



CAHPS College

The Why's, Wherefores, and How-To's of Consumer Reporting

Why It's So Hard to Do Consumer Reporting Well

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The Severyn Group, Yale Reports Team

A decorative header image showing a desert landscape with various cacti and a sun setting or rising over a horizon line.

Consumer Reporting Sounds Easy

- Know who you are talking to
- Identify resources and constraints
- Agree on goals
- Design with full awareness of priorities and compromises
- Plan for dissemination ahead of time
- Plan for ongoing testing and evaluation



Design Principles Seem Doable

- Understandable (“plain”) language
- Some context and guidance
- Familiar formats
- Displays that are approachable, appealing, understandable, and usable
 - Presentation of options in order of best to worst
 - Ability to narrow what you see
 - Use of symbols
 - Summary display
 - Limited number of topics
 - Patterns that stand out

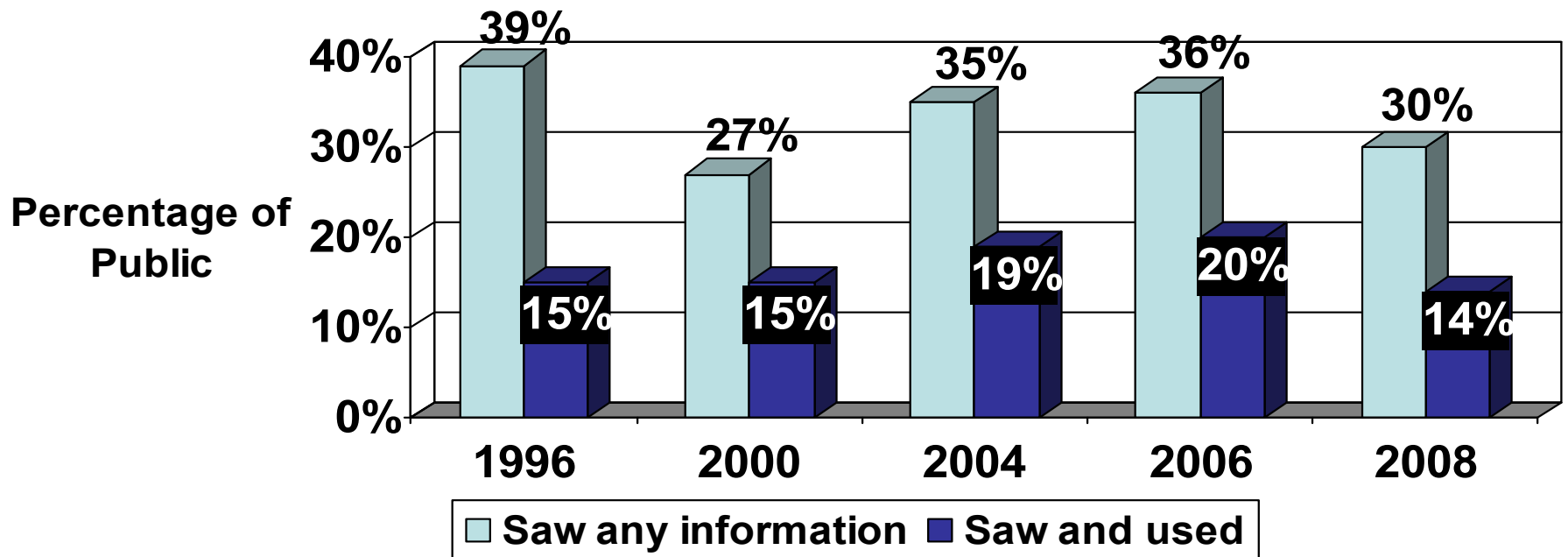


And Yet...Still Struggling to Get It Right

- How do we know?
 - See it yourself on AHRQ's Report Card Compendium:
www.talkingquality.gov/compendium
 - Lowered exposure and use of reports on quality (2008 Kaiser Family Foundation survey)
 - New source of information: Organizations rating the report cards

Kaiser Family Foundation's Survey Shows Downturn

Comparative Quality Information: Exposure and Use



Source: Kaiser Family Foundation. 2008 Update on Consumers' Views of Patient Safety and Quality Information. Summary and Chartbook.



Common Obstacles to High-Quality Report Cards

- Tight schedules and budgets
- Data-focus rather than user-focus
- Inappropriate assumptions
 - “People are going to fall all over themselves to get to this valuable quality information”
 - “If anyone wants detail, everyone should get it”
- Thinking like a sponsor rather than like the target audience
- Few good models to emulate

A decorative header image showing a desert landscape with various cacti and a sun setting or rising over a horizon line.

