

# Increasing the use of quality ratings among pregnant women: Results from a randomized controlled study

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# Key takeaways

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1. Able to drive women to comparative maternity quality information by:
  - Using best practices in presenting quality ratings
  - Developing engaging videos and materials that link quality ratings to issues that are important to women
  - Providing tools to support discussions with providers
  - Distributing of timely information via email and text
2. Used quality reporting site to prompt conversations with providers about care preferences and evidence-based

practices. Detailed information presented in:

Maurer, M., et al. (2016). Understanding consumer perceptions and awareness of hospital-based maternity care quality measures. *Health Services Research*, 51(S2), 1188-211.

Maurer, M., et al (2017). Increasing the use of comparative quality information in maternity care: Results from a randomized controlled trial. *Medical Care Research and Review*, 1-21.

# Formative research

## Understanding audience's awareness and motivation

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### **Role in care**

- Be informed, ask questions, and voice preferences
- Providers ultimately decide if medical interventions are needed

### **Hospital quality measures of most interest**

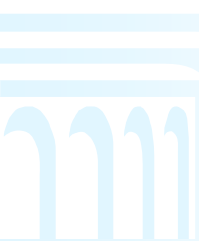
- Linked to babies' and women's health
- Clearly the hospital's responsibility

### **Use of quality information**

- Select provider, if information received early enough
- Talk to doctor about quality of hospital care

### **Tone of communication materials**

- Collaborative, reflect partnership
- Appears unbiased about medical intervention



# Developing the intervention website

Text Message  
Today 2:00 PM

Welcome to Hospital Birth Decisions! Visit this website for help in planning and preparing for the positive birth experience you want.  
<http://goo.gl/oCQAqa>

Tuesday, May 27, 2014 Logout

## Hospital Birth Decisions

[Home](#) | [Hospital Ratings](#) | [Preparing for the Birth](#) | [About Us](#) | [Contact Us](#)

### Choosing the best care for you and your baby

Every mom-to-be wants a positive and safe birth experience for herself and her baby. You can use *Hospital Birth Decisions* to make that happen.



**How can you use prenatal visits to prepare for your baby's birth?**

Find out how to get the information you need from your doctor or midwife.

[More](#)



**What choices should you be prepared for during labor and delivery?**

Learn how to create a birth plan to share your preferences with your care team.

[More](#)



**Which local hospitals do a good job of caring for new moms and their babies?**

Enter your location below to see what you can expect from hospitals in your area.

ZIP Code or City:

Distance (miles): 25



PRE-VIDEO

[Hear How Your Voice Matters](#)



VIDEO

[Ushma's Story](#)

[See more videos](#)

Tuesday, May 27, 2014

## Hospital Birth Decisions

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Hospital Ratings > Select Hospitals to View Ratings > Ratings for Specific Topics

### Ratings for Specific Topics

[Your Experience in the Hospital](#) | **[Your Labor & Delivery](#)** | [Your Baby's Health](#) | [Return to Hospital List](#)

The best hospitals take steps during labor and delivery to reduce the chances that either moms or babies will have any health problems after the birth. Look at the table below to see how well hospitals provide the right care for moms and babies.

Your Labor & Delivery	University of North Carolina Hospital	Duke University Hospital	Duke Regional Hospital
Reducing the number of babies scheduled for delivery before 39 weeks unless there is a medical problem <a href="#">i</a>			meets
Decreasing risk of blood clots in women having C-sections <a href="#">i</a>			
Avoiding harm from unnecessary episiotomies during a vaginal delivery <a href="#">i</a>			

**below** = Below expectations

**meets** = Meets expectations

**exceeds** = Exceeds expectations

Hospital did not provide information to report publicly or did not have enough data collected to report.

