Our Mission

The Wisconsin Health Information Organization (WHIO) is dedicated to improving the quality, affordability, safety and efficiency of health care in Wisconsin.

With its unique, comprehensive All-Payer Claims Database, WHIO makes high quality, reliable, integrated data available to all stakeholders seeking to transform health care.

WHIO members are trusted partners devoted to improving health care, reducing costs and promoting health through innovation, effective use of data and the engagement of all stakeholders.

New Look, Renewed Purpose

WHIO nears the end of its first decade as a driver of health care innovation with a new look and a renewed sense of purpose.

The new logo modifies the traditional medical cross with an arrow moving upward and out, representing WHIO’s work disseminating health care information and data from a central source.

The bold new design reflects WHIO’s on-going commitment to its mission.
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WHIO Founding Members

The Alliance
Anthem Blue Cross and Blue Shield of Wisconsin
Greater Milwaukee Business Foundation on Health
Humana
UnitedHealthcare of Wisconsin
WEA Trust
Wisconsin Collaborative for Healthcare Quality
Wisconsin Hospital Association
Wisconsin Medical Society
WPS Health Insurance
Greetings!

It’s fair to say that WHIO’s activities in 2014 are a study in contrasts. It was a year marked by both notable achievements and serious challenges. I’m proud to report that after celebrating our successes and meeting our challenges head-on, we enter WHIO’s second decade with a new look and a renewed sense of purpose.

On a high note, the Business Health Care Group (BHCG) of Southeastern Wisconsin honored WHIO with its 2014 Driving Meaningful Change Award for our commitment to improving health care quality, transparency and efficiency in the state of Wisconsin. This award acknowledges the important role of the WHIO Datamart in transforming health care in Wisconsin and we appreciate the recognition.

“\textit{We end 2014 and enter 2015 with a laser-like focus on continuously improving the quality of data and services WHIO provides.}”

WHIO’s ability to drive meaningful change is due to the commitment of our member organizations and to a talented, hard-working staff that supports our members and subscribers in myriad ways. Through data analyses, training sessions, webinars, learning forums, and publications, WHIO gives our data users tools they need to drive value and improve health care quality and efficiency in their systems and our state. You’ll learn more about our many support services in this report.

Along with our successful achievements in the past year, however, the challenges WHIO faced in 2014 were unprecedented and not to be taken lightly. As a voluntary organization, unique in the nation, the quality of data that WHIO provides its members and subscribers is dependent strictly on the quantity and quality of information its members contribute. In 2014, changes in claims adjudication systems, personnel changes, and CMS coding regulations were just a few of the many issues that confronted WHIO as we strove to attain the high level of quality and reliability of WHIO data.

We end 2014 and enter 2015 with laser-like focus on continuously improving the quality of data and services WHIO provides. Rest assured that in 2015, Quality is Job #1!

Sincerely,

[Signature]

Josephine Musser, CEO
A Year of Growth and Stabilization

As a statewide, voluntary All-Payer Claims Database (APCD), the WHIO Datamart is unique in the nation. In 2014, the WHIO Datamart (DMV 12) included claims for just over 4 million individuals (70% of Wisconsin’s population), nearly 91,000 providers, 22.5 million episodes of care, and more than $70 billion in health care dollars delivered.

While there are a growing number of APCDs in the nation, WHIO is the only statewide APCD that is voluntary, not mandated by legislation. The contributions of our members to health care reform make WHIO a model for the nation. WHIO is proud that it will add several new members and subscribers in 2015.

Financial Highlights

The charts below illustrate the 2014 allocation of revenue and expenses. WHIO is grateful to the Governor for the financial support that is helping to transform health care in Wisconsin.

After receiving CMS Qualified Entity Certification in 2013, WHIO worked this year to complete the complex process that will allow it to receive Medicare fee-for-service data in 2015.
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To improve the quality and efficiency of health care in Wisconsin, WHIO works closely with a number of organizations and institutions that share its values and goals.

**Network for Regional Healthcare Improvement (NRHI)**

WHIO is an active member of NRHI, an organization that brings together federal agencies, national foundations and national stakeholder groups to transform health care delivery, payment and information systems.

