

# Engaging Consumers Around Comparative Effectiveness Issues



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# Disclosures

- Employed by Consumers Reports:
  - Independent of industry, non profit, non partisan, consumer advocacy organization.
  - Multimedia company, publisher of Consumer Reports, ConsumerReports.org
- 20 million readers a month, older, affluent, well educated, “savvy buyers”
- Focused for 76 years on providing an alternative perspective to advertising and promotion

# Conflict of Interest

## It's a Big Deal

- American Medical Student Association is comparing COI policies for medical schools and academic medical centers
- ProPublica has published Dollars for Doctors--- database of doctors getting money from PhARMA and device companies
- ACA/Sunshine Act mandates public disclosure of pharma company payments to doctors
- Multiple databases are picking this information up

# The New York Times

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NEW YORK, MONDAY, AUGUST 25, 2008

## Crossword Edited by Will Shortz

PUZZLE BY ANDREA CARLA MICHAELS AND MICHAEL

12. Consumer Reports employee

### ACROSS

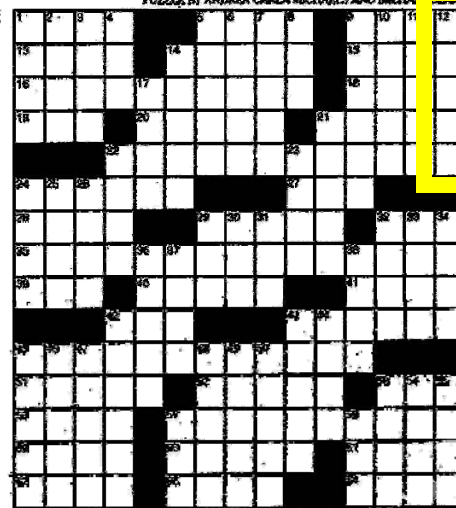
- 1 Opposed to
- 5 Leg part below the knee
- 9 Come from
- 13 Have as a definition
- 14 Tour of duty
- 15 Sing-song syllables
- 18 Be very potent
- 19 Londoner, e.g., for short
- 19 "Beats sold out" sign
- 29 Pinjam Ropstad
- 29 Pin's emergency
- 29 Social hierarchy
- 29 Street before "Open up!"
- 27 Toronto's proc.
- 29 Neighbor of Vietnam
- 29 Capital of Bolivia
- 29 Engine additive brand
- 29 Very best puppy or kitten
- 29 High place
- 29 Much-repeated word
- 41 Lower-priced spread
- 43 FBI stop
- 43 Burr and Coptend
- 43 Miscellaneous coin
- 43 Dark
- 43 "Slapenwolf" writer Hermann
- 43 Fuss
- 43 Squad
- 43 Got ready to kiss
- 43 Tent floor, maybe
- 43 Lucy's pet on "I Love Lucy"
- 43 Go ballistic
- 43 Kill
- 43 Requirement
- 43 Ed with the 1967 hit "My Cup Runneth Over"

### DOWN

- 1 Concert equipment
- 2 Within easy reach
- 3 Stuffed knicker
- 4 What a girl may be dipped in
- 5 Ripped
- 6 Language of India
- 7 Of an old Andean
- 8 To the degree
- 9 Physician Einstein
- 10 Got along
- 11 Dead's opposite
- 12 Consumer Reports employee
- 14 Zest
- 17 Blackish of "30 Rock"
- 21 Kind of scheme that's fraudulent
- 22 Like the sky at dawn or sunset
- 23 Aim
- 24 Boston
- 25 Leave out
- 26 Like some delicate lingerie
- 27 Inc., in England
- 28 "I got it"
- 28 The "it" in m.p.g.
- 28 Homonymy term in W.W. II fighting
- 28 College freshman, usually
- 28 Experts
- 28 Eight-piece band
- 27 Accomplishment
- 28 Ripped
- 42 Meager
- 43 Photographer Adams
- 44 Ripening agent
- 45 Strokes on the green
- 46 Hollywood's Ryan or Tolson
- 47 Bastion of the Red Cross
- 48 Water park slide
- 48 "Men in Trees" actress Anne
- 48 Inquired
- 48 Father of Cain and Abel
- 48 Hit you right drive a buggy over
- 48 Choose, with "for"
- 48 Quill, sometimes
- 48 Eisenhower years, e.g.

