

# Learning from the Variation in Aligning Forces for Quality Public Reports

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This research is part of the Aligning Forces for Quality evaluation, which is funded by a grant from the Robert Wood Johnson Foundation. Massachusetts Health Quality Partnerships and Analog Devices made this research possible.

# Examples of Diabetes Quality Reports

## First Choice Community Healthcare - Commercially Insured Patients

Past Scores Hide Data

Percent of patients with diabetes who received a blood sugar A1c test in 2011



State Avg (Yellow) 86% · National Avg (Green) 89%

Note: This 87% is based on a low number of patients. Consumers should use many sources in making choices for health care services.

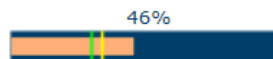
Percent of patients with diabetes who were tested for bad cholesterol in 2011



State Avg (Yellow) 79% · National Avg (Green) 83%

Note: This 87% is based on a low number of patients. Consumers should use many sources in making choices for health care services.

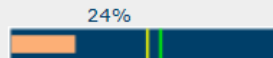
Percentage of diabetes patients whose blood sugar (A1c) was poorly controlled (>9.0%) in 2011. Here a LOWER percent is better.



State Avg (Yellow) 34% · National Avg (Green) 30%

Note: This 46% is based on a low number of patients. Consumers should use many sources in making choices for health care services.

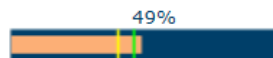
Percentage of diabetes patients whose blood sugar (A1c) was controlled (<8.0%) in 2011.



State Avg (Yellow) 51% · National Avg (Green) 56%

Note: This 24% is based on a low number of patients. Consumers should use many sources in making choices for health care services.

Percentage of diabetes patients whose bad cholesterol was controlled (<100 mg/dL) in 2011.



State Avg (Yellow) 40% · National Avg (Green) 46%

Note: This 49% is based on a low number of patients. Consumers should use many sources in making choices for health care services.

Sort: By Score Alphabetically

Doctor's Offices	Dilated eye exam Checks for blood vessel damage in the eyes	Blood sugar test Measures level of blood sugar during past 3 months	Cholesterol test Checks the level of "bad" cholesterol	Kidney disease test Samples urine for signs of kidney disease
Salem Clinic At Salem Heights Plaza	Better	Better	Better	Better
Salem Clinic Main	Better	Better	Better	Better
Kaiser North Lancaster Medical Office	Better	Average	Better	Better
Kaiser Skyline Medical Office	Better	Average	Better	Better
Kaiser West Salem Medical Office	Better	Average	Better	Better
Patterson Internal Medicine	Better	Better	Average	Better

# Research Purpose & Approach

## Purpose

- Identify approaches to presenting quality data used by AF4Q Alliances that better support consumer decision making
- Test consumer interest in cost data and explore presentation approaches

## Approach

- Online experimental study of 471 employees of Analog Devices
- Randomized to view different presentations of the same underlying data, and asked to make hypothetical choices

# Number of Diabetes Measures

	Dr. Miles	Dr. Fish	Dr. Gray	Dr. Wolsey
<b>Overall Diabetes Care</b> How well controlled the doctor's diabetes patients are				
Blood sugar in good control A1c less than 8 percent	Better	Better	Below	Average
Cholesterol in good control LDL less than 100mg/dl	Better	Better	Better	Better
Blood pressure in good control Less than 140/90 mmHg	Better	Average	Average	Better
Taking aspirin daily	Better	Better	Better	Better
Not using tobacco	Average	Average	Average	Better

	Dr. Miles	Dr. Fish	Dr. Gray	Dr. Wolsey
<b>Overall Diabetes Care</b> How well controlled the doctor's diabetes patients are				
Blood sugar testing rate	Better	Better	Better	Better
Blood sugar in good control A1c less than 8 percent	Better	Better	Below	Average
Cholesterol testing rate	Better	Better	Average	Better
Cholesterol in good control LDL less than 100mg/dl	Better	Better	Better	Better
Blood pressure testing rate	Average	Average	Average	Average
Blood pressure in good control Less than 140/90 mmHg	Better	Average	Average	Better
Taking aspirin daily	Better	Better	Better	Better
Not using tobacco	Average	Average	Average	Better

## Five Measures

Time to select PCP (seconds)	34.7	54.6
Percent of lower quality choices	7.3%	24.5%
How useful (1:not - 5:very)	3.7	3.7

## Eight Measures

# Description of Diabetes Measures

	Dr. Miles	Dr. Fish	Dr. Gray	Dr. Wolsey
<b>Overall Diabetes Care</b> How well controlled the doctor's diabetes patients are				
<b>Blood sugar in good control</b> A1c less than 8 percent	Better	Better	Below	Average
<b>Cholesterol in good control</b> LDL less than 100mg/dl	Better	Better	Better	Better
<b>Blood pressure in good control</b> Less than 140/90 mmHg	Better	Average	Average	Better
<b>Taking aspirin daily</b>	Better	Better	Better	Better
<b>Not using tobacco</b>	Average	Average	Average	Better

