



MARYLAND
Health Care
Commission

Wear The Cost Status Update

APRIL 20, 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.



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



Wear The Cost on the news

Health Affairs



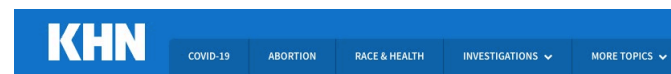
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Published Oct. 20, 2017

By [Meg Bryant](#)
Contributor





Communication strategy



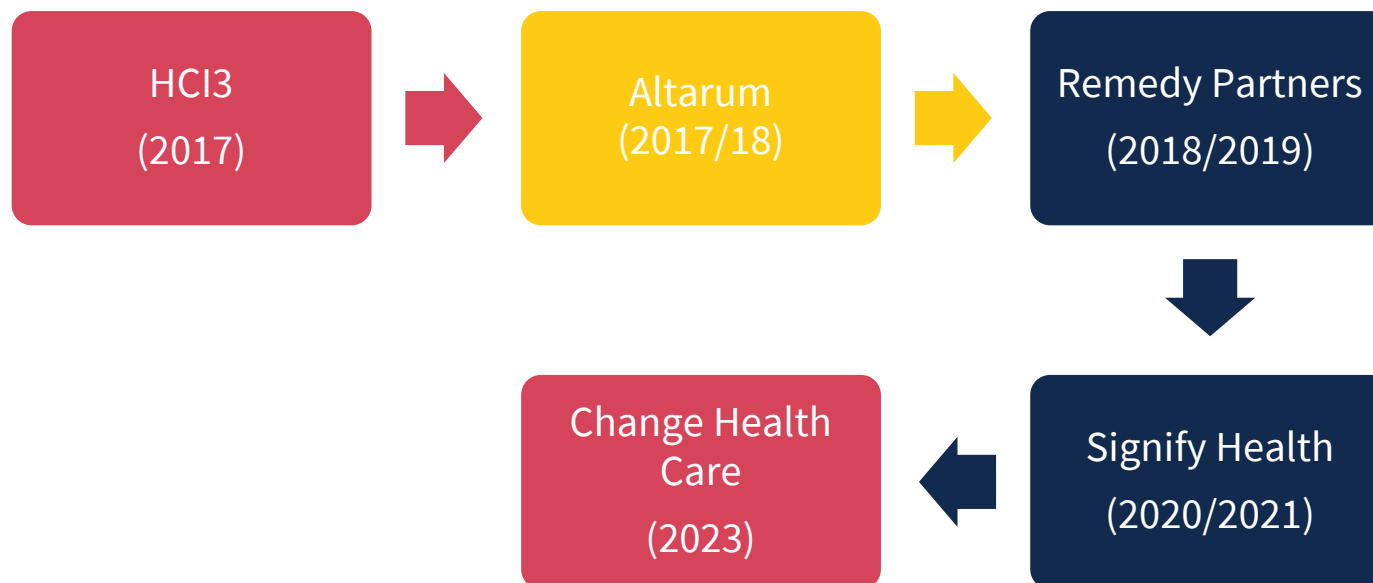
- Initially focused on Facebook and other social media platforms for communication and outreach.
- The team continued to use organic and paid social media campaigns on Twitter and Facebook to promote and grow the conversation.
- In 2020, MHCC reevaluated the strategy to tailor the campaign according 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





Not Without Challenges

► Present

Contract interruption

- Signify Health → Change Health Care
06/2022 2022/2023
6 months



Current Work

► Website Changes:

- MHCC contracted Onpoint Health Data as the new MCDB vendor in 2021.
- Onpoint Health Data was tasked with transferring 'Wear The Cost' website to a new domain (January 2022)
- Staff provided feedback which was incorporated in two rounds of UAT release.



Current Work ...cont

► Future Plans:

- Priority is to successfully complete the upcoming Medicaid and Commercial 2020/2021 release.
- MHCC is seeking a multi-year contract for the 'Wear The Cost' work.
- 2020/2021 data extract creation underway
- Website update planned for September/October



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.
- Future of Change HealthCare’s episode product is unclear as Change HealthCare is now a subsidiary of Optum.

▶ Opportunities

- HSCRC for EQIP, CareFirst for its Episode Program, and MHCC for Wear the Cost use the Change HealthCare product.
- All three organizations are carefully monitoring the integration of Change HealthCare into the Optum.
- MedCHI and some provider groups advocate for a ‘Maryland’ episode product.



Thank you!