WHIO is participating in an 18-month planning process, led by NRHI, to create a national **Center for Healthcare Transparency**. Through a national network of locally-governed regional entities, including WHIO, the Center for Healthcare Transparency will make information on the relative cost and quality of health care services readily available to 50% of the U.S. population by 2020.

**Greater Milwaukee Business Foundation on Health (GMBFH)**

A founding member of WHIO, GMBFH conducts studies, programs and activities to promote the general health of Milwaukee-area residents and increase their awareness of health care issues affecting them.

**Business Health Care Group of Southeastern Wisconsin (BCHG)**

BHCN is a group of large and small employers committed to controlling the rising cost of health care and providing their employees with more efficient and effective health care services. In 2014, WHIO was proud to receive the BHCG Driving Meaningful Change Award.

**Statewide Value Committee**

Under the aegis of the Wisconsin Department of Health Services (DHS) and the Statewide Value Committee (SVC), WHIO is participating in a **Statewide Innovation Model** (SIM) project to improve the quality and efficiency of health care in Wisconsin and improve population health. WHIO data will provide information essential for developing a strategy for statewide health improvement priorities, focusing on behavioral health as a top priority, and developing a complementary population health plan.

**Covering Kids & Families**

**Wisconsin Health Literacy**

To make its new consumer-oriented website, **MyHealthWI.org**, most effective, WHIO has partnered with **Wisconsin Health Literacy** and **Covering Kids & Families Wisconsin** to perform usability testing. The evaluations and recommendations of these professionals will help make the language and look of **MyHealthWI.org** accessible to all Wisconsinites.

In addition to the organizations and projects mentioned above, WHIO has strong relationships with the following:

**University of Wisconsin Population Health Institute (UWPHI)**

UWPHI connects academic research, public policy and health-related practices to improve population health. The Institute communicates research results from UW’s
“The use of the WHIO Datamart by providers is helping them improve quality and efficiency. WHIO’s upcoming public reporting website will further the transparency of information and consumer engagement.”

Dianne Kiehl, Executive Director
Business Health Care Group of Southeastern Wisconsin

academic program to health care practitioners. At the same time, it brings the experience, expertise and needs of public health, policy-making, and clinical practitioners to inform the academic research program.

**Wisconsin Collaborative for Healthcare Quality (WCHQ)**

A founding member of WHIO, WCHQ publicly reports and brings meaning to performance measurement information that improves the quality and affordability of health care in Wisconsin.

**Wisconsin Statewide Health Information Center (WISHIN)**

WISHIN is an independent, non-profit organization dedicated to bringing the benefits of widespread, secure, interoperable health information technology to patients and caregivers throughout Wisconsin.

**New Opportunities**

Recognizing the depth and breadth of health IT talent in our state, in 2014, WHIO CEO Jo Musser and her team explored opportunities to connect and collaborate with University of Wisconsin-Madison researchers and local health technology entrepreneurs. They discussed new, data-driven ways to improve the quality, safety and affordability of health care for the residents of Wisconsin. Talks included ways to support all efforts to improve transparency of relevant health care information for consumers. It is hoped that these relationships will bear fruit in the years ahead.

**Recognition**

**QE Certification**

After receiving Qualified Entity Certification from the Centers for Medicare and Medicaid Services (CMS) in 2013, WHIO moved forward in 2014 in the lengthy process to receive Medicare claims. One of only 13 QE Certified programs in the nation, WHIO plans to receive Medicare fee-for-service (FFS) claims in 2015. The addition of Medicare FFS claims will enhance the scope of WHIO’s data.

In 2014, WHIO was proud to receive the Business Health Care Group’s Driving Meaningful Change Award for its commitment to improving health care quality, transparency and efficiency in the state of Wisconsin.

“Recognition”

BHCG Executive Director Dianne Kiehl (L) presents the 2014 Driving Meaningful Change Award to WHIO CEO Josephine Musser.
Commitment to Transparency and Consumerism

Not all health care is the same; some is better than others. The more patients and their families know about the quality, efficiency and cost of health care, the better decisions they can make about their own care. WHIO is committed to improving transparency in health care and approaches all of its activities, publications, and collaborations with that goal in mind.

