

## Health Care Competition Tweets

On March 20-21, 2014, the FTC's Office of Policy Planning hosted a public workshop, [Examining Health Care Competition](#), in Washington to study certain activities and trends that may affect competition in evolving health care industry. Staff live-tweeted the two-day event from the Commission's primary Twitter account, [@FTC](#). The following is a transcript of the workshop tweets from @FTC. All tweets in their original order remain publicly available on the agency's Twitter account for as long as Twitter allows.

### March 20 Tweets

Happening at 9am EDT: FTC workshop examining #healthcare #competition. Learn more: <http://go.usa.gov/KmyF> Tweet w/us: #FTChealthcare

Webcast link for FTC workshop March 20-21 on #healthcare #competition: <http://bit.ly/1bgdyNZ> Starts at 9am EDT today. #FTChealthcare

For next 2 days, the FTC is hosting workshop examining healthcare competition - check out agenda: <http://go.usa.gov/Kmpe> #FTChealthcare

We're getting started! Watch workshop here: <http://bit.ly/1bgdyNZ> Agenda: <http://go.usa.gov/Kmpe> #FTChealthcare

FTC's Tara Isa Koslov welcomes attendees to workshop. #FTChealthcare

### Chairwoman's Remarks

Chairwoman Edith Ramirez gives the opening remarks at FTC's workshop examining health care competition. #FTChealthcare

Ramirez: FTC has strong record of promoting competition in health care markets. Our work in this industry is a top priority. #FTChealthcare

Ongoing industry concerns: reducing cost, increasing quality, expanding access & promoting coordination of care. – Ramirez #FTChealthcare

We'll examine competitive implications of advancements in health care tech, including electronic health records. – Ramirez #FTChealthcare

Ramirez: One goal: Help FTC better understand devs in health care qly measrmt & assmt, & how info affects competition. #FTChealthcare

Policy paper on Competition & Regulation of Advanced Practice Nurses that Ramirez just mentioned: <http://go.usa.gov/KEFz> #FTChealthcare

Ultimate goal = enhance expertise & knowledge base regarding competitive dynamics in critical sector of economy. – Ramirez #FTHealthcare

Ramirez: What we learn today will support all FTC efforts in health care incl advocacy, enforcement, & consumer education. #FTHealthcare

Ramirez thanks FTC staff for putting together workshop & thanks panelists for their participation. #FTHealthcare [pic.twitter.com/gPl1Vv1Jlr](https://pic.twitter.com/gPl1Vv1Jlr)

### **Panel 1 – Professional Regulation of Health Care Providers**

1st panel will explore professional regulation of health care providers. Moderated by FTC's Koslov & Schultheiss. #FTHealthcare

Moderator/panel lineup: Koslov; Schultheiss; Kleiner; Spetz; Finley; & Robin. Participating via VTC: Safriet #FTHealthcare

Panelist bios: <http://go.usa.gov/KmAk> #FTHealthcare

Barbara Safriet provides legal and regulatory framework for professional regulation of health care providers. #FTHealthcare

Restrictions on scope of practice affect access to care, quality of care, & choice, says Safriet. #FTHealthcare

U of M's Morris Kleiner discusses occupational regulation & health care. #FTHealthcare [pic.twitter.com/llhBVtF46W](https://pic.twitter.com/llhBVtF46W)

More than 800 occupations are licensed in at least one state, says Kleiner. #FTHealthcare

Kleiner discusses barriers to entry for foreign doctors. #FTHealthcare

Next up: Joanne Spetz presents how scope of practice regulations affect demand for LPNs. #FTHealthcare

Variations in LPN scope of practice: some states have explicit lists of permitted activities, says Spetz. #FTHealthcare

Spetz discusses impacts of scope of practice in LPN demand. Restrictive scope of practices reduces demand. #FTHealthcare

Gail Finley up and discussing use of CRNAs in rural Colorado. #FTHealthcare [pic.twitter.com/OQfmZHCBC5](https://pic.twitter.com/OQfmZHCBC5)

Professional regulations are very important for ensuring patient safety, says Finley. #FTHealthcare

Lisa Robin discusses need for license portability. #FTHealthcare

The 3 step interstate compact process: advisory state; drafting stage; and education & enactment, says Robin. #FTHealthcare

Robin discusses evolving telemedicine standards. #FTHealthcare

FTC health care competition workshop panelists discuss licensure issues. #FTHealthcare  
[pic.twitter.com/sLo1wi8Wkf](http://pic.twitter.com/sLo1wi8Wkf)

Want to submit #FTHealthcare comments to staff? File 'em by April 30: <http://bit.ly/1pf7Orr>

We're breaking for lunch! #FTHealthcare workshop will resume at 1pm EDT.