Four Challenges to Effective Reporting

- Figuring out who your audience really is
- Developing understandable language
- Creating displays that are easy to interpret
- And a new challenge: Dealing with patients' anecdotes




The CAHPS Reports Team's Experiment

- Purpose of experiment: To assess how people understand and make trade-offs between different kinds of information on physician quality
 - Clinical quality measures
 - Patient experience measures
 - Anecdotes
- Project Lead: Mark Schlesinger, Yale School of Public Health

SelectMD.org for Physician-Level Information

- Fictional Web site
- Designed for purposes of experiment only



SelectMD
from The Better Health Coalition

Finding a primary care doctor who is right for you.

Identifying the doctor who's right for you can be challenging - even overwhelming.
This site is designed to help you find a doctor whose practice will deliver the kind of high-quality care and service you want to receive.

When you choose a doctor you may want to consider the following:

- The type of doctor
- How far you'd have to travel
- The gender of the doctor
- What patients say about their experiences with the doctor and staff
- How well the doctor cares for people like you

This site is a service of
The Better Health Coalition
[Learn More >](#)

1 ▶ Please choose a type of doctor.

☐ **Internist**
A doctor trained to deal with a wide range of adult health care needs.

☐ **Family Practitioner**
A doctor trained to deal with the health care needs of adults and children.

2 ▶ Now, please enter your ZIP code.

3 ▶ And finally, indicate how many miles you are willing to travel.

2 miles

Submit ▶

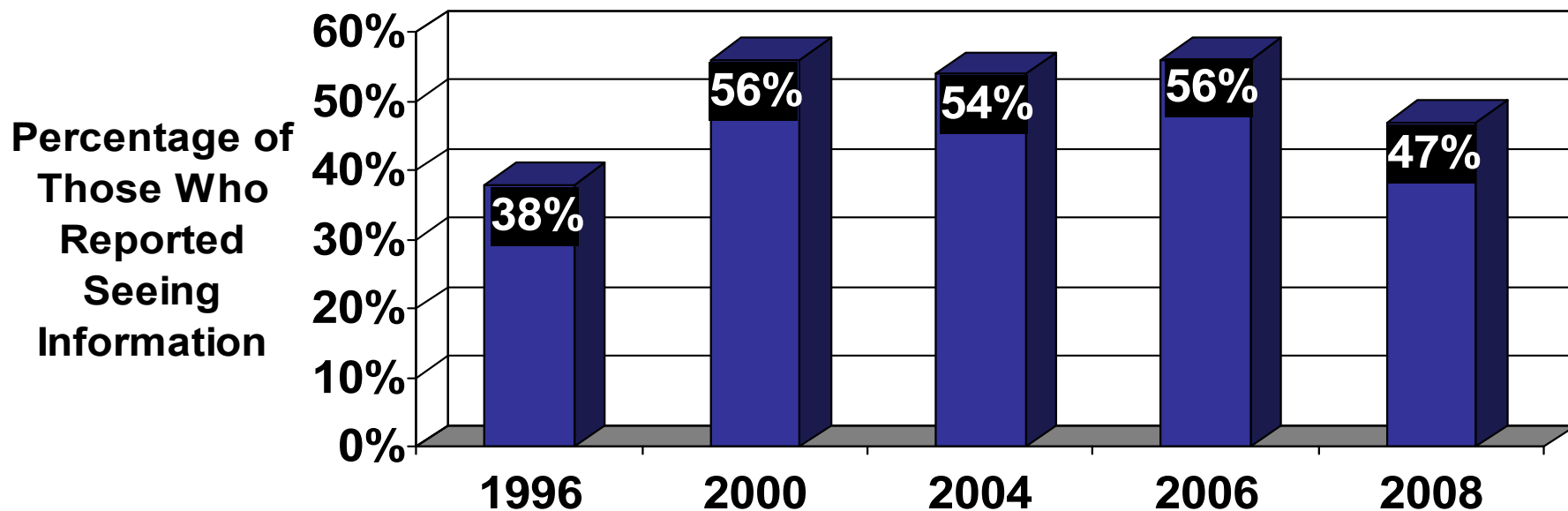


Challenge #1: The Audience

- Who's really the audience for this kind of information?
- Does everybody use “Consumer Reports” to inform purchase decisions?
- How do we identify, speak to, and reach the subset of all consumers who are:
 - Interested,
 - Capable of using the information, AND
 - Willing to engage in this kind of decision making?

Is This Bad News?

Users of Information as a Percentage of Those Who Saw It




Based on figures reported in: Kaiser Family Foundation. 2008 Update on Consumers' Views of Patient Safety and Quality Information. Summary and Chartbook.



Challenge #2: Understandable Language

- Information about quality measures is inherently complex
- Understandable labels, definitions, and explanations = the “Holy Grail” of quality reporting
- Conflict between accuracy and reader-friendliness


Defining Categories and Measures on SelectMD



SelectMD
from The Better Health Coalition

★★★★★ Well above average for doctors in this area
★★★★ Above average for doctors in this area
★★★ About the same as the average for doctors in this area
★★ Below average for doctors in this area
★ Well below average for doctors in this area

Once you've found a doctor, click on the "Choose this doctor" button:

Choose this doctor 

Compare doctor ratings

Performance Overview
A summary of ratings for each doctor

Patient Survey Results

Medical Quality Scores

Patient Comments






Only show me:
Male and female doctors

Only show me doctors with:
Any amount of experience

VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE.

