



# AGENCY FOR HEALTH CARE ADMINISTRATION DATA AND TRANSPARENCY

# Health Care Transparency Websites



# Transparency Websites

External facing websites managed by the Florida Center include:

- FloridaHealthFinder(<https://quality.healthfinder.fl.gov/index.html>),
- FloridaHealthPriceFinder (<https://price.healthfinder.fl.gov/#!>), and
- MyFloridaRx (<https://prescription.healthfinder.fl.gov/>).



# Florida Health Finder

- Provides easy-to-understand healthcare performance and quality data.
- Information is updated daily from the Agency's electronic licensure databases.
- Provider profile pages offer access to important licensure, certification, and owner information.
- Links to regulatory compliance documents such as inspection reports and legal orders.

## How Consumers Use It



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### Health Facility Search

Search for facilities and the services they provide; view any legal actions



02

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### Compare Facility Ratings

View hospital quality performance measures and patient safety ratings



03

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### Health Care Data

View and order ad hoc health care data reports



04

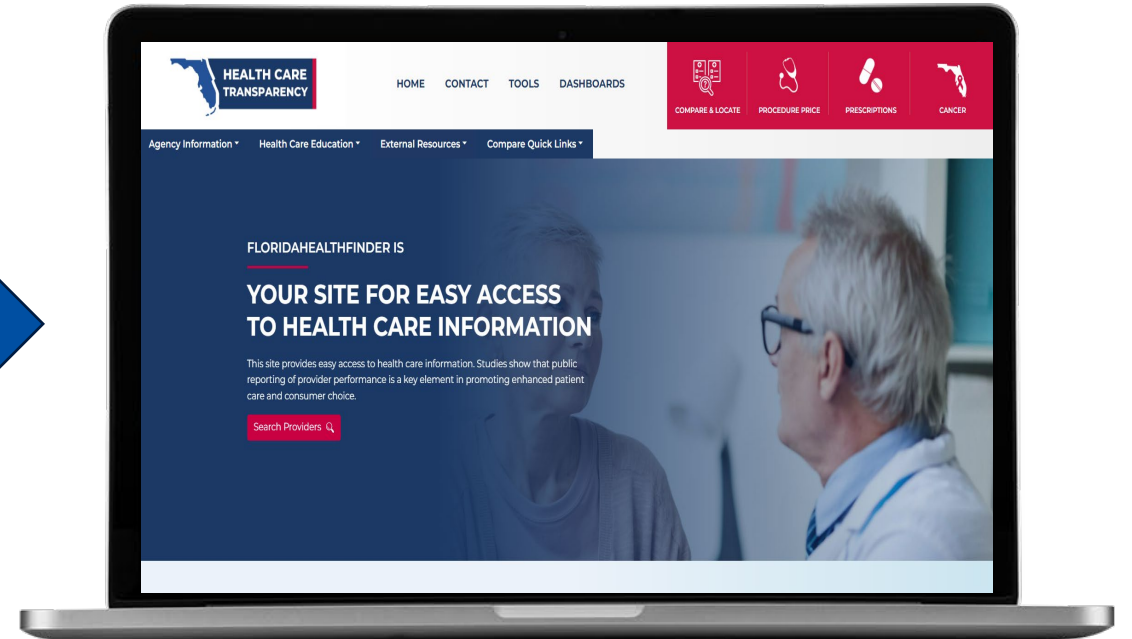
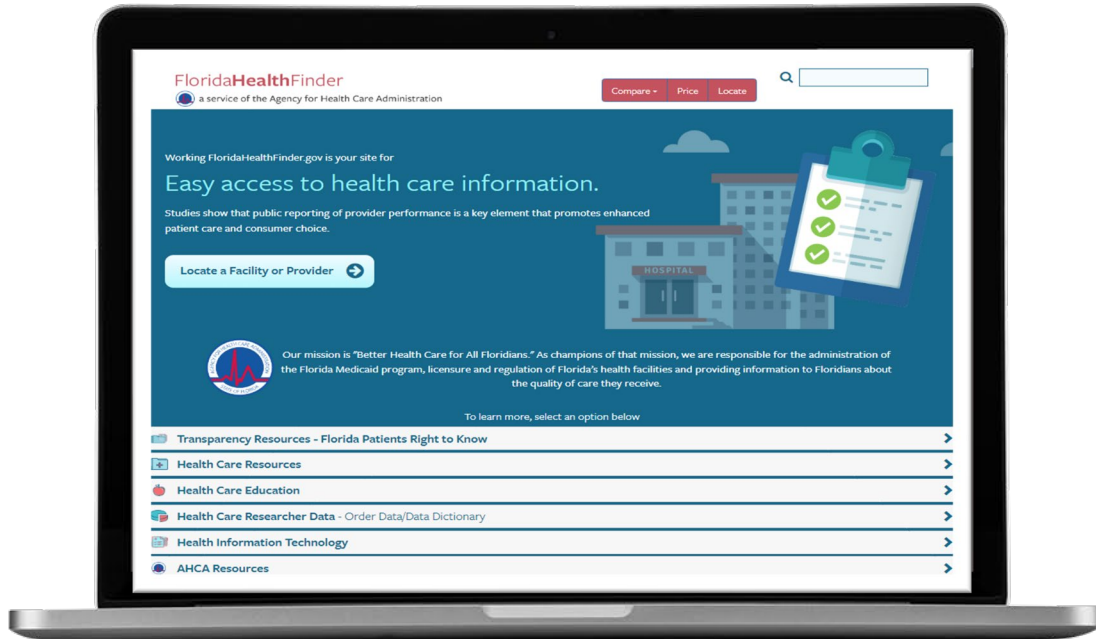
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### Health Care Resources