## **Panel 2 – Innovations in Health Care Delivery**

And we're back! Watch workshop here: <http://bit.ly/1bgdyNZ> Agenda: <http://go.usa.gov/Kmpe>  
#FTHealthcare

As a reminder, if you're watching the webcast, you may need to refresh your browser.  
#FTHealthcare

This panel will discuss innovations in health care delivery. Moderated by FTC's Goldman & Canterman. #FTHealth

Corrected hashtag! This panel will discuss innovations in health care delivery. Moderated by FTC's Goldman & Canterman. #FTHealthcare

Moderator/panel lineup L to R: Goldman; Canterman; Mehrotra; Rheuban; Laws; Gagliano; & Sacks. #FTHealthcare

Ateev Mehrotra says innovations in delivery have changed medical landscape. #FTHealthcare  
[pic.twitter.com/YmMdazoKp4](http://pic.twitter.com/YmMdazoKp4)

Unifying themes across innovations: Convenience, use of technology, & different provider interaction, says Mehrotra. #FTHealthcare

Mehrotra: There's a lot of excitement in innovations: improve access, improve quality, & decrease costs. #FTHealthcare

Karen Rheuban discusses the benefits of telehealth to patients, hospital systems, health pros, & public health. #FTHealthcare

Issues for consideration in any telehealth program: reimbursement; funding; informed consent; licensure; #privacy...- Rheuban #FTHealthcare

Now up: Margaret Laws to discuss innovations in health care delivery: telehealth. #FTHealthcare

Tele-dermatology can be particularly beneficial to the underserved, says Laws. #FTHealthcare

We're seeing a lot of growth in mental/behavioral telehealth consults, says Laws. #FTHealthcare

Laws: How do telehealth programs evolve to incorporate mobile platforms & technologies? #FTHealthcare

Lee Sacks describing Advocate's e-ICU program. #FTHealthcare

Chicago area e-ICU provides coverage for Delaware hospital system using telehealth, says Sacks. #FTHealthcare

Nancy Gagliano says MinuteClinic is largest retail clinic; has seen over 19 million patients total; 4M patients annually. #FTHealthcare

Retail clinics are integrating EHR with health systems to ensure coordinated care, says Gagliano. #FTHealthcare

Rheuban: It can be easier to provide telehealth services internationally vs. within state. #FTHealthcare

Rheuban: Retail clinics can be an extension of the medical home model. #FTHealthcare

Quick break for #FTHealthcare. Back up at 3:15pm EDT for our final panel of the day.

### **Panel 3 – Advancements in Health Care Technology**

Final #FTHealthcare panel of the day kicks off: Advancements in Health Care Technology. Watch: <http://bit.ly/1bgdyNZ>

Micky Tripathi: Health care tech has traditionally been limited to diagnostic & treatment, NOT information technologies. #FTHealthcare

Tripathi: Fragmentation of health care delivery led to non-standardized technological developments. #FTChealthcare

Challenge = interoperability among EHR systems, says Tripathi. #FTChealthcare

Karen DeSalvo @ONC\_HealthIT: Tremendous investment in infrastructure 2 drive HIT adoption & change way health care delivered. #FTChealthcare

DeSalvo: Proper incentives can lead to market-based solutions, but there are still significant HIT gaps. #FTChealthcare

Moderators/Panelists L to R: Gilman; Noble; Campbell; Cole; Daniel; Haley; Mostashari; Stack; & Tripathi. #FTChealthcare

Key challenge: Making sure the information follows the patient, says @ONC\_HealthIT's Jodi Daniel. #FTChealthcare

Daniel, @ONC\_HealthIT, says competition is central to HIT goals. #FTChealthcare

Dan Haley: Creation of data silos, even when tech is intended to do the opposite, is a major problem. #FTChealthcare

Farzad Mostashari: HIT can be used to enforce referral relationships, possible barrier to smaller providers. #FTChealthcare

Bundling of EHR products can affect competition, impact ability to switch vendors, says Mostashari. #FTChealthcare

Panelists continue to discuss advancements in health care technology at #FTChealthcare workshop. [pic.twitter.com/RgnzbUov2R](http://pic.twitter.com/RgnzbUov2R)

Reminder: FTC workshop on health care competition continues tomorrow at 8:30am EDT. Agenda: <http://go.usa.gov/Kmpe> #FTChealthcare

### **March 21, 2014 (Day 2)**

Day 2 of #FTChealthcare workshop! We'll start again in less than 30 mins. Watch: <http://bit.ly/1bgdyNZ> Agenda: <http://go.usa.gov/Kmpe>

We're starting! FTC's Tara Koslov gives a few administrative remarks & a quick overview of the agenda: <http://go.usa.gov/Kmpe> #FTChealthcare

## Panel 1 – Measuring and Assessing Quality of Health Care

First panel of the day will cover measuring & assessing quality of health care. #FTHealthcare

Moderators/Panelists L to R: Baskin; Burstin; Casalino; Wiegand; Schorr; Goodrich; Romano; & Sofaer. #FTHealthcare

Bios of panelists: <http://go.usa.gov/KmAk> #FTHealthcare

Lawrence Casalino: Can quality measurement be used effectively to evaluate mergers, acquisitions, clinical integration? #FTHealthcare

Helen Burstin: It's critical to align quality measures across settings & providers to reduce burden, accelerate improvement. #FTHealthcare

Patrick Romano: We have to measure everything to have a safe and reliable healthcare system. #FTHealthcare

