

Motivating Consumers to Use Data on Price, Cost and Quality

The National Summit on Health Care Price, Cost
and Quality Transparency

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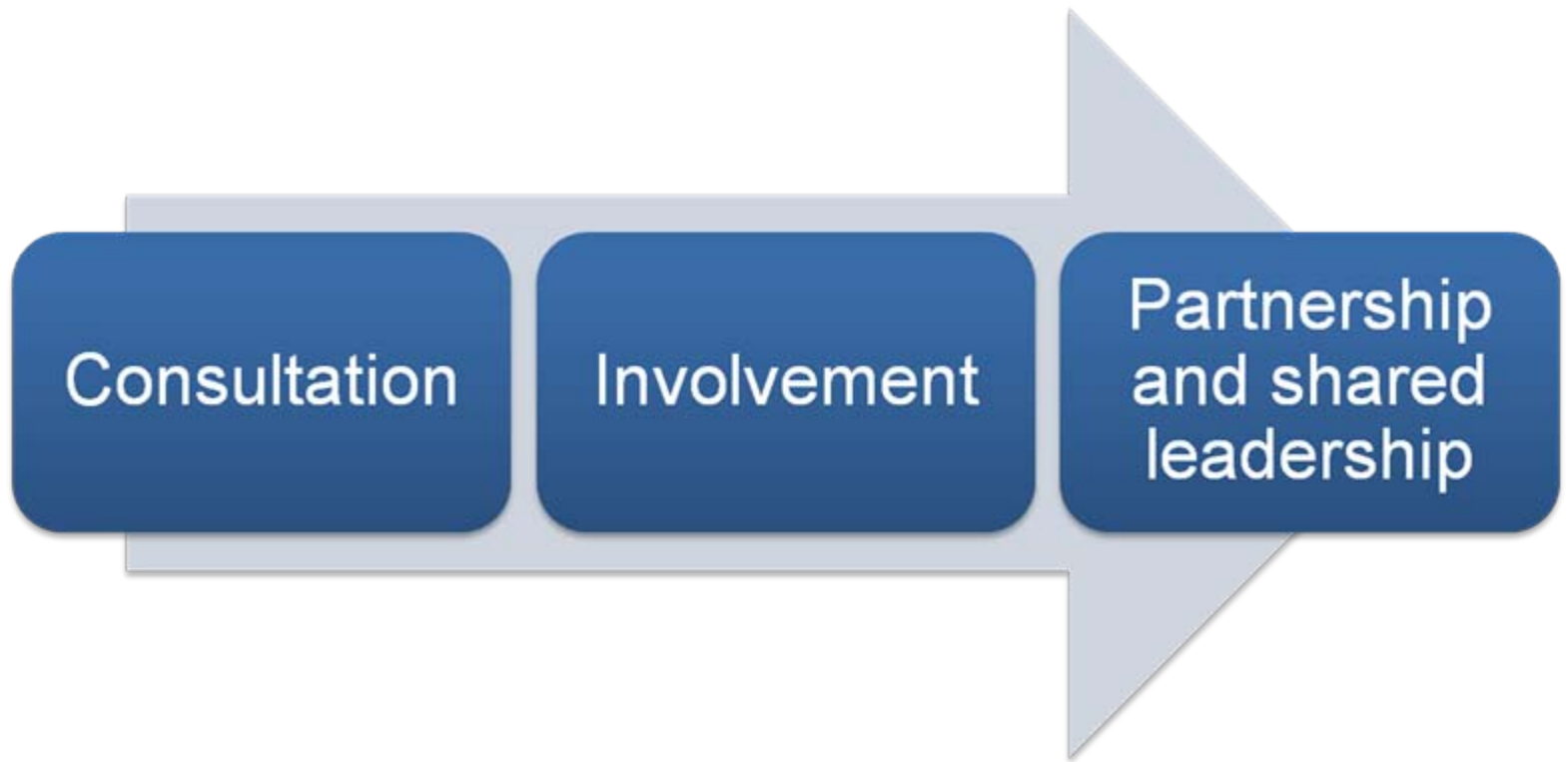
Health and Social Development

American Institutes for Research

Strategies to motivate consumers

- Learn what is important through meaningful partnership
- Understand current views
- Apply this knowledge
- Capitalize on opportunities

Partner with consumers to develop and report consumer-centered measures



Understand consumer views – about quality and cost

- Cost is a proxy for quality
- All care is high-quality
- More care is better
- Cost should not be a deciding factor in care or treatment decisions
- Limits are all about saving money, not improving care

Understand consumer views – about roles

- Doctors should know evidence
- Consumers should be informed
- Trust government for information, not implementation

What can you do?