Access consumer guides and other resources



# Florida Health Finder



# FloridaHealthFinder

Agency Information ▾ Health Care Education ▾ External Resources ▾ Compare Quick

## Agency Information

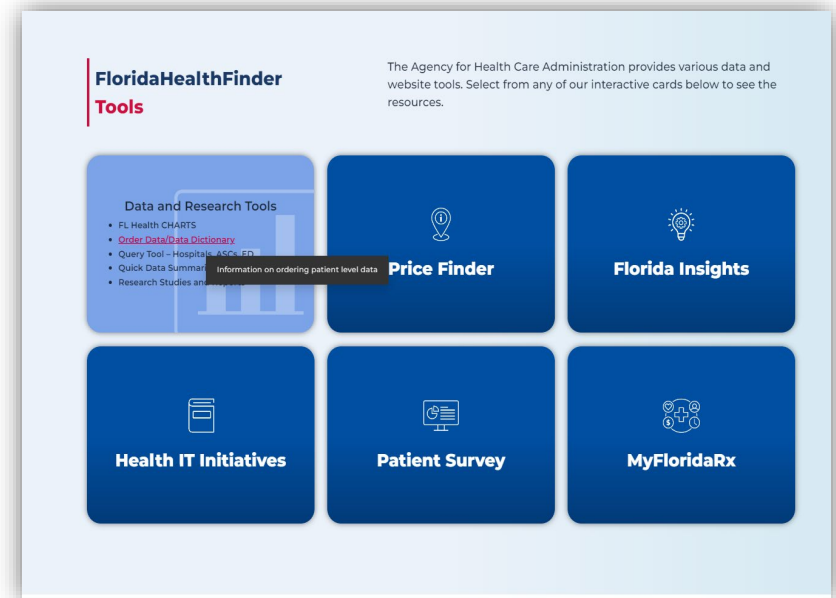
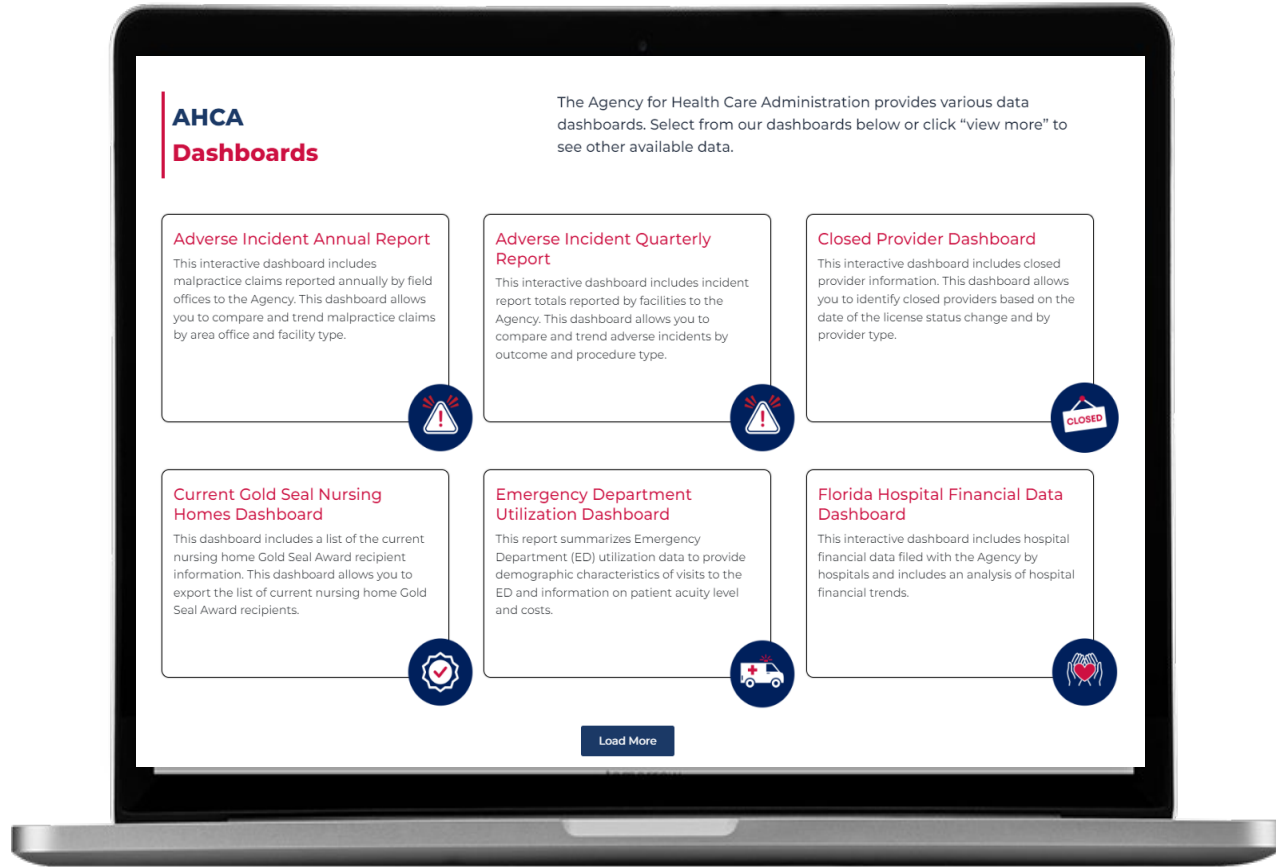
- Boards and Councils
- Inspection Reports/Final Orders
- Medicaid – General Information
- Public Records Coordination Office