MyHealthWI.org

To help patients and their families take a more active role in their health care, in 2014, WHIO began development of a consumer-oriented website, MyHealthWI.org.

When launched in March 2015, MyHealthWI.org will help consumers choose a primary care clinic by allowing them to see how Wisconsin clinics measure up to recognized benchmarks of care and how these providers compare to others in the state.

The site will also provide useful information on how patients and their families can better communicate with their doctor and get the most out of their doctor visit and follow-up care.

A Forum for Ideas and Innovation

Subscribers to WHIO’s Datamart have at their fingertips an unprecedented amount of information that, when properly analyzed, can help them identify quality improvement opportunities. WHIO offers a variety of training opportunities for users to learn the many ways WHIO data can be reported, analyzed, and used to make informed business decisions.

Training

Webinars

In December 2014, WHIO staff held its first topic-based Webinar, this one: Use Case: DIY Provider Variation Analysis. Webinars will continue monthly in 2015.

Classroom Training

Led by WHIO and Optum staff, in-class training is for new and advanced Datamart users, as well as potential users. New users receive basic and intermediate level training. Advanced user classes provide in-depth training on multiple topics, including, standardized pricing, provider network assessment, online analysis reporting, and episodes methodology and analysis.

User Workshops

WHIO brings users together with WHIO data analysts to answer individual questions and work through current analysis projects with the group.
Virtual Office Hours
In 2014, WHIO staff held their first Virtual Office Hours—opportunities for users to schedule appointments by phone for individual consultations. Virtual office hours will continue in 2015.

WHIO appreciates the support of the following organizations in its training programs:
Herzing University, Wisconsin Hospital Association, Wisconsin Collaborative for Healthcare Quality, The Alliance, Anthem Blue Cross and Blue Shield of Wisconsin, the Wisconsin Medical Society and the University of Wisconsin Medical Foundation.

Learning Forum
WHIO’s 2014 Learning Forum in Madison drew an enthusiastic crowd of roughly 150 WHIO members, subscribers and health care reform stakeholders. This year’s event, Spotlight on Payment Reform, offered insights from experts and innovators tackling payment reform in both the public and private sectors.

Panelists agreed that to improve health care quality and efficiency, bundled payments and other non-traditional payments will become the norm; and that all stakeholders, including consumers, must work collaboratively to succeed.

Also at the Learning Forum were expert presentations on Medicaid Initiatives, Bundled Payments, SMARTCare and Specialty Rx Pharmaceuticals.

“WHIO provides a prime example of the power of the collaborative process. Through partnering with the key stakeholders in the healthcare system, WHIO has provided transparency into the variations in the efficiency, quality and cost of healthcare, and has been instrumental in creating value-based healthcare choices for its community.”

Elizabeth Mitchell, President and CEO, Network for Regional Healthcare Improvement (NRHI)
Use Cases

The WHIO Datamart offers invaluable information to improve the quality and efficiency of a health care system. To best utilize data available to them, users have the option of creating do-it-yourself data analyses or calling on WHIO to do the work for them. In 2014, WHIO created training materials for two important analyses: Provider Variation and System Leakage.

“WHIO’s leakage report is phenomenal, addressing an area of burning need in the system’s strategic decision-making.”

Provider Quality Analyst

and an Overall Efficiency Index based on resource use. These indices are relative to peer group values and allow users to see which systems, clinics or providers are offering high quality care most efficiently and to identify areas for improvement.

Leakage Analysis
Uses WHIO data to identify services patients sought outside of a medical system.

Patients seeking care outside a medical system represent a loss of revenue and, potentially, sub-optimal care coordination. WHIO data can show where patients go when they leave a system, how often and for what services. In some cases, patient leakage is expected due to strategic decisions to limit services in a system. In other cases, by reviewing services offered, service locations, ACO partnerships and other factors, leakage can be avoided and care coordination may improve.

Provider Variation Analysis
Uses WHIO data to determine:
• How doctors are doing on quality and efficiency;
• How a system stacks up against competitors;
• What is causing variation in quality of care and resource use; and
• Which doctors are all-stars and which need work to improve quality and efficiency.

