



Providing Performance Information for Consumers

Gregg S. Meyer, MD, MSc

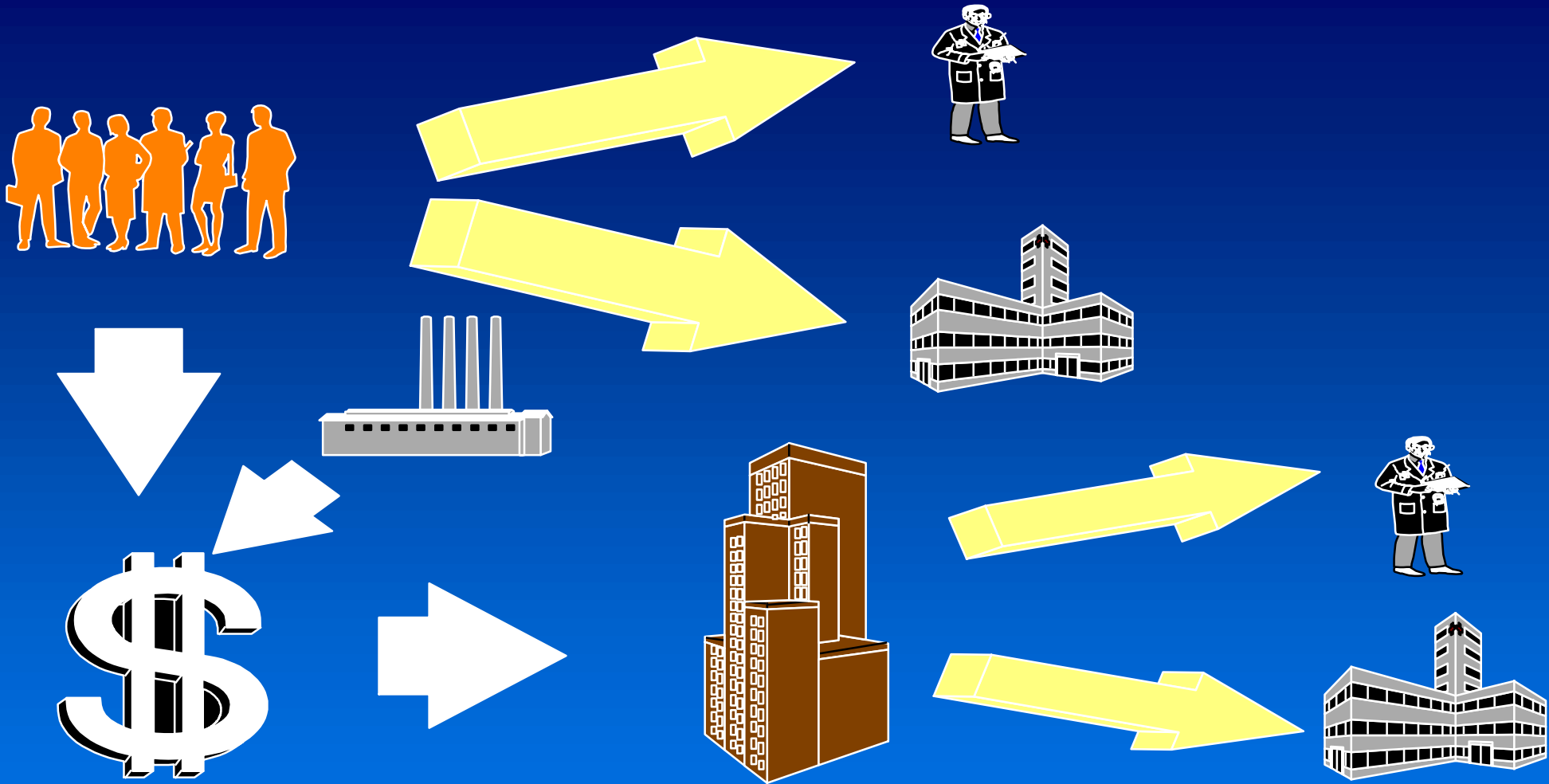
Thomas W. Reilly, Ph.D.