### ANSWER TO PREVIOUS PUZZLE

P L A C E T I C I N E I R A Q  
 H A Y E A N I D E A V E R B  
 O B I T V A R I E S Y A M B  
 B O A T S C O D E S S O R  
 O R T O Q U E N L E D O R E  
 S E E T O T C E T O N I A  
 R I T E T W E A R  
 S A M I T E S T A T E R L S  
 L I T R A S D U R E  
 A N W L E T S T I S J A N  
 S W I T C H E R O O L O C K  
 H A Y T E R A N S O L O S  
 E M A G R Y A M J H E R E  
 R A G E H O O T E M A N N Y  
 S N I T O N N A T E N E S S



R

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*"If I don't think it's going to work, will it still work?"*



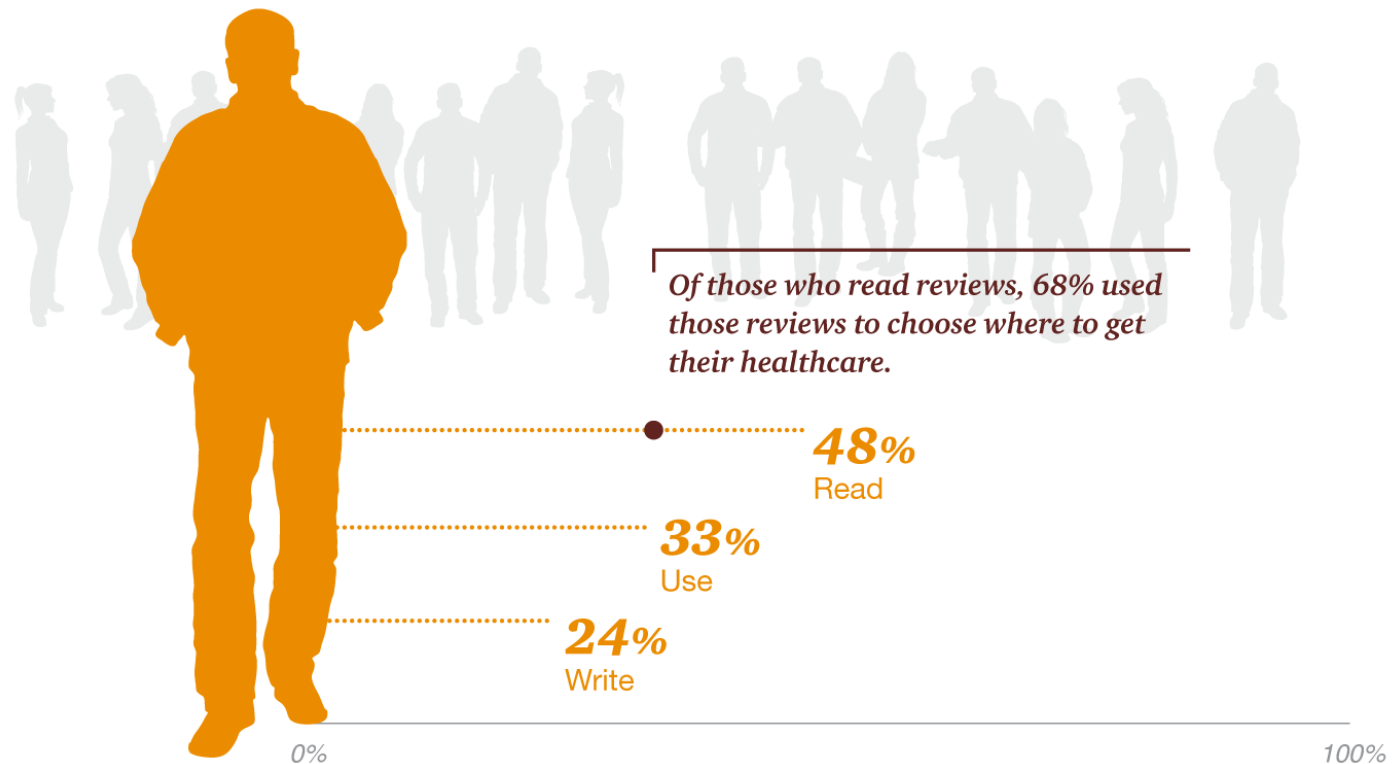
Systems are perfectly designed to get the results they achieve.



