

# Choosing a Nursing Home: What Do Consumers Want to Know?

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# Nursing Home Compare (NHC)

- ▶ Public report cards of Nursing Home performance
  - ▶ Inform consumer choice, spur quality improvement
- ▶ Minimal consumer use of NHC or similar report cards
  - ▶ Low use by racial/ethnic minority populations
- ▶ Little is known about what information consumers need or whether these needs differ across racial/ethnic groups

# Study questions

- ▶ What types of information do consumers want and need when facing a nursing home placement decision?
- ▶ How do these information preferences vary across racial/ethnic groups?
- ▶ Are consumer information needs being met by NHC?

# Study design & methods

- ▶ Qualitative: focus groups & interviews
- ▶ Target population:
  - ▶ Older adults 65+ and younger adults 40-64
  - ▶ Black, White, and Latino in Greater Boston
- ▶ Purposive sampling to include based on age and race/ethnicity
- ▶ Community-dwelling
- ▶ Personal or familial experience with nursing homes or a concern for nursing home decision in the future

# Methods continued

- ▶ 11 focus groups conducted separately by age group and race/ethnicity
- ▶ 30 interviews
- ▶ Facilitator matched participants on race/ethnicity
- ▶ Latino focus groups held in Spanish, materials translated into Spanish
- ▶ Audio-recorded, transcribed, translated as needed, and systematically coded using Atlas.Ti
- ▶ Thematic and contextual analysis

# Participant characteristics

	<b>ALL (105)</b>	<b>White (27)</b>	<b>Black (38)</b>	<b>Latino (40)</b>
Average age	66.1	66.4	65.4	66.4
Female	75.2%	85.2%	81.6%	62.5%
College degree	30%	55.6%	47.4%	22.5%
Earning <\$50,000	69.5%	51.9%	52.6%	97.5%
Never go online	37.4%	11.5%	25.7%	55.3%
Primary language	English (60%)	English (92.6%)	English (100%)	Spanish (92.5%)
English is preferred language for reading medical or health care information	65.0%	96.2%	100.0%	12.8%

# Consumers want details

## ▶ Facility:

- ▶ **Location**, cleanliness, food/feeding policies, recreational activities, pricing/affordability, lawsuits/malpractice
- ▶ Policies: visitation/excursions, safety/security, laundry, integration/isolation of special care needs, medication/pharmacy

## ▶ Staff:

- ▶ How staff treat residents and responsiveness to resident need, staff training/certification/skills, languages spoken, staffing, diversity & cultural sensitivity, provider availability and specialists

# Consumers want details

- ▶ **Residents:**

- ▶ Racial/ethnic background, languages spoken, religions practiced

- ▶ **Experience**

- ▶ Feedback from current/previous residents and families
- ▶ Satisfaction surveys of current/previous residents and families
- ▶ Reviews (similar to Yelp, Amazon)

- ▶ **What's it like there?**



- ▶ “Well there were times, too, and he had a stomach problem, too, and he used to want to go to the bathroom, and he’d wait, and he would wait, and wait, and wait. And they just ignored him, you know?”  
White-older
- ▶ “You also, I think, want to know the cleanliness of the place and the other thing is have they had a big outbreak of infections...” Black-younger
- ▶ “What kind of activities are the patients involved in during the day-by-day basis, or do they just sit all day?” Black-younger

# Preferences varied by race/ethnicity

White Participants	Black Participants	Latino Participants
Location	Cleanliness	Staff treatment of residents
Staff responsiveness	Location	Location
Staff treatment of residents	Staff treatment of residents	Cleanliness
Staffing levels	Food	Staff languages
Staff training/certifications	Staff training/certification	Resident race/ethnicity
Cleanliness	Recreational activities	Resident language
Food		

- ▶ “It is very important that they are sensitive to our culture. I have noticed that many people who work in the medical field, we are like a package for them. That happens and I don’t know why, and you feel discriminated by the way they talk to you or by certain attitudes.” Latino-younger
- ▶ “..it wouldn’t be at the top of my list only because I would want to make sure that the facility is a good facility, but I would be interested in the, whether the staff is diverse, whether the patients are diverse...” Black-younger

# What it's like there?

- ▶ “It is important that they treat you kindly, because we're old and in many places they treat you...there should be love.” Latino-older
- ▶ “...if the place is friendly and warm - you know? Is it a friendly place to be in?” White-older
- ▶ “The nursing home that my mother was in, they didn't show her any dignity...they left her with no clothes, no sheets.” White-older
- ▶ “When you raise concerns, how do they solve them, how do they react to you, do they get back to you in a timely manner?” Black-younger

# Reactions to NHC

- ▶ Very little prior awareness
- ▶ Mostly positive, some skepticism
  - ▶ “...what’s the reality? What’s the qualitative, not just the quantitative?” Black-younger
- ▶ Existing quality measures helpful, but wanted more:
  - ▶ Preventive care & chronic condition measures
  - ▶ Customer/family satisfaction
    - ▶ “But I have to find out from people who don’t work there, because if I go to request that information at the office they will tell me that it’s a wonderful place.” Latino-older

# Do you think it would be helpful to see the quality measures separately for each race group?

- ▶ More positive responses than negative
  - ▶ “..if you notice they pay more attention to white patients; therefore I’m not going to take my family to such a place.” Latino-younger
  - ▶ “If there’s a difference that needs to be known.” White-younger
  - ▶ “If I was a member of a minority group I would be interested in that.” White-younger
- ▶ Some in each racial/ethnic group “not a good idea”
  - ▶ “That would cause more problems.” Black-older

# Nursing Home Review

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Review Website

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## Nursing Home Profile

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Name: Windhill Nursing Home  
Address: 555 Windhill Ave  
Anytown, MA 01234  
Phone #: (555)555-5555

Overall Rating



### QUALITY INFORMATION

Quality Rating



Racial/ethnic Equity Rating



### QUALITY MEASURES

This table shows how well the nursing home cares for their residents' needs. If you would like to see the measures broken down by race/ethnicity click the arrow [▶]. [If you would like to see race/ethnicity of residents in this nursing home, click here.](#)

\* = not enough residents at the facility to create measure

WINDHILL NURSING HOME			
Short-stay resident quality measures <a href="#">View All Graphs</a>	All Residents	State Average	National Average
	Residents who self-report moderate to severe pain (lower is better)	21%	18%
Residents with pressure ulcers that are new or worsened (lower is better)	0%	0%	1%
Residents who newly received an antipsychotic medication (lower is better)	1%	2%	3%

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WINDHILL NURSING HOME						
Short-stay resident quality measures	All Residents	Whites	Blacks	Latinos	State Average	National Average
<a href="#">View All Graphs</a>						
Residents who self-report moderate to severe pain (lower is better)	21%	20%	22%	22%	18%	19%
Residents with pressure ulcers that are new or worsened (lower is better)	0%	0%	0%	0%	1%	1%
Residents who newly received an antipsychotic medication (lower is better)	1%	0%	1%	0%	2%	3%



# Conclusions

- ▶ NHC is helpful in meeting consumers' information needs, but...
  - ▶ Very little awareness of it
  - ▶ Participants want more
- ▶ Preferences varied across the racial/ethnic groups
- ▶ Consumers are receptive to seeing stratified/disparity measures

# Implications

- ▶ More details on NHC, links to NH sites
- ▶ Customer reviews/satisfaction surveys are key
- ▶ More marketing/awareness, targeted
- ▶ Interest in seeing stratified measures

Thank you