



# Engaging Consumers in Using Quality Reports: What it takes to “Capture Eyeballs”

Shoshanna Sofaer, Dr.P.H.  
School of Public Affairs, Baruch College



# Session Overview

- Shoshanna Sofaer – Introductory Remarks
- Sam Vanous, Utah Department of Health
- Barbara Lambiaso, Massachusetts Health Quality Partners
- Maribeth Shannon, California Health Care Foundation



# Engaging Consumers in Using Quality Reports: The Next Frontier

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## Presentation Overview

- Getting reports seen and used
- Why haven't reporters paid much attention to promotion and marketing?
- Why are they beginning to pay more attention?
- What do we know about how to promote quality reports?
- What do we need to learn?



## Getting reports seen and used

- If you just build it, even if it's beeyootiful, they probably won't come
- Everyone we know is aware of public reports; the rest of the world mostly isn't
- Most don't even know what a comparative quality report is
- And they don't know why they would want to look at one



## Getting reports seen and used

- We need to promote specific reports
- But we also need to promote the idea of comparative quality reports, in general
- And the reasons why it is smart to use them
  - Quality varies
  - Poor quality can hurt your body and your pocketbook
  - Quality can be measured – we can identify poor and terrific performers
  - Quality reports can help you do just that



## Why haven't reports been promoted?

- New reporters have not been aware of the need
- New report sponsors rarely have staff with the needed mind set and skill set
- Some report sponsors (e.g. state and local agencies) cannot market anything they do



## Why haven't reports been promoted?

- Very little research has been conducted on how to do it well
- Just starting to translate and apply research from other fields
- But pioneers have begun to experiment





## Why are we paying attention now?

- Reporters are getting more experienced
- The first report is out and they are about to do a second or a third or, in Utah, the 57<sup>th</sup> 😊
- Traffic is lower than expected
- Quality numbers are not moving
- The danger: we lose support for continued public reporting



## Why are we paying attention now?

- Major initiatives involving public reports have begun –
  - AHRQ Chartered Value Exchanges,
  - Aligning Forces For Quality,
  - State efforts in response to mandates
- We have a growing “critical mass” who want public reports to have a big, and positive, impact soon



# What do we know about promoting quality reports?

- There is just beginning to be formal research on promoting quality reports as such
  - You will hear about some today
  - RAND and Yale CAHPS teams plan more
- But we know a lot already about
  - consumers as an audience for quality information
  - the use of social marketing and advertising techniques to promote other health behaviors



## What do we know about promoting quality reports?

- It is pretty clear that an initial press release is not enough
  - Promotion/marketing have to be ongoing
- People need quality information at unpredictable times – we need to make sure
  - They know it's there and
  - Can find it when they need it
- Also, most reports are on the web, and people are getting used to “searching” for websites



# What do we know about promoting quality reports?

- Here's a quick rundown of some potentially useful promotion ideas:
  - Focus your efforts on the most likely users
  - Place your report on a website that people already come to frequently for health-related information
  - Put links to your site in wherever you can
  - Make sure that your site will easily be found by people using likely search terms
  - Pay for your site to come up “on top” of searches



# What do we know about promoting quality reports?

- And some others:
  - Get out the word through “information intermediaries”
  - Create newsworthy stories about
    - the contents of your web site
    - the use of your web site by typical consumers
    - how those who are rated are responding with QI efforts



## What do we need to learn?

- A lot!
- What works in attracting audience
- What is most cost-effective
- What extra steps have to be taken to reach those who need the information the most
- We have to stay in touch, learn from each others successes and failures, and keep trying!



## More help is on the way – Talking Quality Update

- [www.talkingquality.gov](http://www.talkingquality.gov), the AHRQ website for report sponsors, is being thoroughly updated
- We are expanding material on dissemination and promotion of reports
- Here's a sneak peek at the new “home page” design



# Proposed New Look for TalkingQuality

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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## USER GROUP MEETING