# Advertising and Promotion

- Tens of billions of dollars
  - Not just drug companies
  - Hospitals, devices, doctors
- Much of it focused on comparisons
- It works
- Controversy is not about comparisons
  - Its about who does them and
  - How they are presented

Nearly half of consumers surveyed read reviews with 68% of them using those reviews for healthcare decision making



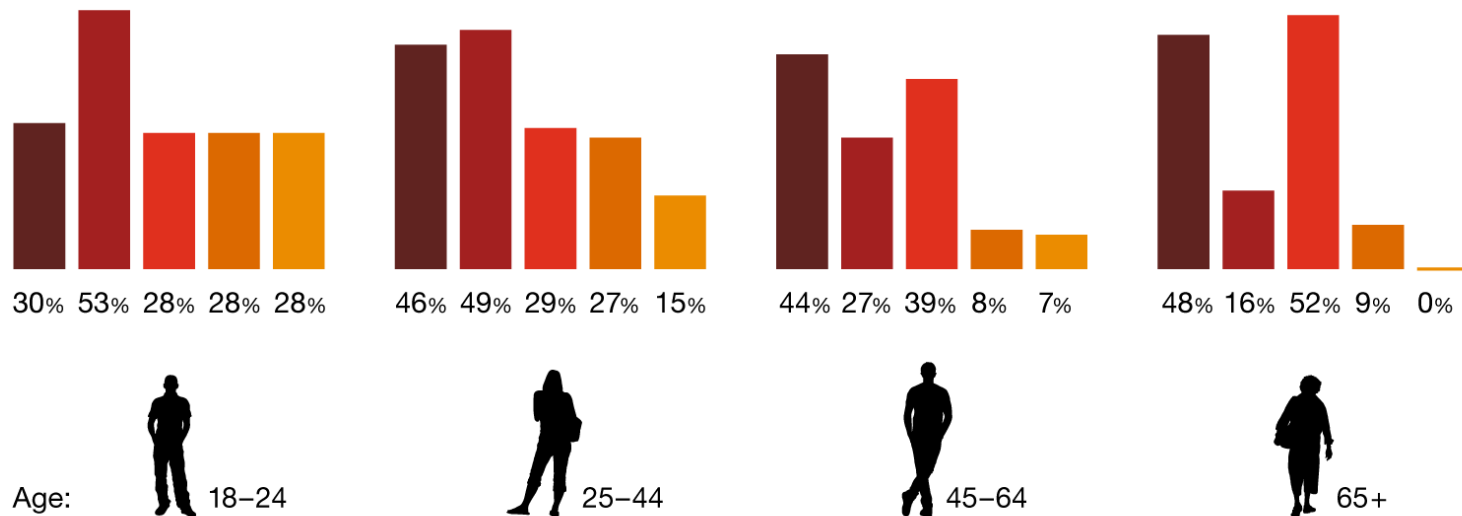
Source: PwC Health Research Institute Consumer Survey, 2012



# Younger consumers prefer social media, older consumers prefer government sources for healthcare reviews

- Consumer Reports
- Blog or social media site
- Government source
- Yelp
- Angie's List

n = 483



Source: PwC Health Research Institute Consumer Survey, 2012

# Our Approach

- Trust...Independence...Transparency
- Confrontation...Collaboration
- Partnerships....that push and pull
- If you break it.....you need to fix it.
- But markets are “messy” .....