Agency for Healthcare Research and Quality

5 November 2001

Overview

- Background on providing performance information for consumers in the U.S.
- Review of effects to date of reporting performance information
- Reflections on improving the effectiveness of reporting for consumers



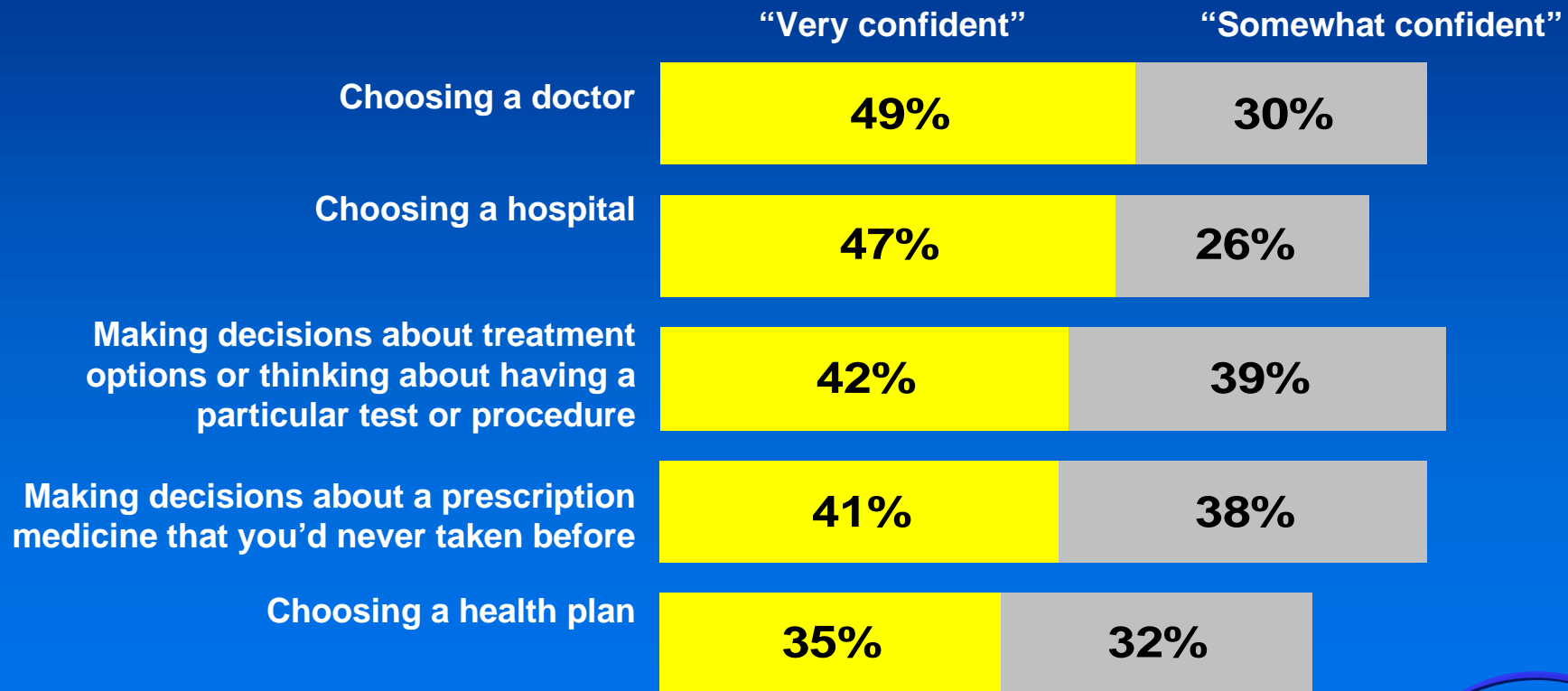
U. S. INDEMNITY BASED SYSTEM

Background on providing performance information

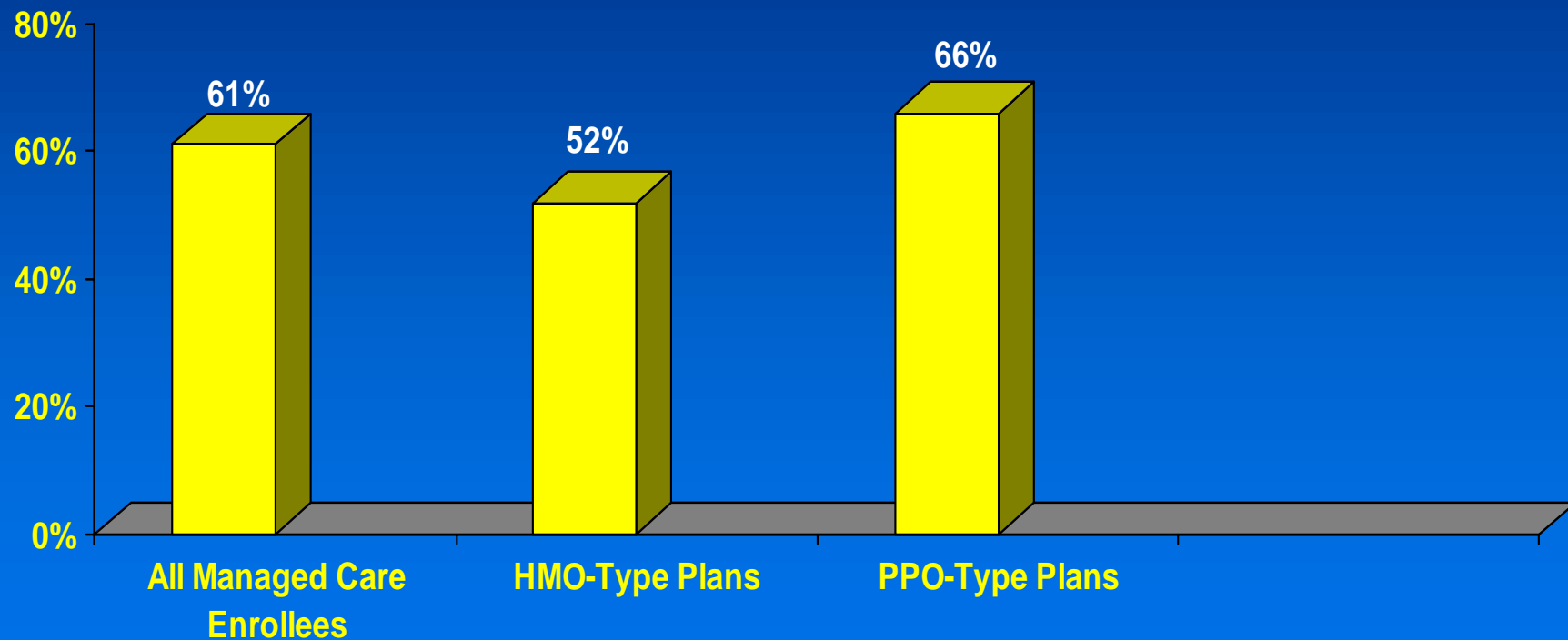
- Market-based model of quality improvement
 - Importance of consumer choice as a driver
- The choice environment in the U.S.
 - Purchasers (public and private)
 - lack of choice for many
 - Plans
 - may restrict choice of providers
 - Providers
 - Consumers
 - not well informed

Confidence In Having Enough Information to Make the Right Choices

Percent who say they were “very or somewhat confident” that they had enough information to make the right choices the last time they were...