## Customer Service

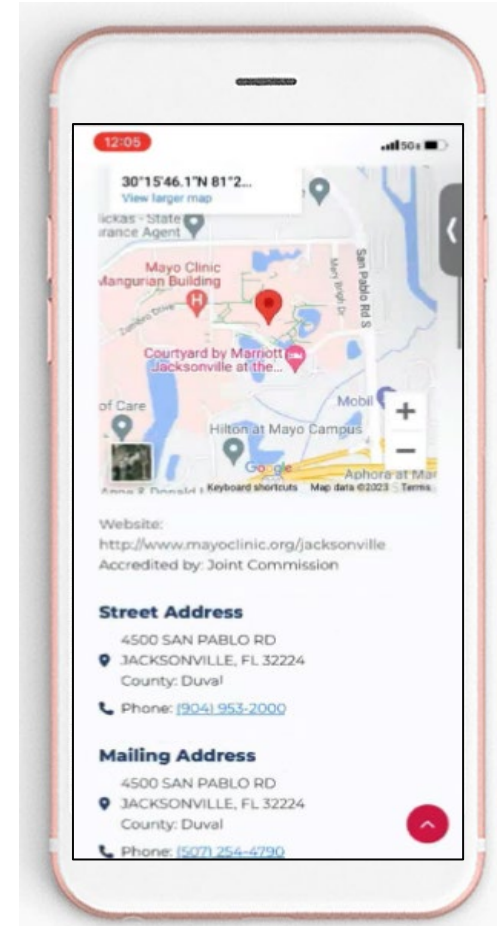
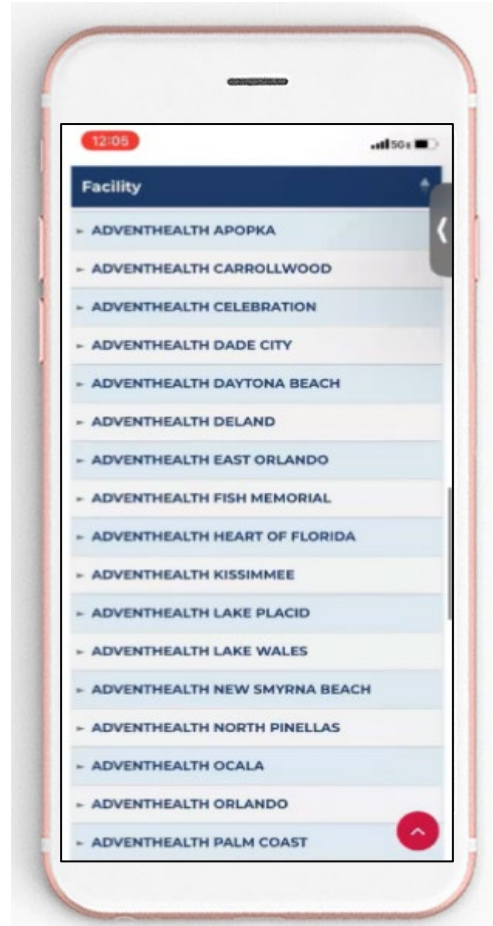
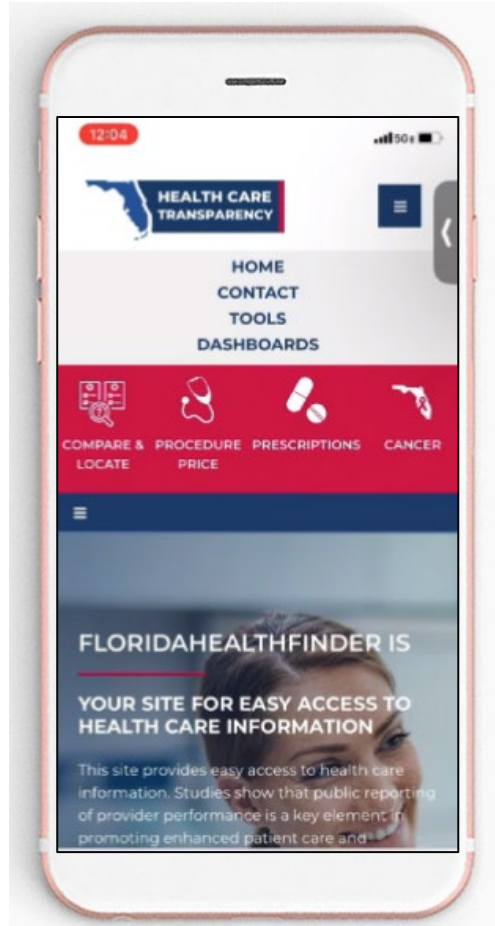
- Agency News
- Contact AHCA
- Doing Business with AHCA
- File a Complaint
- Register for Health Care Alerts