Romano discusses dimensions of quality: accessibility, service quality, safety, reliability, & value. #FTHealthcare

Kate Goodrich, CMS, says they're rebalancing their portfolio of measures to be less process heavy, more outcome oriented. #FTHealthcare

Goodrich: CMS is moving to align use of 5-star ratings for hospitals, dialysis facilities, nursing homes. #FTHealthcare

Consumers generally perceive they have fewer choices than they actually have regarding care, says Shoshanna Sofaer. #FTHealthcare

Comparative info doesn't help consumers if they don't know it's there & don't know how to use it, says Sofaer. #FTHealthcare

Sofaer: Too much focus on measures for non-shoppable conditions. Should focus on services that are more shoppable. #FTHealthcare

Andrew Baskin: Health plans compete on quality, but should not compete on how they measure it. #FTHealthcare

Quality improvements require accountability across care settings. Implications for care coordination, says Baskin. #FTHealthcare

Panelists continue to discuss measuring & assessing quality of health care at #FTHealthcare workshop. [pic.twitter.com/lk15N3UVzD](https://pic.twitter.com/lk15N3UVzD)

Panelists discussion: Even lousy quality measures will encourage competition among providers, but measures need to be better. #FTHealthcare

We'll take a quick break & be back w/#FTHealthcare workshop at 10:30am EDT. Remember to refresh your browser if you're watching webcast.

## **Panel 2 – Price Transparency of Health Care Services**

And we're back. Panel 2 will tackle price transparency of health care services. Watch here: <http://bit.ly/1bgdyNZ> #FTHealthcare

Moderators/Panelists L to R: Berenson; Boros; Caballero; White; Wilkinson; Courneya; Ginsburg; & Landman. #FTHealthcare

You can find the panelist's bios here: <http://go.usa.gov/KmAk> #FTHealthcare

Paul Ginsburg provides Price Transparency Overview presentation to lay foundation for the panel discussion. #FTHealthcare

Ginsburg: Price transparency = availability of price data, incentives to choose lower-priced providers, & shoppable services. #FTHealthcare

Ginsburg says there are numerous audiences for price information - each has its own distinct needs. #FTHealthcare

Berenson: Physicians are the obvious target of price transparency efforts, because they largely control referrals. #FTHealthcare

Mark McClellan from the Brookings Institution just joined the panel. #FTHealthcare

McClellan: Principle behind Medicare Part D = give consumers price info they can use with respect to drug benefits. #FTHealthcare

Caballero says employers want consumers to see total cost, not just their out of pocket cost. #FTHealthcare

Boros: What price is being reported? Especially when the future course of care may be uncertain? #FTHealthcare

Landman says price information may mean very different things to insured vs uninsured patients. #FTHealthcare

Berenson: Challenge of price transparency = so much variation among services, even ones that seem similar. #FTHealthcare

Price transparency also serves the goal of bringing public attention to the problem of unreasonable pricing. - Berenson #FTHealthcare

Boros says price transparency can create pressure for lower-priced providers to increase their prices. #FTHealthcare

Panelists are discussing whether, and to what extent, price transparency impacts more concentrated markets. #FTHealthcare

Caballero: Patient engagement on price drops off once deductible is met. Employers must grapple with that challenge. #FTHealthcare

We're now on a lunch break. #FTHealthcare workshop & webcast will resume at 1:45pm EDT.

### **Panel 3 – Interplay Between Quality and Price Transparency**

We're just about to start back up w/ #FTHealthcare. Watch: <http://bit.ly/1bgdyNZ> Agenda: <http://go.usa.gov/Kmpe>

This panel will discuss interplay between quality & price transparency. Moderated by FTC's Iosso & Wodinsky. #FTHealthcare

Sofaer: It's counterproductive to provide consumers w/quality info w/o price info, & 2 types of info need to map to each other. #FTHealthcare

Romano: Combining price & qly into composite measure will obscure both. Better to seek value. Highest qly @ lowest price. #FTHealthcare

Panelists consider whether consumers shld be trusted more to eval price info, or whether price always assumed to signal qly. #FTHealthcare

Casalino: Bundled payments, reference pricing = "Where the rubber meets the road" on combining price/quality. #FTHealthcare

Berenson: Some things can't be measured. Key example: diagnostic errors (some never caught). Also, institutional "culture." #FTHealthcare



#### **Panel 4 – Summation Roundtable**

We're now on to the Summation Roundtable, final discussion of #FTChealthcare. Watch:  
<http://bit.ly/1bgdyNZ>

Summation panel moderated by BE Director Marty Gaynor, charged w/ identifying health care competition issues for FTC focus. #FTChealthcare

Panelists discuss how FTC shld use enforcement, advocacy & research tools to promote health care comp. #FTChealthcare <pic.twitter.com/2XBJLpvuiH>

Thank you all for participating in #FTChealthcare, especially those tweeting with us!

Slides, video archive, & transcript should post next week to our website. We'll tweet them when up. #FTChealthcare

We're accepting public comments on health care competition until April 30, file here:  
<http://bitly.com/1jiSVmq> #FTChealthcare