



Consumer Choice & Doctor Quality

2017 National Health Care Ratings Summit



Speaker: Nate Freese, Sr. Director of Data Strategy

Date: December 7th, 2017

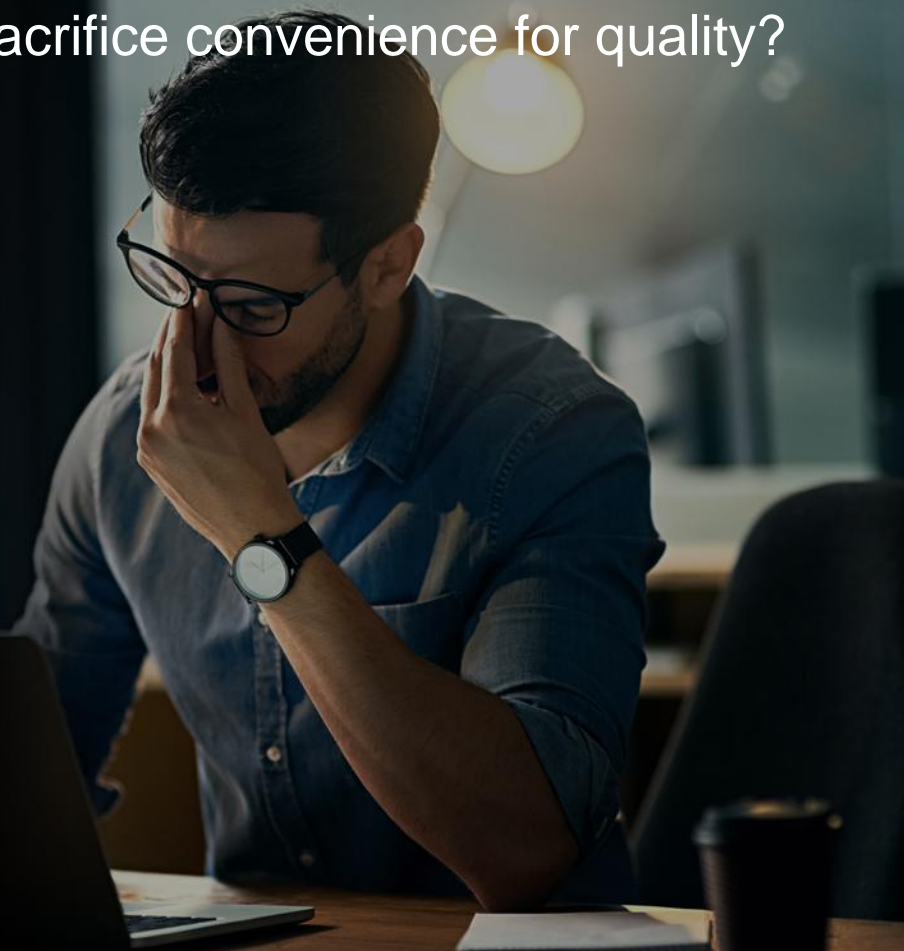


Will the average patient ever sacrifice convenience for quality?

Research shows patients rely on their [PCP] to choose for them or go to the nearest provider¹

Only 33% of patients are willing to travel to a further hospital with better cancer survival rates²

Outcome indicators influence the advice [patients] would give to friends, where as they did not have a strong influence on their own previous choices¹





Grand Rounds

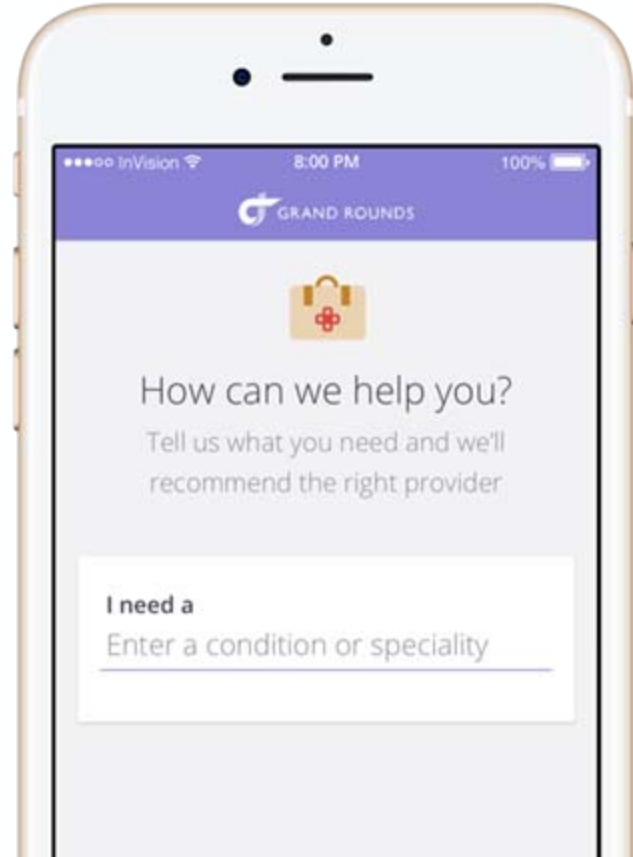


Allegheny County Schools
Health Insurance Consortium



AllianceData. REVLON

3.5 million members served through
100 + employer customers





Will the average patient sacrifice convenience for quality?