# Five Essentials Consumers Will Look For

- Do I trust the doctor/hospital/drug company
  - Conflict of Interest
  - Safety
  - Local/Regional information
- Who are they
  - Name, Address, Contact, Context
- Patient Experience
  - Survey
  - User Reviews
- Clinical Quality
- Cost

# Health Comparisons

- Consumers want:
  - Delivery in multiple ways
  - Symbols, summaries, narratives that enable consumers to choose how long to spend and how much time to invest to figure out what they want to know
  - Billions are being invested in big data
    - Most of it is not transparent
  - Billions in “transparency” solutions

# Health Practitioner Ratings and Consumer Choice

## Aligning Forces For Quality

- Stimulated by Aligning Forces for Quality
- Funded by Robert Wood Johnson Foundation
- Consumer Reports
- Regional Health Improvement Collaboratives (RHICs/CVEs)
  - Massachusetts Health Quality Partners
  - Minnesota Community Measurement
  - Wisconsin Collaborative for Healthcare Quality
- Consumers
- Physicians

# Goals

- Create a national/regional, consumer oriented, translation and dissemination process for practitioner performance information
- Distribute this information regionally in a coordinated fashion that effectively reaches established CR audiences and new audiences
- Develop pathways for additional RHICs to be included in future translation and dissemination processes
- Create and test sustainability strategies to support the Collaboration and the RHICS.
- Evaluate options for an organizational infrastructure focused on regional health practitioner ratings.



# Practical Accomplishments

- Produced 20+ pages of content x 3
- Mutual consent
- Overcame conflict
- Deadlines
- Fact checking
- Marketing
- Next steps

SPECIAL 24-PAGE SECTION ■ MASSACHUSETTS DOCTOR RATINGS

WHERE TO BUY  
APPLIANCES  
PAGE 28

HOT NEW  
SMART PHONES  
PAGE 52



BIGGEST AUTO  
REPAIR GRIPES  
PAGE 55

BEST & WORST  
HOTELS  
PAGE 14

JULY 2012 | CONSUMERREPORTS.ORG

# ConsumerReports®

**Special Report** for Massachusetts readers

## How Does Your Doctor Compare?

- ▶ Your guide to 487 adult, family & pediatric practices
- ▶ Quiz: Are you getting the best care?

