



DESIGNING RATINGS TO ENGAGE THE PUBLIC

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2017 LEAPFROG RATINGS SUMMIT

OVERVIEW

- ▶ Why Ratings?
- ▶ Building a Report v. Getting a Report Used by the Public
- ▶ What Will It Take to Get Reports Used?
- ▶ What If Reports Aren't Used?

WHY RATINGS?

- ▶ To demonstrate that health care is **transparent**
- ▶ To encourage those who are rated to **improve** their performance
- ▶ As a basis for **reimbursement**, especially in value-based payment
- ▶ To support consumers and patients in making **choices**
- ▶ Sometimes, to encourage consumers and patients to **engage** with health care organizations and clinicians

BUT!

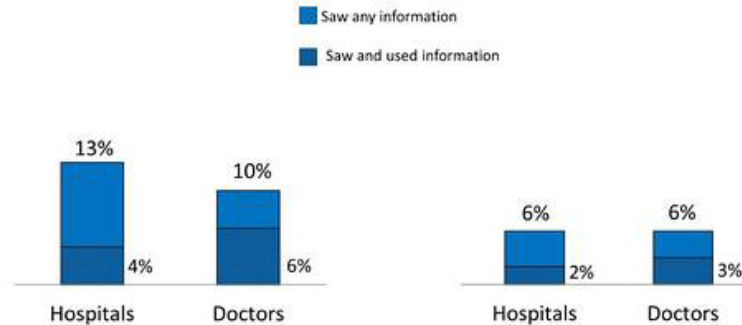
- ▶ Data indicate few consumers and patients know about and use ratings:

Very Few Consumers Using Provider Quality and Price Data

Percentage who say they saw or used *any* information comparing:

QUALITY among different doctors and hospitals in the past 12 months.

PRICES among different doctors and hospitals in the past 12 months.



NOTE: Question wording abbreviated. See topline for full question wording.
SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted April 8-14, 2015)



GETTING REPORTS USED

- ▶ Why not?
- ▶ Commonly cited “culprits”:
 - ▶ The measures aren’t important to consumers
 - ▶ Consumers don’t see the advantage of “evidence” compared to the opinions of doctors, friends and families
 - ▶ Too many reports are hard to use, or just plain boring, even if you know they are there
- ▶ Our idea: Even the BEST report has to be actively and intelligently disseminated, marketed and promoted to target audiences
 - ▶ Building a superb website won’t make a difference if the public doesn’t know it’s there and how/where to find it

WHAT DO OTHER ORGANIZATIONS DO TO PROMOTE DECISION TOOLS?

- ▶ We examined this with four successful decision tools in fields other than health care
- ▶ What **actions** do the “sponsors” of these tools take to get them used?
- ▶ Yes, they work to make the tools **easy to use**
- ▶ But they also let the public at large know that they **are available**
- ▶ They **advertise, they promote, they market** using all the skills and tools of those ever-present elements of American society
- ▶ And, they continuously **assess** how well they are doing and make changes if they have to

WHAT DO OTHER ORGANIZATIONS DO TO PROMOTE DECISION TOOLS?

- ▶ So the mystery is, why doesn't this happen with health care ratings?
 - ▶ Are sponsors just meeting a requirement to produce a report and they don't care if any one uses it?
 - ▶ Are sponsors forbidden to market?
 - ▶ Do sponsors really not realize that people will not look at their report unless it is promoted?
 - ▶ Do sponsors run out of steam, or resources, when the time comes to market their ratings?
 - ▶ Even though as we will see they should be thinking about it from the get go!
 - ▶ Do sponsors not really **care** whether their reports are used by the public – they just want plans, providers and employers/purchasers to see them?
 - ▶ What do you think?

FIVE KEY STEPS TO IMPROVE PUBLIC ENGAGEMENT WITH RATINGS

- ▶ *Step 1:* Clearly specify and understand your **audience**
- ▶ *Step 2:* Identify concrete **benefits** of and **barriers** to using ratings that matter to your audience
- ▶ *Step 3:* **Design ratings and reports** that are easy to find and use; provide desired benefits; and overcome barriers
- ▶ *Step 4:* Develop and use **marketing messages** that emphasize the benefits and uses of ratings that matter to your audience
- ▶ *Step 5:* Implement audience-specific marketing and dissemination strategies (e.g. **media, channels, intermediaries, spokespeople**) to make sure people know where/how they can find the ratings

FIVE KEY STEPS TO IMPROVE PUBLIC ENGAGEMENT WITH RATINGS

- ▶ This is classic “marketing” or even “social marketing”
- ▶ It isn’t easy; but it isn’t impossible either
- ▶ It takes commitment and resources
- ▶ If we don’t make the commitment and find the resources to get ratings used,
- ▶ Maybe we really don’t care....
- ▶ What do you think?

THANKS FOR COMING!

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