SHOW: All doctors Only highlighted doctors

Sort by: Doctor's last name

Patient Survey Results:	Getting appointments and health care when needed	How well this doctor communicates	Courteous and helpful office staff	Overall rating of doctor
What patients typically report when surveyed about their care and experience with this doctor and his or her office staff. Source: Better Health Coalition patient survey 2008				
Dorinda Bekki Female, 16 years of experience Highlight for Consideration 	★★★★	★★★★	★★★★☆	★★★★★

How often patients get appointments and answers to medical questions when needed, and wait only a short time to see the doctor.



U.S. Department of Health and Human Services

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Challenge #3: Clear Data Displays

- Hard to interpret data for multiple measures; more than mere humans can process
- Potential strategies: Ordering by rank, Reducing number of options
- Dilemma: Offering user **too many** options when combining both strategies (rank ordering on multiple measures and ability to narrow choices)

Enabling Sorting and Narrowing on SelectMD

Compare doctor ratings

Performance Overview
A summary of ratings for each doctor

Patient Survey Results Medical Quality Scores Patient Comments

VIEWING MALE AND FEMALE DOCTORS WITH LESS THAN 10 YEARS OF EXPERIENCE.

SHOW:

Sort by:

Only show me:

Only show me doctors with:

Doctor Name	Gender	Experience	Patient Survey Results	Medical Quality Scores	Patient Comments	Action
Elmira Malandra	Female	6 years	★★★★☆ View details	★★★★☆ View details	There are 4 comments Read more	Choose this doctor
Bonnie Molean	Female	8 years	★★★★☆ View details	★★★★★ View details	There are 5 comments Read more	Choose this doctor
Raphael Digby	Male	3 years	★☆☆☆☆ View details	★★★★☆ View details	There are 4 comments Read more	Choose this doctor

New Challenge: The Rise of Anecdotes

VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE.

SHOW:

Sort by:

Patient Comments:

Remarks about this doctor volunteered by individual patients.

Dorinda Bekki

Female, 16 years experience

[View comments](#)

Elmira Malandra

Female, 6 years experience

[View comments](#)

Bonnie Molean

Female, 8 years experience

[View comments](#)

Tony Leyton

Male, 35 years experience

[View comments](#)

Comments about Dr. Dorinda Bekki



Dr. Bekki is modest but competent. Has pretty good bedside manner. Quiet but took the time to talk to me about my medications. Consoled me about recent family problems, apologized about maybe intruding on my privacy.

F. Q. K. -- NOVEMBER 09, 2007

Dr. Bekki's office staff is excellent: efficient, friendly, with great senses of humor, and they send birthday cards! And Doctor Bekki is incredibly kind. She even called to congratulate me after my promotion.

W. C. -- OCTOBER 27, 2007

Dr. Bekki's office people could be a little more accommodating, you know, try a little harder to give people appointments on the same day if they're sick. Or at least the next. Dr. Bekki is kind of snobby and cold but she's supposed to be competent.

S. I. -- APRIL 12, 2008

Dr. Bekki's fantastic about explaining things. She always makes sure everything's clear. She lets you ask all your questions. AND takes time to answer them!

I. C. D. -- NOVEMBER 26, 2007



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Conclusion: Early Stage of Innovation

- Making a lot of progress
 - Nowhere near standardization...but no consensus on whether that's an appropriate goal
- Generational change: Won't happen overnight
- Daunting...but just do it
 - Build on what we know
 - Learn from your own experience
 - Share what you've learned
- AHRQ's TalkingQuality Web site: A channel for learning and sharing information

The “New & Improved” TalkingQuality Web Site

Home

Plan

Create

Disseminate

Assess

About TalkingQuality

Learn More

Resources

Report Card Compendium



TalkingQuality

Guidance for sponsors of consumer reports on health care quality

You are here:

Many organizations are trying to help health care consumers make informed choices about health plans, hospitals, doctors, and other providers of care. AHRQ's TalkingQuality site is designed to support these organizations in communicating information about health care quality.

How to produce effective reports

Plan your report

What is your project's scope and how will you achieve your goals?

Create the materials

What will you report? How will you explain and present this information?

Disseminate the report

How will you ensure that people have and use the information?

Assess your project

How will you know what worked and what to do differently next time?



Make the case for public reporting

Compelling reasons for giving consumers comparative information on health care quality.

Check out real reports

Search the Report Card Compendium national directory of comparative reports on the quality of health care organizations.

[Q&A](#) | [Site Map](#) | [Contact Us](#)

Search TalkingQuality **GO**

Spotlight

Share your experiences:
How can we publicize a new quality report to senior citizens in our community?

[Past Spotlights](#)

Project Planning Workbook

Plan your report with the help of these action items and key questions.



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