EXCLUSIVE  
RATINGS



Toyota Prius C

**The new  
gas misers**  
PAGE 58

**Luxury  
kitchens  
for less**  
PAGE 24

**Gotcha!  
401(k) fees**  
PAGE 7

**Taste test:  
Ice cream  
treats**  
PAGE 8

display at checkout and  
online until July 9, 2012

\$6.99US

0 7 >



**PLUS** Avoid surprise doctor bills PAGE 20

# MASSACHUSETTS DOCTOR RATINGS

## Ratings of practices for adults Continued

Based on patient experience In alphabetical order, within regions and towns

Town	Practice Name	Address	Willingness to Recommend	Performance				
				How well doctors communicate with patients	How well doctors coordinate care	How well doctors know their patients	Getting timely appointments, care, and information	Getting courteous and respectful help from office staff
			0%100%					
Chestnut Hill	Beth Israel Deaconess Healthcare - Chestnut Hill	25 Boylston St., Suite 204	81	3	3	3	3	2
Chestnut Hill	Brigham and Women's Hospital, Physician Group	850 Boylston St., Suite 530	81	4	4	3	2	2
Chestnut Hill	Personal Physicians Health Care	1244 Boylston St., Suite 306	98	4	4	4	4	4
Chestnut Hill	The Fish Center for Women's Health	850 Boylston St., Suite 402	78	4	3	4	2	2
Newton	Brigham and Women's Hospital at Newton Corner	272 Centre St.	81	4	4	3	3	2
Newton	Newton Wellesley Internists	2000 Washington St., White bldg., Suite 546	74	4	3	3	3	3
Newton	Newton Wellesley Primary Care	2000 Washington St., White bldg., Suite 441	83	4	4	3	4	4
Newton	Steward Medical Group - Newton	29 Crafts St., Suite 400	90	4	3	4	4	4
Waltham	Joseph M. Smith Community Health Center - Waltham	564 Main St.	76	3	1	2	1	1
Waltham	Mass General West	40 Second Ave., Suite 400	71	3	2	2	3	2
Waltham	Steward Medical Group - Waltham	231 Moody St.	82	3	3	3	2	3
Waltham	Waltham Family Medicine	9 Hope Ave., Suite 151	73	3	3	2	1	4
Watertown	Harvard Vanguard Watertown	485 Arsenal St.	76	4	3	3	4	4
Watertown	Mount Auburn Medical Associates	521 Mount Auburn St., Suite 202	69	3	2	2	2	4

# Impact of the content

- News stand sales
  - 61 to 110% increase compared to seasonal average
- Web traffic
  - Increased 500% in Minnesota
  - About 19% of readers were aware of the RHIC prior to reading the insert (average of all three markets)
- Readerships rates
  - 87% read the insert (3 market average)
  - 54% said they would share information with family and friends (2 market average)
  - 20% said they would speak to their doctor (2 market average)
  - 39% of those reading the patient experience insert (Massachusetts) said the content would change their behavior
  - 68% of Minnesota readers looked at data other than their doctors data.
- Perception of health system
  - 27% of readers felt better about health care in their state after reading the insert versus 4% who felt worse (3 market average)

# Cardiac Surgery Performance (Society of Thoracic Surgeons)

- 17 measures considered
- 11 selected
- 4 domains
  - Probability of survival
  - Probability of complications
  - Medication guidelines preop and postop
  - Surgical procedure guideline---LIMA
- 1 composite

# Cardiac Surgery

- Data collected near the point and time of care.
- Collected for performance evaluation and improvement
- Risk adjustment
- Isolated CABG
- Statistics
- Available free at STS site, at CR site behind paywall



# 2012 data—one heart surgery market

Group	Composite	Survival	Complications	Meds	LIMA
1	2 Star	98%	83%	94%	94%
2	2 Star	98%	83%	82%	95%
3	2 Star	99%	83%	95%	98%
4	<b>1 Star</b>	98%	<b>76% 1 star</b>	75%	96%
5	<b>3 Star</b>	98%	<b>88%</b>	97%	99%
6	2 Star	99%	87%	90%	95%
7	<b>3 star</b>	99%	<b>90%</b>	94%	95%

# Hospital Ratings

- Safety Score 2012
  - 5 components
    - Hospital infections
    - Readmission
    - Communication
    - Complications
    - Imaging
- Planned Surgery August 2013
  - Medicare claims data
    - Extensive risk adjustment, case exclusion, hospital adjustment
    - Mortality and prolonged length of stay (surrogate for adverse events)
  - 86 surgeries in 27 categories



**DON'T GET HARMED IN THE HOSPITAL** Jacqueline Birnbaum's father might have lived if not for a hospital-acquired infection she feels could've been avoided.