Which doctor would you see for headaches you've been experiencing?

A/B Survey Testing

The diagram shows three overlapping cards for each doctor, representing different survey questions. The cards are arranged in a grid-like fashion, with some overlapping others.

DR. WILLIAMS

- TRAVEL TIME (DISTANCE): 10 minutes (5 miles)
- SOONEST AVAILABLE APPOINTMENT: Tomorrow
- CLINICAL EXPERTISE: **Low expertise:** Dr. Williams sees headache patients regularly, prescribes medications that can actually make symptoms worse.
- PATIENT LOYALTY: **Below average loyalty:** Patients who see Dr. Williams often decide to seek care elsewhere for future healthcare needs.

DR. HARRIS

- TRAVEL TIME (DISTANCE): 20 minutes (12 miles)
- SOONEST AVAILABLE APPOINTMENT: Tomorrow
- CLINICAL EXPERTISE: **High expertise:** Dr. Harris sees headache patients regularly and uses treatments that are known to be most effective at treating headache symptoms.
- PATIENT LOYALTY: **Above average loyalty:** Patients who see Dr. Harris usually return to her for future healthcare needs.

DR. WILLIAMS

- TRAVEL TIME (DISTANCE): 10 minutes (5 miles)
- SOONEST AVAILABLE APPOINTMENT: Tomorrow
- CLINICAL EXPERTISE: **Low expertise:** patients regularly prescribe medications that can actually make symptoms worse.
- PATIENT LOYALTY: **Below average loyalty:** Patients who see Dr. Williams often decide to seek care elsewhere for future healthcare needs.

DR. HARRIS

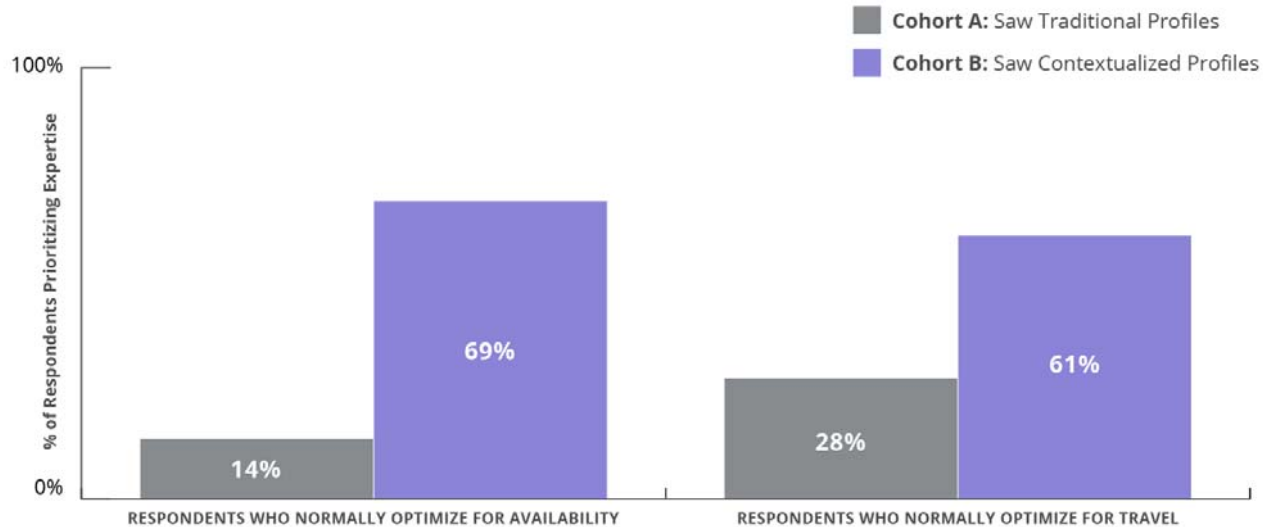
- TRAVEL TIME (DISTANCE): 20 minutes (12 miles)
- SOONEST AVAILABLE APPOINTMENT: 5 days
- CLINICAL EXPERTISE: **High expertise:** Dr. Harris sees headache patients regularly and uses treatments that are known to be most effective at treating headache symptoms.
- PATIENT LOYALTY: **Above average loyalty:** Patients who see Dr. Harris usually return to her for future healthcare needs.



Consumers' willingness to sacrifice convenience

Highly dependent on the information presented to them

% Prioritizing Clinical Expertise, Segmented by Response to Previous Question



Respondents Segmented By Previous Question:
What Matters Most to You When Choosing a Doctor?



...But the information that resonates most
will be *subjective* and *contextualized*

*“Dr. X seems
really good”*

OR

*“I really wouldn’t
go there”*



It is really hard to know how meaningful most quality metrics are



What outcomes does this metric influence?

What else should I be considering?

How much are those outcomes impacted?

Primary Cesarean Delivery Rate

How does this doctor compare to her peers?

How predictive is past performance of future performance?

What else impacts those outcomes?



With one exception...



Patient Reviews

“[Doctor X] was great! Very helpful, kind and reassuring...wonderful, very patient and so much more thorough than last neurologist.”

How do we make rigorous quality metrics as meaningful to consumers as patient reviews?

Q: *What is the one thing you wish consumers understood about physician quality?*

Q: *What organization do you think currently does the best job contextualizing quality measures?*

Thank you