Percentage of Managed Care Enrollees Who Report That They Have Never Been Enrolled in Managed Care



Source: 2000 Health Confidence Survey



Background on providing performance information

- Examples of performance reporting efforts for consumers
 - HEDIS
 - CAHPS
 - Provider-level reporting

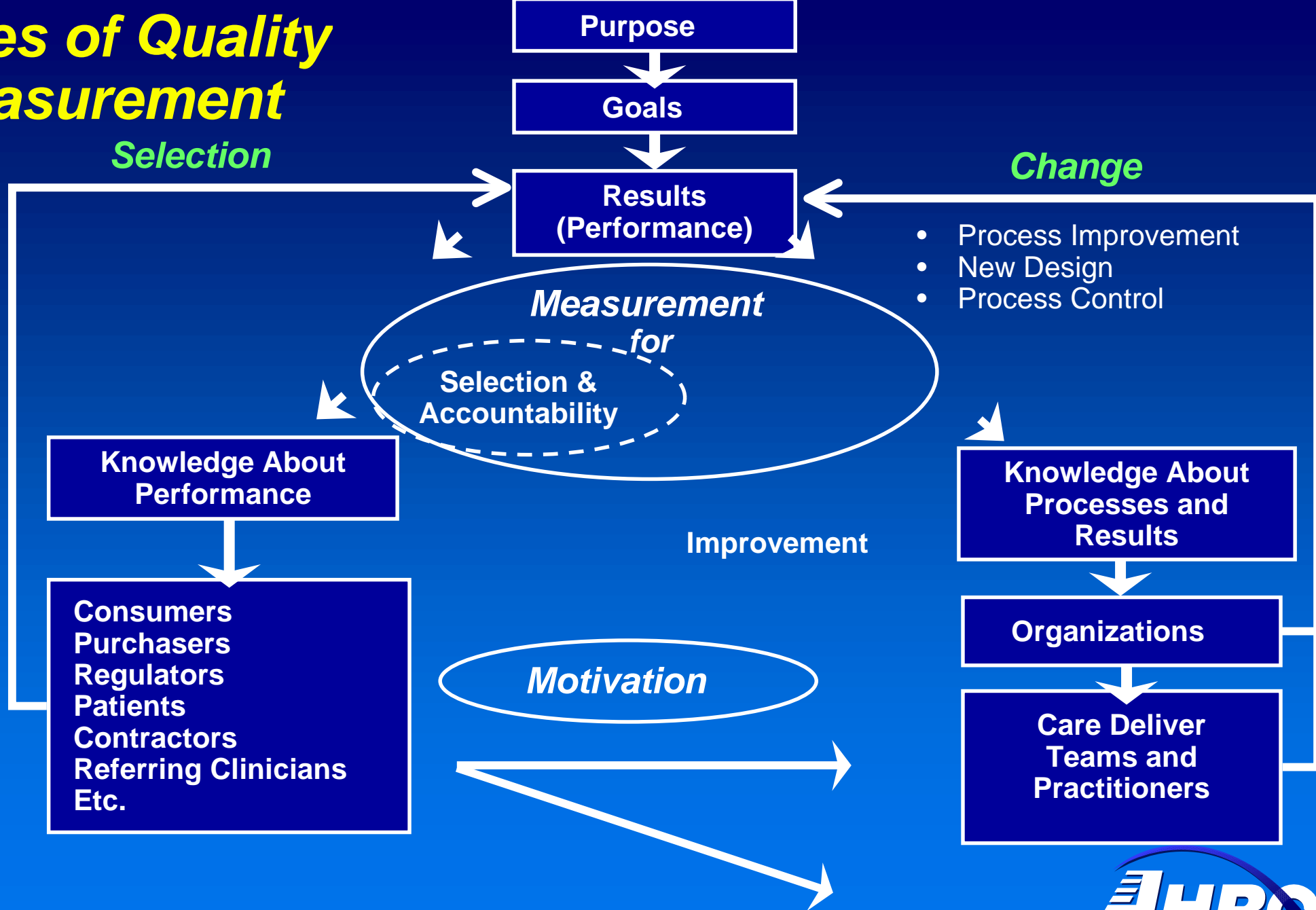
Effects of reporting performance information