	Dr. Miles	Dr. Fish	Dr. Gray	Dr. Wolsey
<b>Diabetes Care</b> How well controlled the doctor's diabetes patients are				
Percentage of diabetes patients whose blood sugar (A1c) was poorly controlled (>9.0%) in 2011	Better	Better	Below	Average
Percentage of diabetes patients whose bad cholesterol was controlled (LDL<100 or on Statin)	Better	Better	Better	Better
Percentage of diabetes patients whose blood pressure was controlled (<140/80) in 2011	Better	Average	Average	Better
Percentage of diabetes patients taking aspirin daily in 2011	Better	Better	Better	Better
Percentage of diabetes patients not using tobacco in 2011	Average	Average	Average	Better

## Patient Friendly

Time to select PCP (seconds)	34.7	51.8
Percent of lower quality choices	7.3%	19.7%

## Technical

# Synthesizing Performance with Icons

	Dr. Ramsey	Dr. Abbot	Dr. Casey	Dr. Fried	Dr. Ramsey	Dr. Ramsey	Dr. Ramsey	Dr. Ramsey
<b>Effective</b> Patients receive recommended treatments and their health conditions are well controlled								
Asthma Care	Average	Better	Better	Better		☆☆☆	49%	
Diabetes Care	Below	Better	Better	Better		☆☆☆	21%	
Heart Disease Care	Better	Better	Average	Better		☆☆☆	42%	
Cancer Screening	Below	Better	Better	Average		☆☆☆	52%	
<b>Patient Survey Results</b> What patients say about the doctor								
How Well Doctor Communicates	Average	Better	Below	Better		☆☆☆	80%	
Getting Care When Needed	Better	Average	Better	Better		☆☆☆	61%	
Patients Rating of Doctor	Better	Better	Better	Better		☆☆☆	80%	
Courteous and Helpful Office Staff	Average	Better	Average	Better		☆☆☆	72%	

## Word Icons

## Circles

## Stars

## Percentages

## Bar Charts

Time to select PCP (seconds)

50.7

48.6

53.2

57.3

68.8

Percent of lower quality choices

0.0

2.0

2.0

10.5

5.6

# The Words in Word Icons Matter

## Better/Average/Below

	Dr. Long	Dr. Kapp	Dr. Chance	Dr. Dent
<b>Heart Disease Care</b> How well controlled the doctor's heart disease patients are				
<b>Cholesterol in good control</b> LDL less than 100mg/dl	Better	Average	Better	Better
<b>Blood pressure in good control</b> Less than 140/90 mmHg	Average	Better	Average	Below
<b>Taking aspirin daily</b>	Better	Better	Better	Better
<b>Not using tobacco</b>	Average	Better	Average	Better
<b>Asthma Care</b> How well controlled the doctor's asthma patients are	Better	Average	Better	Better
<b>Diabetes Care</b> How well controlled the doctor's diabetes patients are	Better	Average	Average	Better
<b>Cancer Screening</b>	Better	Below	Better	Better

## Best/Better/Good

Dr. Long	Dr. Kapp	Dr. Chance	Dr. Dent
Best	Better	Best	Best
Better	Best	Better	Good
Best	Best	Best	Best
Better	Best	Better	Best
Best	Better	Best	Best
Best	Better	Better	Best
Best	Good	Best	Best

## Better/Average/Below

## Best/Better/Good

Percent Selecting Dr. Dent  
(1 lowest rating)

13.6

37.3

# Consumers are Interested in Cost

How interested are you in seeing more information on the following?	Mean Interest Level 1-4 (high)
Patient survey results	3.3
More diabetes quality of care information	3.2
Quality of care information for other health conditions	3.2
Cost (respondents were randomized to view either): Average cost of 1 year of diabetes care- for you and the insurance company	3.0
Average out of pocket costs for 1 year of diabetes care Average cost per visit- for you and the insurance company	3.0
Your out of pocket cost for each visit	3.2



# Presenting Cost Data is Tricky

	County Hospital	Evergreen Hospital	University Hospital	Woodland Hospital
<b>Effective Care for Pneumonia</b> Getting the right care at the right time				
Blood test is done before an antibiotic is given	Average	Better	Better	Better
Antibiotic is given within six hours of arrival to the hospital	Better	Better	Better	Better
Correct antibiotic drug is given	Better	Average	Better	Better
<b>Pneumonia Outcomes of Care</b>				
Rate of death within 30 days of leaving the hospital	Average	Better	Better	Better
<b>Cost of Pneumonia Care</b>				
Median cost of care	\$12,985	\$10,032	\$8,320	\$13,281

Spending per hospital patient (displayed in ratio)	1.32	1.02	0.85	1.35
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Median cost of care	High Cost	Average	Affordable	High Cost
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Median cost of care	High Cost	Average	Low Cost	High Cost
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Median cost of care	\$12,985	\$10,032	\$8,320	\$13,281
High Quality, Affordable Hospital	Below	Average	Better	Average

Percent Selecting  
Woodland Hospital:  
High Quality/High Cost

Median Cost 2.6%

CMS Ratio 22.4%

Affordable 2.4%

Low cost 6.0%

Summary 8.5%

# Summary

**Simpler presentation better supports consumers (though many want the ability to access additional information)**

- Not too many metrics at a time
- Consumer friendly language
- Synthesizing performance with icons

**Consumers want cost information**

- Median costs or “affordable” worked well

**It is important to test presentations with consumers**

- Consumers who view more and less supportive displays often rate the presentations equally “useful”

Questions?