


Consumer Decision Support Using Patient Experience Results

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Key challenges in reporting patient experience results to consumers

- Choosing providers -- what matters to people
- Moving from report cards to decision support


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 **Plan choice -- what matters to consumers**

Aspects of Choosing a Health Plan	% Employees Rated Important*
Covered services & cost when getting care	61%
Your monthly premium cost	59%
Doctors in the plan	59%
Rules to choose and use PCP or specialist	30%
Plan quality and service ratings	28%

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*User Results PBGH Health Plan Chooser

 **Doctor choice – what matters to consumers**

Aspects of Choosing a Doctor	% Patients Rated It One of Top 3 Choice Factors*
Patient ratings of doctor	51%
Office location & hours	39%
Doctors training & experience	38%
Advice from professionals	27%
Doctor's age, gender, ethnicity, languages spoken	25%
Advice from family/friends	24%

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*Respondents PBGH Choice of Doctor Research



Relative importance of patient-reported experiences – what matters to consumers

<u>Doctor Ratings Topic</u>	<u>Mean Score (5-1)</u>
Doctor Interpersonal Skills	4.0
Patient Recommends Doctor	3.4
Timely Appointments & Care	3.3
Coordinated Patient Care	2.8
Getting Help to Improve Habits	1.5

*5 = most and 1= least important

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Respondents PBGH Choice of Doctor Research



Medical group choice -- what matters to consumers

- Integrate doctor and medical group choice support
- Report medical group competencies
 - Access
 - Coordination of care
 - Clinical performance
 - Office staff helpfulness
- Report medical group features/services (examples)
 - Hours and location
 - Electronic information exchange

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Integrated Group and Clinician Reporting Strategy

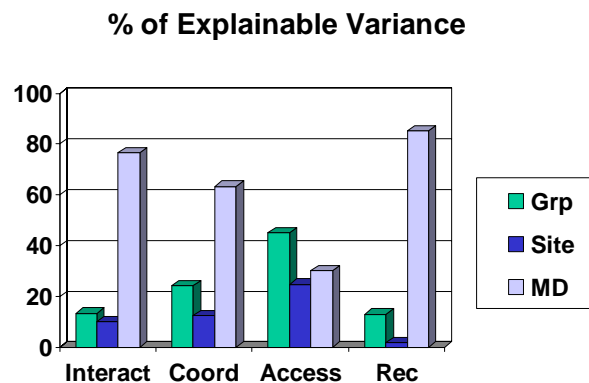
Pay for Performance spurs statewide reporting

- 180 groups reporting group-level (public)
- 27 groups reporting clinician & site level (internal)
- ✓ Common survey for group, site, clinician
- ✓ Integrated sampling process – 1 set of files for group, site and clinician sampling
- ✓ Medical group reporting – drill down to site and clinician level results

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Influence of Medical Group, Site and MD on Variance in MD Scores – Reporting Implications



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Integrate doctor and medical group choice support

The screenshot shows a search interface with tabs for 'search', 'key facts', 'patient ratings of doctor', 'qualifications and services', and 'patient ratings of medical group'. The 'patient ratings of doctor' and 'patient ratings of medical group' tabs are circled in red. Below the tabs, the search results show 'Your Search: Family Practice/Internal Medicine, 91780', 'Total: 8 doctors', and 'Page No. 1'. A dropdown menu is set to 'Sort By Patient Recommends Doctor'. The results table shows 1 result for a doctor named 'MD' with a 'Patient Recommends Doctor' score of 96%.

Name	Patient Recommends Doctor				Doctor Interpersonal Skills	Coordinated Patient Care	Getting Timely Appointments and Care	Getting Help to Improve Habits
	Scored Lowest	Scored Average	Scored Highly	Scored Best				
MD	96%				Scored Highly	Scored Highly	Scored Highly	Scored Average
MD	79%				Scored Highly	Scored Lowest	Scored Lowest	Scored Average
MD	71%				Scored Highly	Scored Average	Scored Lowest	Scored Average
MD	66%				Scored Average	Scored Lowest	Scored Lowest	Scored Average
MD	55%				Scored Lowest	Scored Lowest	Scored Lowest	Scored Lowest
MD	52%				Scored Lowest	Scored Lowest	Scored Lowest	Scored Lowest

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Moving from report cards to decision support

- Walking in consumers' shoes...
 - ✓ Offer performance info in multiple choice paths
 - ✓ Summarize results for ease of use
 - ✓ Distinguish best/worst performers
 - ✓ Bring aspects of choice together in 1 view
 - ✓ Grades: minimize misclassification error

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Bring aspects of choice into 1 view

Search key facts **patient ratings of doctor** qualifications and services patient ratings of medical group

Your Search: Family Practice/Internal Medicine, 91780 **Total: 8 doctors** Page No.

Sort By Patient Recommends Doctor Results:

Name	Patient Recommends Doctor				Years in Practice	Distance from Zip
	Scored Lowest	Scored Average	Scored Highly	Scored Best		
MD	<div><div></div></div> 96%				5	35 miles
MD	<div><div></div></div> 79%				21	35 miles
MD	<div><div></div></div> 71%				10	35 miles
MD	<div><div></div></div> 66%				18	35 miles
MD	<div><div></div></div> 55%				10	35 miles
MD	<div><div></div></div> 52%				6	35 miles

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Offer performance info in multiple choice paths

★★★★ Excellent ★★ Good ★ Fair ☆ Poor

	Overall Rating of Care <small>more ratings</small>	Getting Treatment and Specialty Care <small>more ratings</small>	Communicating With Patients <small>more ratings</small>	Coordinating Patient Care <small>more ratings</small>	Timely Care and Service <small>more ratings</small>
California Medical Groups					
Affinity Medical Group See Health Plan Ratings	★★	★★★★	★★	★★	★★
Alta Bates Medical Group See Health Plan Ratings	★★	★	★★	★	★★
Palo Alto Medical Foundation, PA Division See Health Plan Ratings	★★★★	★★★★	★★★★	★★★★	★★★★
Solano Regional Medical Group See Health Plan Ratings	★	★	★	★	★

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Grades: minimize misclassification error

- Grades distinguish real performance differences
- Low likelihood of wrong grade assigned
- Topic reports what it measures – avoid overreaching

	DISTRIBUTION OF SURVEY RESULTS BY GRADE			
Doctor Interpersonal Skills	Scored Best	Scored Highly	Scored Average	Scored Lowest
PCP	4%	31%	47%	18%
Pediatrics	5%	32%	56%	7%

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Decision support lessons

- ✓ **Audiences:** new patients and existing patients have different information needs to find/change doctors
- ✓ **Content:** performance information is only one element of choice
- ✓ **Web decision support technical skills:** interactive user experience, dynamic data manipulation, healthcare information knowledge
- ✓ **Grading:** distinguish real differences

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