[Learn About Ratings](#)

**Talking With Your Care Team**

- [Getting Answers During Your Prenatal Visits](#)
- [What's Important to You? Creating a Birth Plan for a Hospital Childbirth](#)
- [Questions to Ask When Things Don't Go As Planned](#)

**Your Care at the Hospital**

- [Waiting Until 39 Weeks to Deliver](#)
- [Protecting Women From Blood Clots and Infections During and After Cesarean Section](#)
- [Speaking Up to Avoid Unnecessary Episiotomies](#)

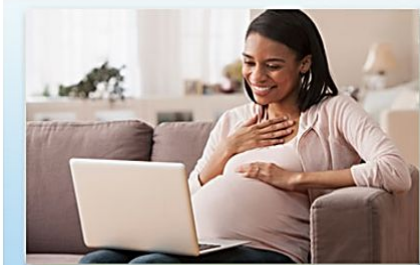
# Developing the control website

Thursday, June 05, 2014

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## Hospital Birth Decisions

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Choosing the Best Care  
for You and Your Baby

### Do You Know...

- Which local hospitals do the best job of providing recommended care for pregnant women and newborns?
- What women say about their experiences with care in local hospitals?

Explore this site to find out.

### Compare Hospitals in Your Area

ZIP Code or City:

Distance (miles): 25

[Birth Decisions](#) | [Privacy Statement](#)

## Ratings for Specific Topics

**Patient Survey Results**

[Clinical Care](#)

[Return to Hospital List](#)

A national survey asks hundreds of patients at each hospital to report on what happened to them at the hospital and how they would rate the care they received. The survey responses come from patients who got maternity, surgical, or medical care at that hospital.

Look at the table below to see what patients report about their experiences at local hospitals.

= Below average  
 = Average  
 = Above average  
 = Hospital did not provide information to report publicly or did not have enough data collected to report.

[Learn About Ratings](#)

Patient Survey Results	University of North Carolina Hospital	Duke University Hospital	WakeMed Cary Hospital
Doctors communicated well with patients	above	average	below
Nurses communicated well with patients	above	average	below
Patients received help as soon as they wanted	average	below	below
Patients' pain was well controlled	above	average	average
Staff explained medicines before giving them to patients	above	average	average
Patients' rooms and bathrooms were clean	average	below	below
Area around patients' rooms was quiet at night	average	below	below
Patients were given information about what to do during their recovery at home	above	above	average
Patients would definitely recommend the hospital	above	above	above

# Evaluating via a randomized controlled trial

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- Recruited 245 pregnant women in NC
  - Average age: 30.3
  - 71% White, 24% African-American, 6% Latina
  - 50.2% Some college or less, 49.8% college grad or higher
- Online survey at enrollment and 4-6 weeks after due date
- Assessing whether intervention:
  - Improves awareness of quality measures
  - Improves self-efficacy and confidence
  - Increases adoption of new behaviors
  - Increases patient activation
  - Improves self-reported outcomes and experience



# Findings

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## Viewing the website:

- Participants in the intervention were more likely to **view the website** and **visit more frequently** ( $p < .001$ )

## Awareness, importance, and comparison of quality ratings:

- No significant differences between groups in their **awareness** or **perceived importance** of quality ratings
  - Awareness of quality ratings increased in both groups
- Participants in the intervention were more likely **compare maternity care quality** across hospitals ( $p < .05$ )

# Findings

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## Confidence in using quality information:

- Participants in the intervention had improved confidence in **finding and using information** to help choose the best hospital ( $p < .05$ )
- Participants in the intervention had improved confidence in **explaining their preferences** in labor and delivery to providers ( $p < .05$ )
- No significant differences between groups in their confidence in making decision about maternity care





# Findings

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## Using quality information to inform care:

- Participants in the intervention were more likely to **create a birth plan** ( $p < .05$ )

Participants in the intervention were more likely to report that the website:

- Helped them **think about medical treatments** preferences ( $p < .001$ )
- Helped them **to prepare for prenatal visits** with their provider ( $p < .001$ )
- Motivated them to **seek out more information** about maternity care ( $p < .05$ )
- Motivated them to **talk with their provider** about the information on the website ( $p < .001$ )
- Motivated them to **talk with their family or friends** about the information on the website ( $p < .05$ )

# Implications and next steps

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1. Increase the use of comparative quality information by:
  - Linking quality ratings to issues that are important to audience
  - Providing additional content to support use of quality ratings
  - Disseminating information when people need it
2. Using quality reports to not only to choose a hospital, but also to prompt conversations about care preferences and evidence-based practices.
3. Testing new approach on a larger scale and with other conditions; adding cost information

# Contact Information

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