## Facility Resources

- ALF Core Trainer - Test Scores
- Nursing Home Civil Money Penalty (CMP) Reinvestment Projects
- Regulated Health Care Provider Resources
- Unlicensed Facility Activity



# Mobile View



# Improvements Since February 2023

## Discoverability

- Improved Search Engine Optimization
- Implemented a paid ad campaign to promote all the transparency websites

## SFY 23/24 Funds

- Data enhancements
- Reducing the number of clicks
- Improving navigation experience

## Measuring Traffic

- Monthly utilization reports
- Paid ad campaign metrics
- Follow up with users to measure experience, value, and success

## Improved Reach

- Health Care Transparency cover page experience
- Paid advertising campaign metrics

## Mobile Experience

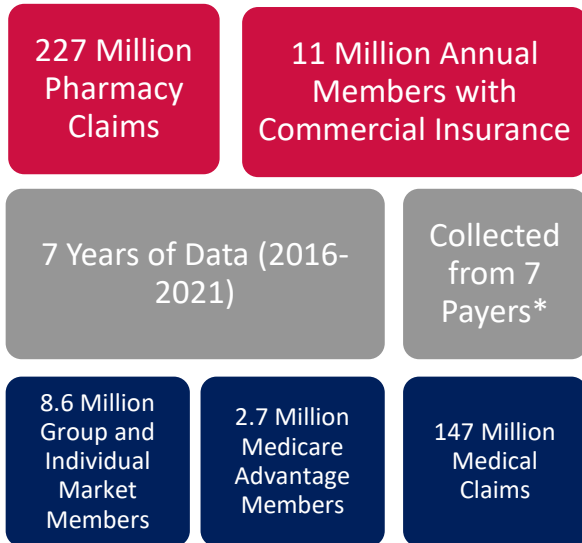
- Improved mobile experience
- Easier to view data results





# Florida Health Price Finder

- FloridaHealthPriceFinder was created to provide consumer-focused cost data on common services or “care bundles”.
- Prices are created based on millions of paid claims and inflation-adjusted annually. Data is comprised of:



## How Consumers Use It



### Search Care Bundles

View common service prices across national, state, and county averages



### Compare Across Facilities

Compare prices across facilities in the same county



### Cost Overview

Learn about the steps and procedures associated with care bundles



### Get Informed

Learn about what to expect, questions to ask, and how to prepare for procedures

# MyFloridaRx

- MyFloridaRx provides retail pharmacy prices for the 300 most dispensed drugs.
- MyFloridaRx website data is refreshed monthly with data on pharmacies dispensing at least one of the 300 most dispensed drugs to consumers receiving Medicaid.

## How Consumers Use It



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### Search for Rx Prices

Search prescription drug costs across pharmacies in your county



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### Brand-Name and Generic

View brand-name and generic prices



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### Filter and Extract

Data is updated monthly with the latest 300 most dispensed drugs



# Future Enhancements and Features

## INCREASING DATA AVAILABILITY

Continue adding data that is accurate, current, and valuable to Florida's consumers.

- Participation from additional retail pharmacies
- Adding more payer data



## ANIMATED INFOGRAPHICS

Instead of using brochures and forms, begin using infographic videos to take consumers through the journey of obtaining what they are after.



## VIRTUAL ASSISTANT

Implement the use of a virtual assistant on FloridaHealthFinder that uses artificial intelligence to assist consumers in finding the information they are seeking