- Efforts to report performance information have not yet had a large impact on consumer choice
 - Example issues: consumer knowledge and awareness, salience of performance measures
- There is evidence that public reporting of performance data improves quality
 - Provider organizations are sensitive to public image even in the absence of market pressure from consumer choice

Uses of Quality Measurement

Selection

Change



Reflections on improving reporting for consumers (US Workgroup on Consumer Information)

- Educating and motivating consumers to use performance information
- Improving consumer-oriented performance information
- Improving the supply and availability of performance measures
- Identifying market characteristics that support consumer use of information
- Evaluating the utility and impact of consumer information efforts



Educating and motivating consumers

- Need a sustained education/promotion effort to raise consumer awareness about quality
 - IOM Reports
 - National Quality Report
 - sustained education campaign needed
- Strategic design issues
 - Purpose, audience, message, openings, channels

Improving consumer-oriented performance information

- Improve the presentation of performance information
 - Examples: provide context, keep it simple, help people understand meaningful differences, format in a way that is easy to follow, make it clear that information is trustworthy
- Enhance dissemination channels
- Provide access to decision support
 - acknowledge that parts of the population will need assistance

- Back
- Forward
- Reload
- Home
- Search
- Netscape
- Images
- Print
- Security
- Shop
- Stop

Go To:

Talking to Consumers about Health Care Quality

TalkingQuality.gov

[Home](#) | [Site Map](#) | [Search](#) | [Glossary](#) | [Help](#)

How to Talk to Consumers About Health Care Quality

- The Big Picture
- What to Say
- How to Say It
- Into the Hands of Consumers
- Refining What You Do



Sponsors:
 Agency for Healthcare Research and Quality
 Centers for Medicare & Medicaid Services
 Office of Personnel Management

Contact Us
info@ahrq.gov

Privacy Policy

FOIA Reading Room
 Freedom of Information Act



The Big Picture

An introduction to the larger task of understanding a typical measurement project.

What to Say

A discussion of what consumers need to hear about health care quality and the information you may be giving them.

How to Say It

An in-depth look at strategies for presenting information in ways that facilitate comprehension and use.

Into the Hands of Consumers

An overview of effective strategies for distributing information to consumers and supporting their efforts to use the information to make decisions.

Refining What You Do

A review of testing and evaluation methods that help you assess and improve your approach.

Welcome and Orientation

About the Work Group

Site Map

Search

Glossary

Frequently Asked Questions

...information, resources and suggestions from the



on Consumer Health Care Information

Improving supply and availability of performance measures

- Horizontal and vertical measure development
- Consumer focus (patient centered-ness)
- Standardization
- Risk adjustment
- Involvement of stakeholders

Identifying market characteristics that support consumer information

- Improve alignment of incentives for quality improvement from consumer choice, purchasing strategy, regulation
- Example: The Leapfrog Group

Evaluating the utility and impact of consumer information efforts

- Recognize that this is a long-term effort
- Identify and measure progress on intermediate goals
- Evaluation as standard practice in consumer reporting efforts

Summary

- Reporting performance information to consumers has tremendous potential to improve health care quality in the U.S.
- Consumer reporting efforts have not yet realized this potential, but are gaining momentum
- We have offered some reflections how the effectiveness of reporting efforts for consumers might be improved



Summary

■ Improvements

- Need a sustained education/promotion effort to raise consumer awareness about quality
- Awareness campaign needs to be closely integrated with a multifaceted infrastructure to provide clear cost and performance information and decision support
- Work needs to be continued on horizontal and vertical measure development that is standardized and focused on consumers, with appropriate risk adjustment

Summary

- Improvements, continued
 - Incentives from the market, regulation, and purchasing policy need to be better aligned to assert consistent pressure for quality improvement
 - Consumer reporting initiatives need to be more consistently evaluated to promote continuous improvement