

Good Data, One Portal, Multiple Audiences

Background:

- Minnesota Community Measurement (MNCM) communicated with its audiences via one Web site.
- MNCM developed a data portal to collect data from medical groups.

Idea:

MNCM recently redesigned its online presence to: (1) better target particular audiences and (2) maximize its data portal, using data for multiple purposes and employing the portal infrastructure to serve other markets. MNCM developed the Minnesota HealthScores Web site (www.mnhealthscores.org) for consumer audiences. It transferred corporate information to the organization's Web site (www.mncm.org), which offers an entry point for stakeholders who are familiar with MNCM. To maximize reporting efficiency, it enhanced its data portal—originally constructed to facilitate direct submission of data by medical groups to MNCM—to feed quality data to the redesigned Web site. The portal also offers more detailed data and tools to support quality improvement, which are available only to medical groups through a password login.

Additional enhancements to the data portal include providing data for aligned pay-for-performance (P4P) efforts among Minnesota purchasers and health plans; facilitating MNCM's role as a Performance Assessment Organization to assess physician performance in partnership with the Health Improvement Collaborative of Greater Cincinnati and other communities beyond Minnesota; and coordinating data for the Medicare PQRI Initiative for Minnesota physicians in partnership with the Wisconsin Collaborative for Healthcare Quality.

Action:

The process of redesigning MNCM's online environment was as follows:

1. Contracted with a Web design firm to redesign the sites and connected the firm with data portal developer,
2. Designed the site to directly cull data from the portal to the Web site,
3. Launched the site, which will be more widely promoted during the release of MNCM's new patient experience measure, and
4. Made additional enhancements to the data portal to increase its utility.





Resources Needed:

- Staff to manage the site design and data portal enhancements
- Budget for site redesign and data portal enhancements
- External Web site advisory committee
- Partnership between Web design firm and portal developer

Results:

- Focus on consumer audience: Stakeholder and medical groups can access other online venues for more information.
- Storage of MNCM's quality data: This encourages efficient reporting.
- New functions: These include aligning with local and national P4P efforts.

Advice:

- Broaden utility of developed infrastructure: Recognize how innovations can meet multiple needs.
- Foster relationships among vendors: Building effective relationships can move the work further and faster and build efficiencies.

