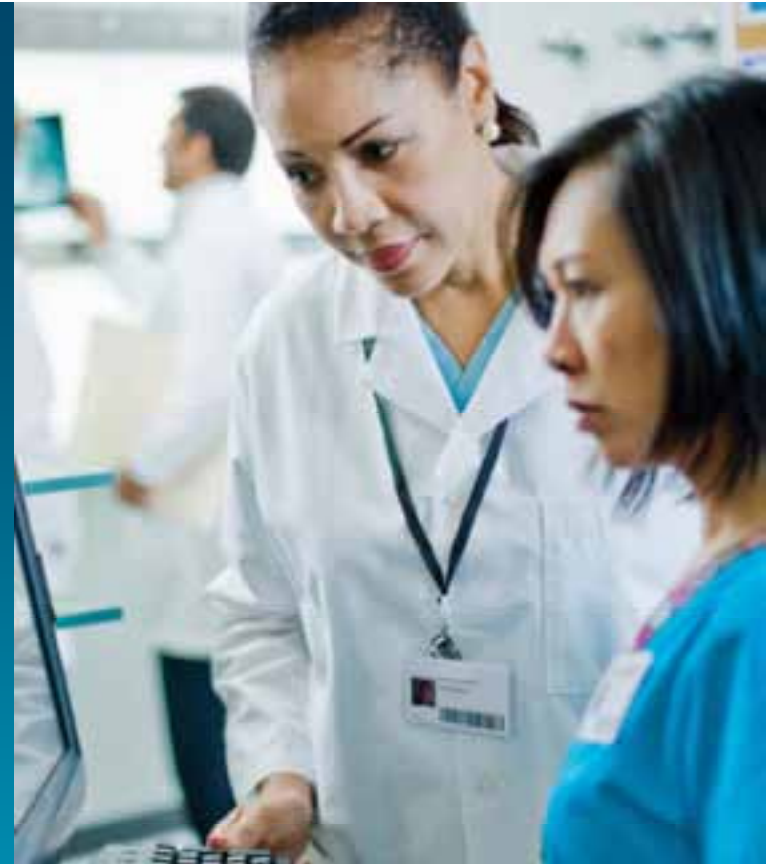


Communicating About the ICD-10/ V5010 Transition

National Multimedia ICD-10 Campaign

National Committee on Vital
and Health Statistics (NCVHS)
Industry Preparations for the
Updated HIPAA Standards
and Code Sets Meeting



I00	Rheumatic fever without heart involvement
I010	Acute rheumatic pericarditis
I011	Acute rheumatic endocarditis
I012	Acute rheumatic myocarditis
I018	Other acute rheumatic heart disease
I019	Acute rheumatic heart disease, unspecified
I020	Rheumatic chorea with heart involvement
I029	Rheumatic chorea without heart involvement
I050	Rheumatic mitral stenosis
I051	Rheumatic mitral insufficiency
I052	Rheumatic mitral stenosis with insufficiency
I058	Other rheumatic mitral valve diseases
I059	Rheumatic mitral valve disease, unspecified
I060	Rheumatic aortic stenosis
I061	Rheumatic aortic insufficiency
I062	Rheumatic aortic stenosis with insufficiency
I068	Other rheumatic aortic valve diseases
I069	Rheumatic aortic valve disease, unspecified
I070	Rheumatic tricuspid stenosis
I071	Rheumatic tricuspid insufficiency
I072	Rheumatic tricuspid stenosis and insufficiency
I078	Other rheumatic tricuspid valve diseases

Christopher Handler

December 10, 2009



National ICD-10 Campaign

- CMS Office of E-Health Standards and Services (OEES)
- Contractor: Ketchum – communication and outreach support for CMS OEES ICD-10/V5010 implementation
- Contract awarded July 2009



