

Evaluation Criteria:

1. Is the request consistent with the Transparency Initiative's goals and purpose? **Yes, the Arkansas Healthcare Transparency Initiative Act of 2015 supports the efforts of the Arkansas all-payer claims database by recognizing transparency of utilization, quality and price information leads to more informed, engaged, activated consumers. It also recognizes the need for a data infrastructure to support research, quality improvement activities and program development and evaluation. Baptist Health has requested this data to use in the strategic planning efforts that is consistent with our Mission (To provide patient-centered services while responding to changing health needs of Arkansans) and Vision (Improve health of Arkansans by changing the way healthcare is delivered). As our Vision states, our ultimate goal is to improve the health of Arkansans by changing the way healthcare is delivered - which is directly correlated with the Transparency Act goal to support quality improvement activities and program development and evaluation.**
2. Are there real or potential conflicts of interest or anti-competitive concerns? **No, this data will allow Baptist Health to continue our on-going strategic planning efforts of providing quality patient-centered services with the goal of improving the health of Arkansans. Transparency in healthcare data is essential now in the planning of proper services and initiatives to assist in improving the quality of care that is delivered and at a lower cost to the patient. Since this data will be used to assist Baptist Health in patient-centered improvement efforts, we do not foresee any potential conflicts of interest or anti-competitive concerns.**
3. If IRB approval is required, has the approval been granted? **IRB approval is not required.**

4. Does the data request contain the minimum information required? **Yes, we believe so**
5. Does the request minimize the risk of re-identification of individuals? **Yes**

Data Request Detail:

Just to be more specific, we are looking for annual counts (2013-2017) of enrollees by identified individual payers (Private Payers, Medicare – if available, Medicaid, Exchange, Medicare advantage) by county of enrollees (if available) for the entire State of Arkansas. I can provide a layout example of file we are requesting if needed.

Key Personnel Assigned to this project and qualifications:

Robert Buchanan, Market Research and Development Manager, Baptist Health

19 years of experience with Baptist Health in data analysis, market assessment and planning, patient satisfaction data. Robert has worked with projects of all sizes and scopes (confidential and non-confidential) for the Health System over his 19 year tenure.

Laura Franks, Marketing Data Analyst, Baptist Health

2 years of experience with Baptist Health in data analysis, market assessment and planning, patient satisfaction data.

Other Project Participants

The following will not see the individual data files provided for this project, but will see the summaries and overall key “take-aways” provided by Robert Buchanan and Laura Franks as this information is included in the Overall Market Assessment.

Name, Role, Organization

Troy Wells, President and CEO, Baptist Health

Doug Weeks, Chief Operating Officer, Baptist Health

Bob Roberts, Chief Financial Officer, Baptist Health

Tony Kendall, Chief Administrative Officer, Baptist Health

Dr. Eddie Phillips, Chief Medical Officer, Baptist Health

Greg Crain, Senior Vice President, Baptist Health

Harrison Dean, Senior Vice President, Baptist Health

Greg Graham, General Counsel, Baptist Health

Brent Beaulieu, Vice President Financial Services, Baptist Health

Brock Holman, Director, Decision Support

Michael Annison, Consultant and Owner/CEO, The Westrend Group