



When Journalists Attack – ProPublica and Beyond

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Disclosures

- None



Responses to Published Data

- Crisis management requires anticipation
- Amassed data analyzed and published frequently
- New attention to surgeon data
- Consumer habits changing slowly
- Data flawed, but won't disappear



Journalism in the Public Interest

Surgeon Scorecard

by Sisi Wei, Olga Pierce and Marshall Allen, ProPublica, Updated July 15, 2015

Guided by experts, ProPublica calculated death and complication rates for surgeons performing one of eight elective procedures in Medicare, carefully adjusting for differences in patient health, age and hospital quality. Use this database to know more about a surgeon before your operation.



Journalism in the Public Interest

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Related Hospitals:

UNIVERSITY OF MICHIGAN HEALTH SYSTEM
BOSTON MEDICAL CENTER CORPORATION

Gallbladder Removal, Laparoscopic

Laparoscopic cholecystectomy (ICD-9-CM code 51.23)

Minimally invasive gallbladder removal. This is performed most commonly when gallstones are blocking the flow of bile. [More information](#)

This surgeon performed fewer than the 20 cases required to have an adjusted rate in Medicare.



DOWNLOAD A SAMPLE

Dollars for Docs Datasets

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DATA SET

PREMIUM

Dollars for Docs: Hospital Analysis

A data set of U.S. hospitals and the percentage of their affiliated physicians who receive payments of various sizes from pharmaceutical and medical device companies.

[Learn more →](#)

Source

Centers for Medicare & Medicaid Services

Date Released

June 2016

Dates Covered

January-December 2014

Size

0.838 MB

Rows

4816

Journalism

\$200

Academic

\$2000

Commercial

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ProPublica Surgeon Scorecard

- Accuracy of complication inferences
 - Questionable case assignments
 - Hospitals assumed equivalent
 - Limited case risk-adjustment
 - Poor measurement reliability
-
- Calls for better, transparent data - including release of NSQIP data



- Social network for Physicians
- Includes self-reported compensation and other data
- Linked In-type business model
- Tied to US News & World Report
- Hospitals encourage Physicians to join
- Sells data to physician recruiters and others
- More members than AMA + ACS combined



Crisis Response Strategy

- Use your team – huddle ASAP
- Answer early
- Designate experts as spokespeople
- Favor a timely answer over a complete one
- Complain if the reporting is wrong
- Apologize early
- Seek allies