Campaign Goals & Objectives

Goals

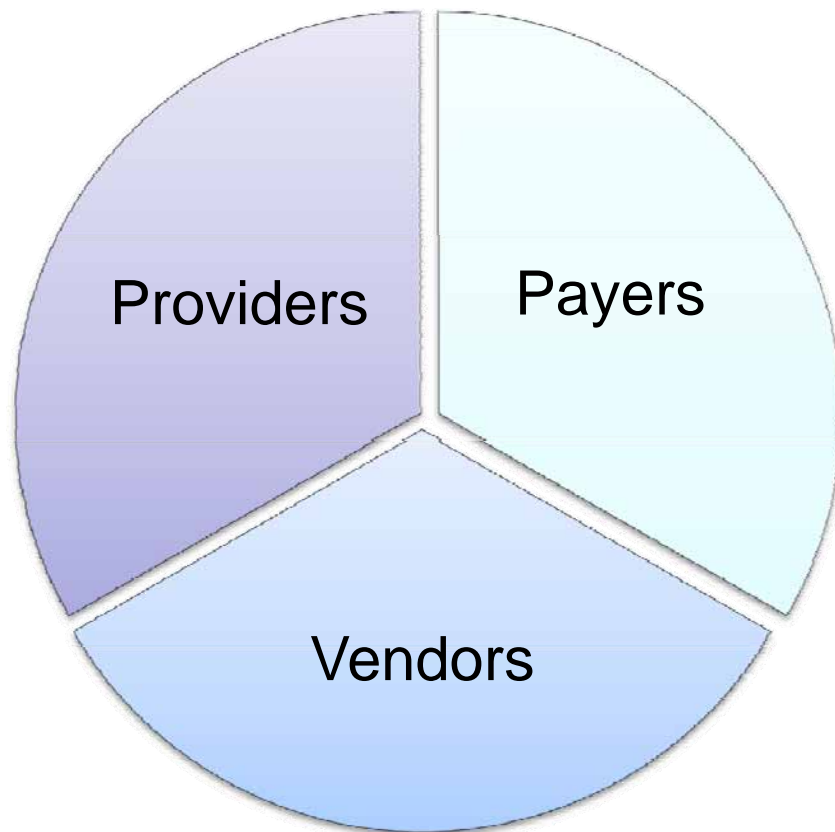
- Ensure every affected entity successfully transitions to: V5010 (Jan 1, 2012) and ICD-10 (Oct 1, 2013)

Objectives

- Create national awareness
- Engage partners and stakeholders
- Provide targeted educational products
- Assess outreach results



Audience Segments



Considerations

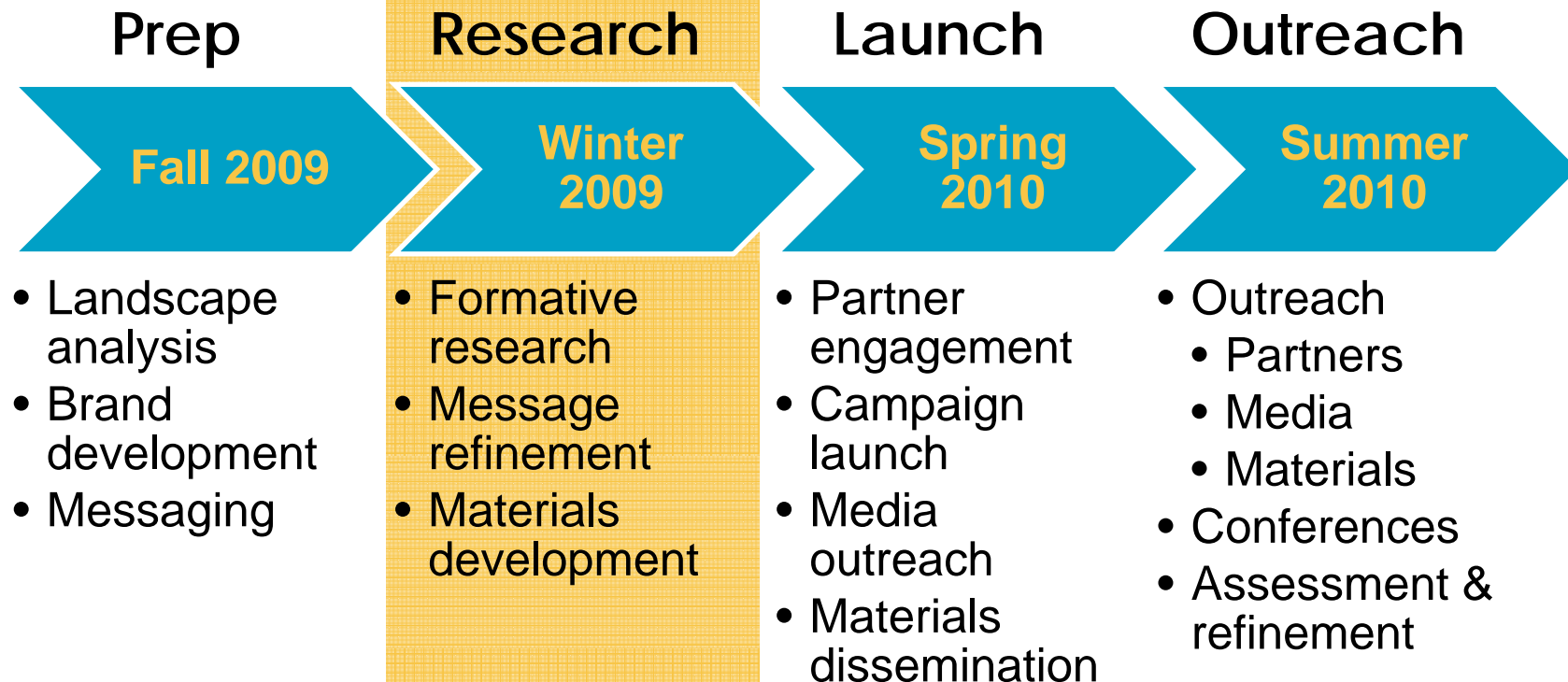
- Quantity and diversity of audiences
- Sub-segmentation based on gaps, location, size, specialty
- Reaching intermediaries, consumers, media