The WHIO Datamart gives each system, clinic and physician an Overall Quality Index based on more than one hundred quality metrics (HEDIS and others) weighted by case mix,
Moving Forward in 2015

In 2015, WHIO’s top priority is to deliver the highest quality data and value to its users.

Training Opportunities
WHIO will continue its newly launched Webinar training program and offer monthly, topic-based, sessions accessible by phone or Internet for users around the state.

To further support training, WHIO staff will continue to hold monthly Virtual Office Hours, pre-arranged, individual 20-minute sessions, to answer specific questions about using the data or getting to the data via Impact Intelligence or the Datamart.

MyHealthWI.org
To strengthen the doctor/patient relationship and help Wisconsinites choose a primary care clinic that is right for them, WHIO began development in 2014 of a new consumer-oriented website, MyHealthWI.org. In 2015, patients and their families will see reliable WHIO data showing how primary care clinics in their area measure up to recognized standards of care and how these providers compare to others in the state.

MyHealthWI.org will also offer useful information and helpful tips to help patients better communicate with their doctor and play an active role in their healthcare.

Cloud Server
In 2015, WHIO is moving its data to a cloud server to allow trend analyses of multiple previous versions of the WHIO Datamart and identify potential anomalies. The cloud server will also allow secure segregation of Medicare data in adherence with CMS regulations.

Provider Registry
To facilitate data processing and accurate public reporting, WHIO is developing a single, convenient, online source to update provider data. For those clinic managers who wish to use it, the provider registry website will allow for specialty, affiliation and clinic location edits, replacing the manual process managers may be using today.

Health Innovation Program (HIP)
WHIO is exploring opportunities to partner with the University of Wisconsin Health Innovation Program. HIP brings together UW researchers and healthcare provider systems to improve care delivered to patients.

Medicare Data
WHIO plans to receive Medicare fee-for-service claims in 2015, enhancing the scope of its data.

WHIO Atlas of Health Care in Wisconsin
The WHIO Atlas of Health Care in Wisconsin, Vol. 1, to be published in early 2015, will help all stakeholders better understand geographically-based practice variation in Wisconsin as a means to achieve the highest quality of care at the most appropriate cost.
Appendix

**WHIO Board of Directors**

**John Foley, Chair**
Anthem Blue Cross and Blue Shield of Wisconsin

**Steve Brenton, Past Chair**
Wisconsin Hospital Association

**Linda Syth, Vice Chair**
Wisconsin Medical Society

**Dianne Kiehl, Secretary**
Greater Milwaukee Business Foundation on Health

**Mark Xistris, Treasurer**
The Alliance

**Terry Bolz**
Unity Health Plans

**Phil Colmenares**
WPS Health Insurance

**Lisa Ellinger**
Wisconsin Dept. of Employee Trust Funds

**Anita Holloway**
Humana

**Mark LePage**
Security Health Plan

**Mark Moody**
WEA Trust Insurance

**Chris Queram**
Wisconsin Collaborative for Healthcare Quality

**Kitty Rhoades**
Secretary, Wisconsin Dept. of Health Services

**John Toussaint**
Theda Center for Healthcare Value

**Bruce Weiss**
UnitedHealthcare of Wisconsin

**WHIO Staff**

**Josephine Will Musser, CEO**

**Glenda Hodge, Director of Business Development**

**Sara Jensen, Program Director**

**Dusan ‘Duke’ Mihajlovic, Business Services Coordinator**

**Deb Morgan, Executive Assistant/Office Manager**

**Mahlet ‘Emi’ Nigatu, Senior Data Analyst**

**Beverly Stowell, Project Manager**

**Josephine Will Musser**

With experience in the public sector, private sector and cooperative organizations, Jo Musser is the CEO of the Wisconsin Health Information Organization.

Musser works with insurance providers, hospitals and health care systems, major employers and health care quality organizations to ensure that the wealth of information WHIO maintains is used to improve the value of health care in Wisconsin.

Prior to joining the Wisconsin Health Information Organization, Musser served as a Senior Vice President at WPS Insurance. She is a founder of The Alliance, an employer health care cooperative focused on improving health care cost and quality; and previously served as Wisconsin Commissioner of Insurance and President of the National Association of Insurance Commissioners, representing all U.S. insurance regulators.