

Rules of Use for Health Plan Results in the *Community Checkup* Report

As one aspect of the Alliance's commitment to increasing accountability and transparency in health care, high level summary results from the eValue8™ process are being shared with the public for the first time in 2009. The most detailed eValue8™ data continues to be confidential, only shared with each health plan and the sponsoring purchasers. This is similar to the approach the Alliance takes with respect to medical group measurement: summary results for each clinic and medical group measure are publicly available on the *Community Checkup* website, while detailed results are shared privately only with each medical group.

Given that 2009 is the first year of publicly sharing comparative summary results for each eValue8™ module, the following rules apply to using the information in this report:

1. Each health plan may communicate about their own summary-level eValue8™ results; however, health plans are prohibited from using any eValue8™ results that reference or compare to another health plan's results in any public communication or promotional materials.
2. All organizations are encouraged to direct people to the *Community Checkup* report website to see the comparison of summary-level results from eValue8.
3. Any communication regarding eValue8™ results must follow the media guidelines of the National Business Coalition on Health (see http://www.nbch.org/eValue8/media_protocol.pdf).

In the future, these rules may change per direction from the Alliance Board or NBCH.

Note: The *Community Checkup* report is the opinion of the Alliance. While this is the first attempt to measure and report on health plans in this region, it is important to recognize that the health plan scores were determined based on a combination of quantitative and qualitative assessments that required the judgment of numerous experts. And, yes, even experts sometimes disagree about the best approach. Others who use their own processes to assess the quality, cost-effectiveness and value offered by health plans in this region may reach different conclusions than the results shown in this report.

The *Community Checkup* report is not a purchasing guide and is not a substitute for independent decision-making that incorporates other pertinent information not included in this report. If you have concerns or questions about your medical care, health plan coverage, services or other related programs, always consult your health plan, health care provider or employer directly. Never disregard information or advice from your health plan, health care provider or employer because of something you read in this report.