# Your safer-surgery survival guide

Our Ratings of 2,463 U.S. hospitals can help you find the right one

# Hospital Ratings Planned Surgery

## DISTRICT OF COLUMBIA

<b>MedStar Georgetown University Hospital</b> Washington, D.C.	○
<b>George Washington University Hospital</b> Washington, D.C.	●
<b>MedStar Washington Hospital Center</b> Washington, D.C.	●
<b>Providence Hospital</b> Washington, D.C.	●
<b>Sibley Memorial Hospital</b> Washington, D.C.	●

## FLORIDA

<b>Doctors Hospital of Sarasota</b> Sarasota	●
<b>Gulf Breeze Hospital</b> Gulf Breeze	●
<b>Gulf Coast Medical Center</b> Panama City	●
<b>Mayo Clinic Jacksonville</b> Jacksonville	●
<b>Munroe Regional Medical Center</b> Ocala	●
<b>Ocala Regional Medical Center</b> Ocala	●
<b>Sacred Heart Hospital on the Emerald Coast</b> Miramar Beach	●
<b>Twin Cities Hospital</b> Niceville	●
<b>Cape Canaveral Hospital</b> Cocoa Beach	○

## What price an MRI: \$504 or \$2,520?

These are actual prices paid by large employers nationwide, as collected by the Healthcare Blue Book. The low prices represent the 10th percentile, and the high prices the 90th percentile. The “fair” price is based on Healthcare Blue Book’s own evaluation.

Test or treatment	Low	Fair	High
Brain MRI	\$ 504	\$ 560	\$ 2,520
Chest X-ray	40	44	255
Colonoscopy	800	1,110	3,160
Complete blood count	15	23	105
Hip replacement	19,500	21,148	43,875
Hysterectomy	8,000	8,546	16,480
Knee replacement	17,800	19,791	42,750
Knee arthroscopy	3,000	3,675	7,350
Laminectomy (spine surgery)	8,150	11,744	25,760
Laparoscopic gallbladder removal	5,000	6,459	12,480
Tubal ligation	2,865	3,183	5,729
Transurethral prostate removal	4,000	4,409	8,875
Ultrasound, fetal	120	169	480
Vasectomy	700	1,003	2,100



## Comparing quality and cost

The highest-quality care isn't necessarily the most expensive, as this chart shows. Under "Quality" and "Cost," higher scores (3 or 4) indicate higher quality and lower cost, respectively. A bullet under "Good value" identifies groups that scored well on both measures.

Group name	Better ← → Worse		Good value
	4 3	2 1	
Northwest Family Physicians	4	4	•
Entira Family Clinics	4	3	•
HealthPartners Clinics	4	3	•
Park Nicollet Clinics	4	2	
Allina Medical Clinics	4	2	
Aspen Medical Group	4	2	
Quello Clinic	4	2	
Stillwater Medical Group	3	4	•
Blaine/Fridley/Rosedale Medical Centers	3	3	•
North Memorial Clinics	3	3	•
Lakeview Clinics	3	3	•
Buffalo Clinic	3	3	•
Apple Valley Medical Clinic	3	3	•
Ridgeview Clinics	3	3	•
Edina Family Physicians	3	2	
HealthEast Clinics	3	2	
Fairview Clinics	3	2	
North Clinic	2	3	

Source for cost and quality data: HealthPartners, 2012 ([www.healthpartners.com/costandquality](http://www.healthpartners.com/costandquality)).





- A successful communication campaign
  - Focused on professionalism
- Stimulating culture change
  - More is not better
- Create conversations about overuse
  - Communicating what not to do



*An initiative of the ABIM Foundation*

Choosing Wisely is an initiative of the ABIM Foundation to help physicians and patients **engage in conversations** about the overuse of tests and procedures and support physician efforts to help patients make smart and effective care choices.

