-Section
CABG &/or Valve Procedures	Shoulder Replacement	Cataract Surgery
Cataract Surgery	Tonsillectomy	Colonoscopy
Colonoscopy	Upper GI Endoscopy	Colorectal Resection
Colorectal Resection	Vaginal Delivery	Gall Bladder Surgery
Coronary Angioplasty		Hip Replacement
Gall Bladder Surgery		Hysterectomy
Hip Replacement		Knee Replacement
Hysterectomy		Pacemaker / Defibrillator
Hysteroscopy		Tonsillectomy
Knee Arthroscopy		Upper GI Endoscopy
Knee Replacement		Vaginal Delivery



Wear The Cost on the news

Health Affairs



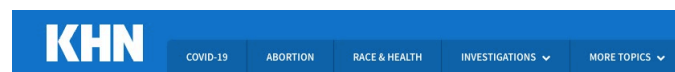
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By [Meg Bryant](#)
Contributor





Communication strategy



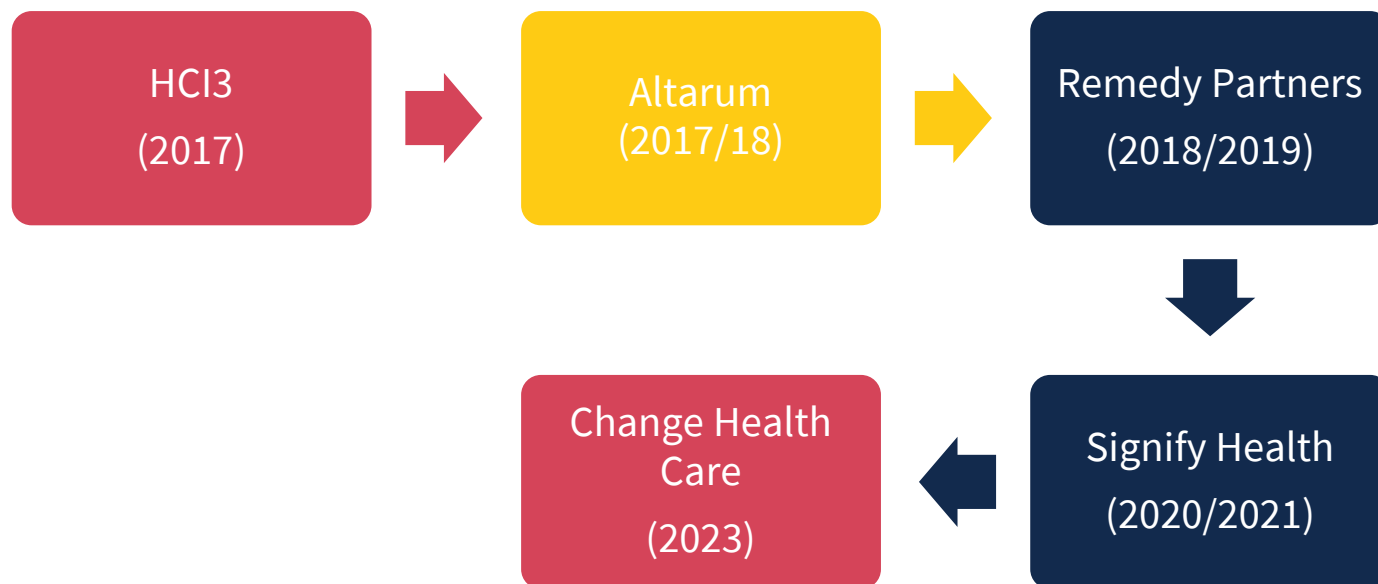
- Initially focused on Facebook and other social media platforms for communication and outreach.
- The team continued to use organic and paid social media campaigns on Twitter and Facebook to promote and grow the conversation.
- In 2020, MHCC reevaluated the strategy to tailor the campaign according to Marylanders' health information seeking behavior.
- In 2021, MHCC shifted the paid advertising strategy and focused the budget on programmatic and search ads to continue raising awareness and educating consumers on health care costs and quality.
- MHCC continued to use the data to drive the strategy and refresh the ad creative, and it proved to be cost-effective and insightful.



Not Without Challenges

► Past

- Medicare data processing challenges
 - Reliability score unusually high
 - Orphan episodes
- Vendor change





Current Work

- Successfully completed the Medicaid and Commercial 2020/2021 release.
- MHCC is working with Change HealthCare on a multi-year contract for the 'Wear The Cost' work.

Near Future

- Inclusion of Acute 2020/2021 data extract creation underway
- Multi-year contract



Future Considerations

▶ Episode Groupers

▶ Challenges

- Original Prometheus Episode Grouper was chosen because it was open source.
- Multiple acquisitions have migrated this software into the proprietary domain.
- No 'open source' episode product exists in the market today. 3M and Optum market proprietary products.
- Change HealthCare's episode product will be integrated into Optum product line.
- In Maryland, CareFirst and HSCRC currently use the Change HealthCare episode grouper.



Thank you!