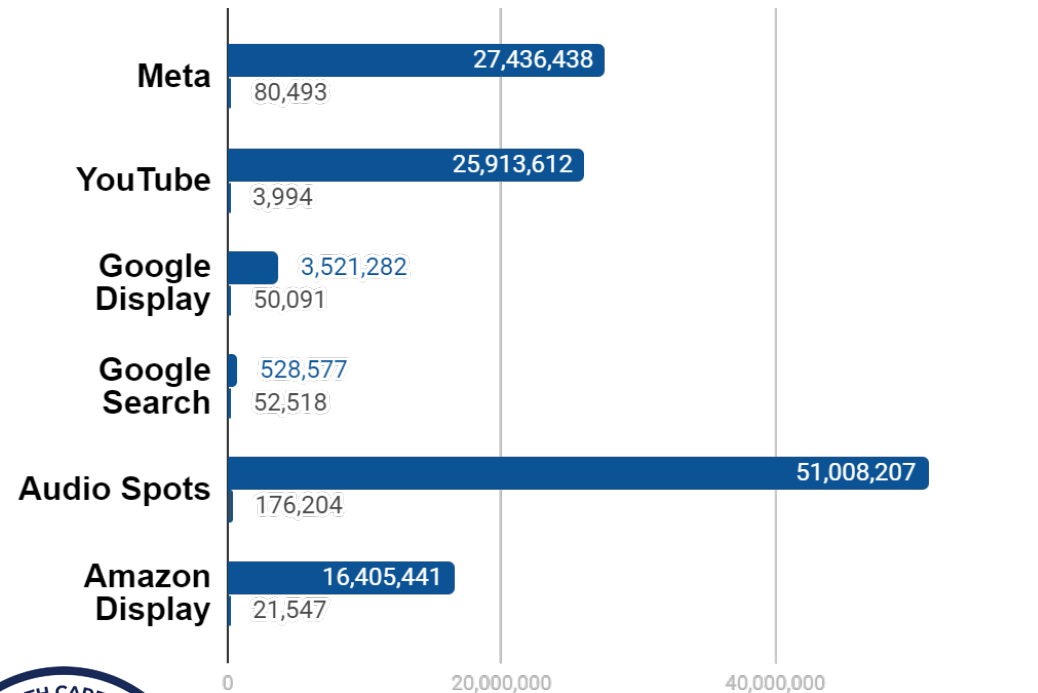
## MEASURING VALUE & SAVINGS

- Engage with consumers to seek feedback on areas for improvement and enhancements
- Survey consumers to identify cost and time savings

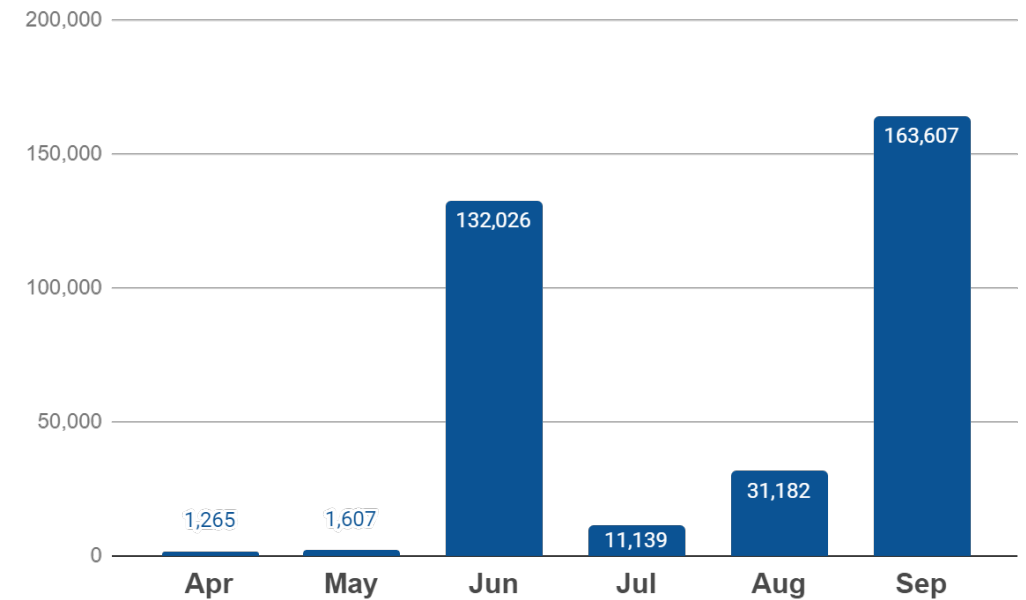


# Marketing Campaign

Campaign Flight Times: 5/15/23 – 9/30/23



Ad Impressions and Clicks



Website Visitors Since 4/23



**THANK YOU!**