# Robust Topic Themes

## 135 Choosing Wisely Topics

- Screening tests (20)
  - EKG
  - Exercise test
  - Pap smear
  - Bone density
  - Heart imaging
  - Colon cancer
- Diagnostic testing (31)
  - Low back pain
  - Headache
  - Allergy
  - Fainting
- Preoperative evaluations (11)
  - Chest Xray
  - Heart imaging
- Common treatments (28)
  - Antibiotics (8)
  - Heartburn meds
  - Anti-inflammatories
- Routine FU/Monitoring (12)
- “Disease” approach
  - Cancer (21)
  - Chronic kidney failure/dialysis (4)
  - Heart disease (21)
  - Maternity (4)

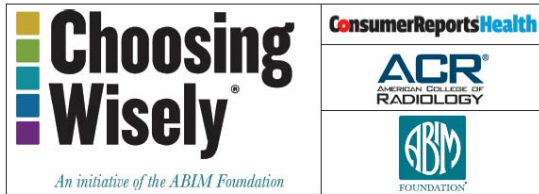
# Screening Topics

- EKG—heart disease
- Nuclear Stress test—heart disease
- Stress Echo---heart disease
- Pap Smear (4 topics)---cervical cancer
- Bone Density---osteoporosis
- Colonoscopy---colon Cancer
- Stress, Advanced Imaging---heart disease
- Bone Density testing intervals---osteoporosis
- Carotid Ultrasound---stroke
- CA125 and vaginal ultrasound---ovarian cancer
- Vit D levels---osteoporosis
- HPV testing---HPV in low risk women
- Methylated Septin---colorectal cancer
- PET/CT---cancer screening
- Coronary artery calcium scoring---heart disease
- Coronary computed tomographic angiography---heart disease

# Drugs

- Oral antibiotics—mild moderate sinusitis
- Immunoglobulin therapy---recurrent infections
- PPIs---GERD
- NSAIDS---HBP,CKD,CHF
- Oral antibiotics---external ear infection
- Oral antibiotics---viral infections
- Tight glycemic control---elderly
- Oral antibiotics---bacteria in urine, no symptoms
- Benzos/sedativehypnotics---older adults
- Antipsychotics---older adults with agitation
- Opioids/Butalbital---migraine
- Interferon/Glatirimir---disabled MS patients
- Antibiotics---adenoviral conjunctivitis
- Antibiotics---before intravitreal infections
- Biologics---RA w/o metotrexate first
- Testosterone---Erectile dysfunction pts with normal testosterone
- Antibiotics---men with + PSA
- Anti nausea gels---hospice patients

# Consumer Reports



## Chest X-rays before surgery

When you need them—and when you don't

If you're scheduled for surgery, a pre-operative chest X-ray can sometimes help make it safer by identifying medical problems that might make it a good idea to delay or even cancel the procedure. But if you don't have signs or symptoms of heart or lung disease, you should think twice about having the X-ray. Here's why.

### The test usually isn't helpful for low-risk people without symptoms.

Many people automatically receive a chest X-ray to "clear" them before surgery, and some hospitals even require the test for almost all patients who are admitted. But serious abnormalities found through chest X-rays are uncommon in low-risk people, so most of the time all that's needed is a careful medical history and physical examination. A chest X-ray doesn't add much useful information for people without risk factors for heart or lung problems and rarely changes their treatment or helps the anesthesiologist and surgeon manage their care. In fact, in those people the test can produce false alarms that require follow-up tests that usually aren't necessary and can add needless risk and expense.



### It can pose risks.

A chest X-ray exposes you to a small amount of radiation. While the risk from any single exposure is uncertain, the harmful effects of radiation might be cumulative, so it's best to avoid exposure whenever you can. Also, most abnormal test results from the X-ray must be followed up with additional tests to rule out a serious prob-

- Consumer Reports is a partner in Choosing Wisely and will support the effort by:
  - Creating patient-friendly materials based on the society recommendations
  - Engaging a coalition of consumer communication partners to disseminate content and messages about appropriate use to the communities they serve.
- Tools and resources can be found at:  
[www.consumerhealthchoices.org](http://www.consumerhealthchoices.org).



“When you’re through learning,  
you’re through.”

John Wooden

Former UCLA basketball coach

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**ConsumerReports<sup>®</sup>Health**