Providers

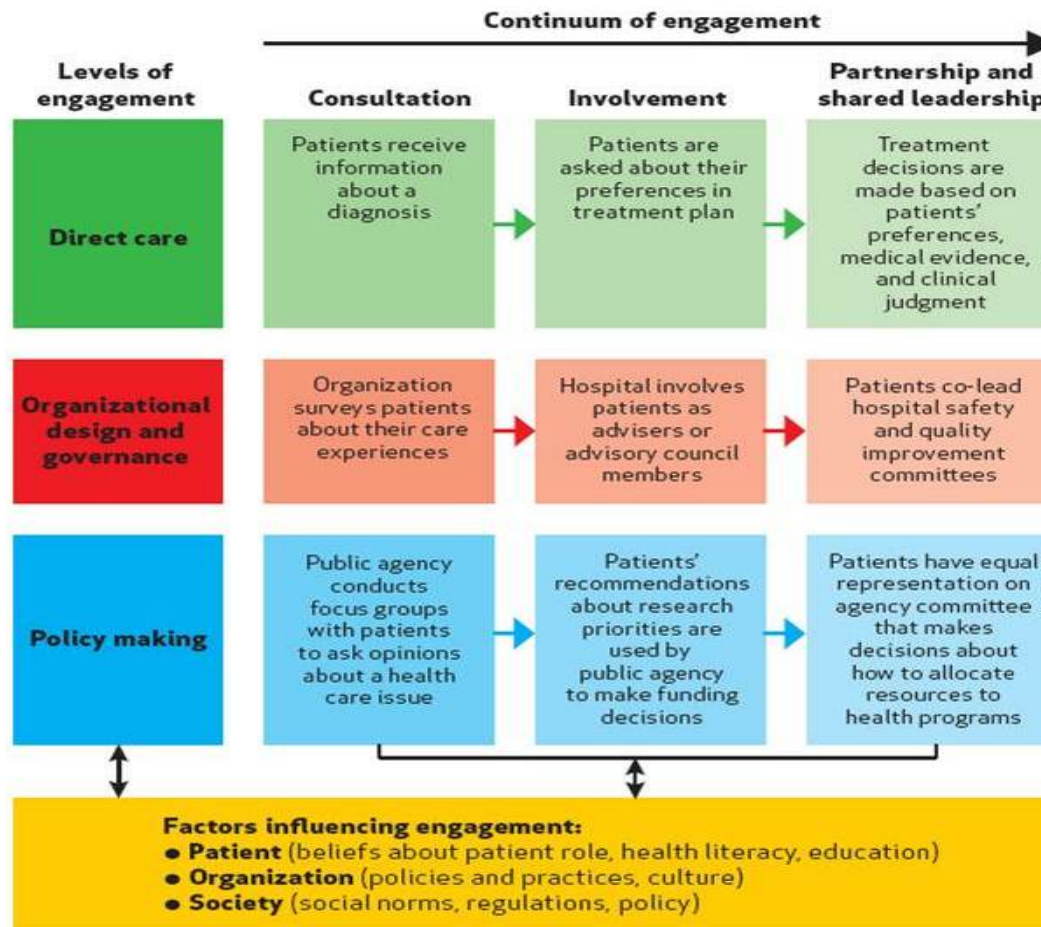
- Support patients' efforts to engage
- Help dispel common myths
- Link quality and cost in conversations with patients
- Be prepared for questions about costs, quality, and trade-offs

Employers/Purchasers

- Know your audience—bring them onboard and listen
- Be transparent—share motivations for changes
- Provide meaningful & useful information
- Link cost and quality
- Support patient engagement

What can you do? *cont'd*

- Capitalize on opportunities:
 - Health Insurance Marketplaces
 - Aligning Forces for Quality (AF4Q) grantees and other regional collaboratives
 - Other public reporting organizations
 - Apply evidence to your practice



SOURCE Kristin L. Carman, Pam Dardess, Maureen Maurer, Shoshanna Sofaer, Karen Adams, Christine Bechtel, and Jennifer Sweeney, "Patient and Family Engagement: A Framework for Understanding the Elements and Developing Interventions and Policies," *Health Affairs* 32, no. 2 (2013): 223-31. **NOTE** Movement to the right on the continuum of engagement denotes increasing patient participation and collaboration.

So let's keep talking

- Kristin L. Carman
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- AIR's Center for Patient & Consumer Engagement
<http://aircpce.org>

Select Resources

- [Consumer Beliefs and Use of Information about Health Care Cost, Resource Use, and Value](#) (RWJF)
- [How to Display Comparative Information that People Can Understand and Use](#) (RWJF)
- [Improving Public Reporting Websites for Consumers](#) (RWJF)
- [The Communication Toolkit](#) (CHCF and RWJF)

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