Campaign Elements



Year One Timeline



Formative Research: Goals

We wanted to assess:

- Familiarity with ICD-10/V5010
- Response to transition
- Messages, logos and tag lines
- Preferred ways of getting information



Design of Testing

- **12 Focus groups**
 - Physicians, medical practice managers, other local providers
 - Baltimore, Birmingham, Chicago, Sacramento
- **45 In-Depth interviews** (50% completed)
 - Vendors (software developers, billing services)
 - Payers (HMOs, insurance companies, state BCBS)
 - Large providers (pharmacy chains, hospital and health care systems)



Key Conclusions

- Knowledge of ICD-10 is **low in small organizations**
 - Understanding of V5010 is **extremely low**
- Knowledge is **noticeably higher among larger** provider, payer and vendor organizations
 - Many **have already begun to plan** for the transition



Current Attitude

- Small HCPs are taking a “wait-and-see” attitude
 - “We haven’t been told about this, and we’ll react when we hear about it”
- They **expect CMS, vendors, large providers and payers** to inform them about the transition and what to do



Reaction to the Transition

Small providers

- **Worry** about cost, time
- **Skepticism**
- **Paranoia** – reduction in reimbursement; plan to force other HIT initiatives
- **Surprise**
- **Anger**

Large Organizations

- **Worry** about cost, time
- **Skepticism**
- **Acceptance**
- **Focused** on what they need to do
- **Failure to see need** for transition



Benefits vs. Requirements

- Benefits are **unbelievable or irrelevant**
- Presenting benefits is a **diverting tactic**
- Focusing on benefits distracted from other key messages
 - e.g., The need to take immediate action
- Audiences responded better to acknowledgment of **cost in time and money**



Key Information

1. Key dates
2. What they need to do
3. Where they can find information
4. That information is coming from CMS as a trusted source



How to Communicate

Communicate through both high tech and low tech channels:

High Tech

- Web
- Email
- Webinars/online training

Low Tech

- U.S. mail
- Conference calls
- Hospital to HCPs
- Conferences with in-person training
- CMEs



In Summary

Three main drivers:

1. Low overall awareness
2. Low understanding of key dates
3. Need/desire for educational resources and support



Next Steps

- Finalize initial materials
- Launch campaign Q1 2010
- Implement ongoing outreach through 2010
- Re-assess efforts and changes in awareness
 - Work with CMS and other contractors
- Revise and refine strategy and tactics



Thank You

