



Transparent Health Care Reporting



PHC4 2024 - 2029 Strategic Plan



Transparent Health Care Reporting



Barry D. Buckingham
Executive Director

FOREWORD

On behalf of the stakeholders represented, and the staff of PHC4, we want to first thank the Council members who dedicated countless hours to this effort. Alongside the staff of PHC4, the Council members also lent their expertise ranging from Business and Labor to Health Care and Data Analytics. The contributions made by these many professionals is what upholds PHC4's outstanding reputation as a trusted source of health care data.

In this strategic planning effort, there were numerous meetings, conversations, and considerations made, prior to cementing the goals and strategies that will guide us through the coming years. The PHC4 community is energized by the opportunity to expand its reach in reporting and awareness as we work toward the achievement of the goals outlined here. We look forward to carrying on the legacy of transparency and nonpartisan reporting that was established in 1986, ensuring it continues now, and into the future.



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ACKNOWLEDGEMENTS

PHC4 would like to extend appreciation to all participants who attended our strategic planning event, served on a sub-committee, and/or shared ideas and feedback throughout the process.

A special thanks to members of Council serving as Executive Officers, carrying out the unique task of oversight and governance needed to support the standard of excellence that defines PHC4 reporting.

Executive Committee

Robert Bair

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**President, The Pennsylvania State Building
& Construction Trades Council**

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Tom Duzak

**CHAIR, MANDATED BENEFITS
COMMITTEE**

**VEBA Trustee, United
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DEFINING MOMENTS

MISSION

PHC4 empowers Pennsylvanians through transparency, providing access to data, research, analysis, and reporting focused on the cost, utilization, and quality of health care delivery in the Commonwealth.

TAGLINE



Transparent Health Care Reporting

THE INTERSECTION OF STRATEGY AND FOCUS



QUALITY & PAYMENT DATA

When asking the Council to dedicate time to strategic planning, we challenged them to be bold in their suggestions and they offered many ideas. Goals for the next five years include moving forward to collect data and report on the health care costs in the Commonwealth. Aligning with this goal, the Council requested an evaluation of PHC4's ability to report average overall costs per condition at an aggregate level, compared across health systems, counties, regions, and/or legislative districts. Other defined goals on this topic include attempting to compare the volume and cost of inpatient versus outpatient care and the provision of access to insurer cost estimator tools on PHC4's website.

The Council also suggested the examination of procedures performed in the ambulatory/outpatient setting and related subsequent inpatient admissions. Additionally, the Council expressed a desire to develop more reporting to evaluate physician-specific volume and physician-specific outcome measures.

Lastly, within the strategic emphasis placed on future reporting, the Council pointed to the value of what is currently being produced and ensured these efforts remain a focus. The Council knows PHC4's Research Team stays current and aligns with federal standards, to include the implementation of upcoming changes related to race/ethnicity definitions. PHC4 will also continue to leverage social determinants of health (SDOH) data and integrate it into published reports.

Quality & Payment Data

Implementation 1-2 Years

- Provide access to insurer cost estimator tools on PHC4's website to facilitate comparisons
- Evaluate physician-specific volume

PHC4 knows the importance of consumer access and plans to add direct links to phc4.org, ensuring users can easily compare costs. Reporting on physician-specific volume is also expected to be produced in the next two years.

Implementation 0-5 Years

- Continual integration of SDOH data, and alignment with federal standards in defining categories like race/ethnicity in PHC4 reporting
- Evaluate physician-specific volume
- Evaluate procedures performed in the ambulatory/outpatient setting
- Collect payment/cost data & report costs of health care in Pennsylvania
- Compare inpatient versus outpatient care volumes and costs

PHC4 will align with new federal standards by incorporating changes related to race/ethnicity definitions once implemented. Preparing for the return of physician-specific reporting, adding cost data, and reporting on procedures performed in the ambulatory/outpatient setting by 2029 is also underway.

Evaluation 3-5 Years

- Evaluate physician-specific outcome measures
- Evaluate subsequent inpatient admissions that are related to procedures performed in the ambulatory/outpatient setting
- Report the average overall costs per condition at an aggregate level and across varied settings

PHC4 takes seriously the insights health care data provides, in this, much must be considered before report generation can be determined to be feasible. In the 3-5 year evaluation period, measures and data will undergo careful analysis to determine reporting feasibilities and next steps.

THE INTERSECTION OF STRATEGY AND FOCUS



GOVERNANCE

When considering the Governance at PHC4, we asked the Council to define opportunities for strategic and insightful dialogue, continuing an atmosphere of inclusion and idea sharing. The Council came out of this strategic effort asking for more opportunity to engage in tactical conversations, ultimately deciding to dedicate two meetings annually to strategic discussions, including a summary of PHC4's report topic, decision-making process. The Council also determined its aim will include efforts to increase PHC4's state appropriations to support expanding the reach and value of the organization's reporting. Also, within the goals set forth for the Governance of PHC4, is the creation of a vision statement and the development of proposed updates, with bipartisan agreement, to PHC4's enabling legislation. These actions will combine to support furthering the valuable role PHC4 will play in the future of health care reporting in the Commonwealth.

COMMUNICATIONS & EDUCATION

The Council was asked to ponder what the role of Communications and Education could be within PHC4. The outcome of this robust and focused effort was to define the populations PHC4 serves, by stakeholder group. This will allow each population to be offered resources in a way that supports their decision-making process and aligns with the newly established mission of PHC4.

The defined stakeholder groups follow:

Patients, Legislators, Health Care Communities, Labor/Business Entities, and the Education/Research Population.

In addition to the above, the Council noted the importance of building awareness of the PHC4 Data Client experience. PHC4 Data Clients are those who purchase data from PHC4 to further a defined purpose. PHC4 Data Clients consistently describe the value of PHC4 data as "the gold standard of data in health care" and PHC4 staff's support as "invaluable". There will be efforts made to explore further supporting this population and sharing their experiences in the coming years.

Governance

Implementation 1-2 Years

- Create dedicated opportunities for strategic discussion by Council, including a summary of PHC4's report topic decision-making process
- Increase PHC4 state appropriations to cover operating expenses
- Create a vision statement
- Development of proposed updates, with bipartisan agreement, to PHC4's enabling legislation

These internal steps are currently on track to be implemented over the next two years. Already there are two strategic council sessions set for 2025, to include presentations on the decision-making processes and data client experiences. Additionally, efforts are underway to pursue increased state funding, and the creation of a PHC4 vision statement.

Communications & Education

Implementation 0-5 Years

- Build PHC4 awareness within defined stakeholder groups
 - Patients, Legislators, Health Care Communities, Labor/Business Entities, and the Education/Research Population
- Build awareness of PHC4 Data Client experience, output, and value

The Communications & Education Department at PHC4 will produce unique resources displaying the value of the organization in a way that resonates with communities. Along with new efforts magnifying the experiences of the PHC4 Data Client and illustrating the positive impacts of fact-based and supported work, ensuring all stakeholders in the Commonwealth know the value of PHC4.



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