

Using Performance Information— What Presentation Formats Support Consumer Decision Making?

Health Care Transparency Summit – December 3, 2013

The screenshot displays a search results page for healthcare providers. A table lists various hospitals with their performance metrics. Callouts from the text point to specific elements in the interface:

- Indicators:** Points to the 'Oordeel over kwaliteit indicatoren' (Quality indicator assessment) section of the table.
- Global rating:** Points to the 'Oordeel van patiënten' (Patient assessment) column.
- Hospitals:** Points to the list of hospital names on the left side of the table.
- Star ratings:** Points to the star-based quality scores in the table.

	afstand tot instelling	type zorginstelling	poli. klreek	(dag) operatie	Oordeel over kwaliteit indicatoren		Oordeel van patiënten	
					score van het specialisme	openheid van gegevens	score van de instelling	openheid van gegevens
Mesos Overvecht	2,7 km	AlgZhh	2	2	☆☆☆	☆☆☆	?	7,3
Mesos Oudersluis	2,9 km	AlgZhh	2	2	☆☆☆	☆☆☆	?	7,3
Diakonessenhuis, loc. Utrecht	3,3 km	AlgZhh	2	8	☆☆☆☆	☆☆☆	☆☆☆	7,5
UMC Utrecht, loc. AZU	5,8 km	AcadZhh	3	18	☆☆☆	☆☆☆	☆☆☆	7,7
Sint Antonius Ziekenhuis, Beusweglein	11 km	AlgZhh	6	8-24	☆☆☆☆	☆☆☆	?	7,7
Diakonessenhuis, loc. Zeist	15,2 km	AlgZhh	2	2	☆☆☆☆	☆☆☆	☆☆☆	7,3
Tergooiziekenhuizen, loc. Hilversum	17,9 km	AlgZhh	0	8	☆☆☆	☆☆☆	☆☆☆	7,4
Maartenskliniek Woerden	19,5 km	ZBC	3	1	?	-	?	?
Meander ZC, loc. Lichtenberg	23,4 km	AlgZhh	4	2	☆☆☆	☆☆☆	?	6,9
	24,3 km	AlgZhh	4	2	☆☆☆	☆☆☆	?	?

Deze resultaten zijn gebaseerd op volgende invoer:
 Behandeling/aandoening: Kunsthep Orthopedie
 Specialisme: 3513 CR
 Postcode: maximaal 25 km
 Maximaal toelaatbare afstand tot huis: maximaal 25 km

Kwaliteit: ☆☆☆ matig, ☆☆☆ voldoende, ☆☆☆ goed
 Openheid: ☆☆☆ laag, ☆☆☆ matig, ☆☆☆ voldoende

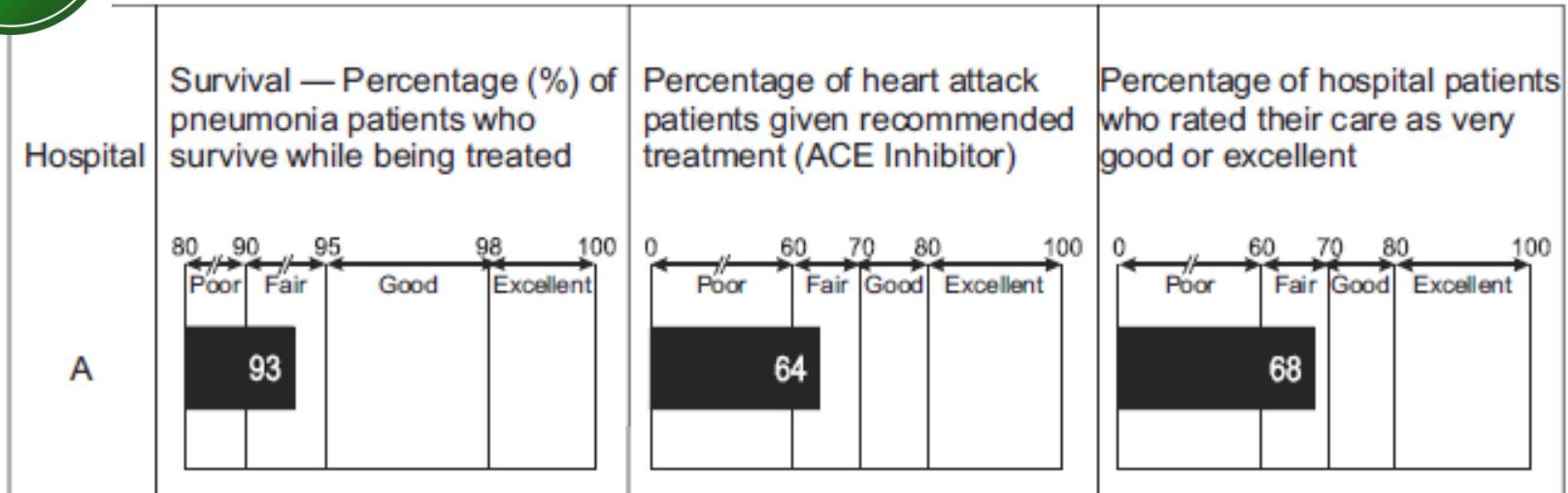
Approach to Evidence Review

- **Structured review of the published evidence**
 - **Seminal papers as primary source of search terms—e.g., *quality of care, mandatory or voluntary reporting, consumer health information, decision making***
 - **Use of 7 electronic bibliographic databases**
 - **Limits imposed—10 years, English language**
 - **Initial yield of 1,011 unique titles**
 - **28 titles retained following 2-stage review—
title/abstract review + full article review**

What Works?

- 1. Easy to read and understand—
graphics, multiple presentations,
framing**
- 2. Evaluative, interpretive approaches**

Example 2—Evaluative Format



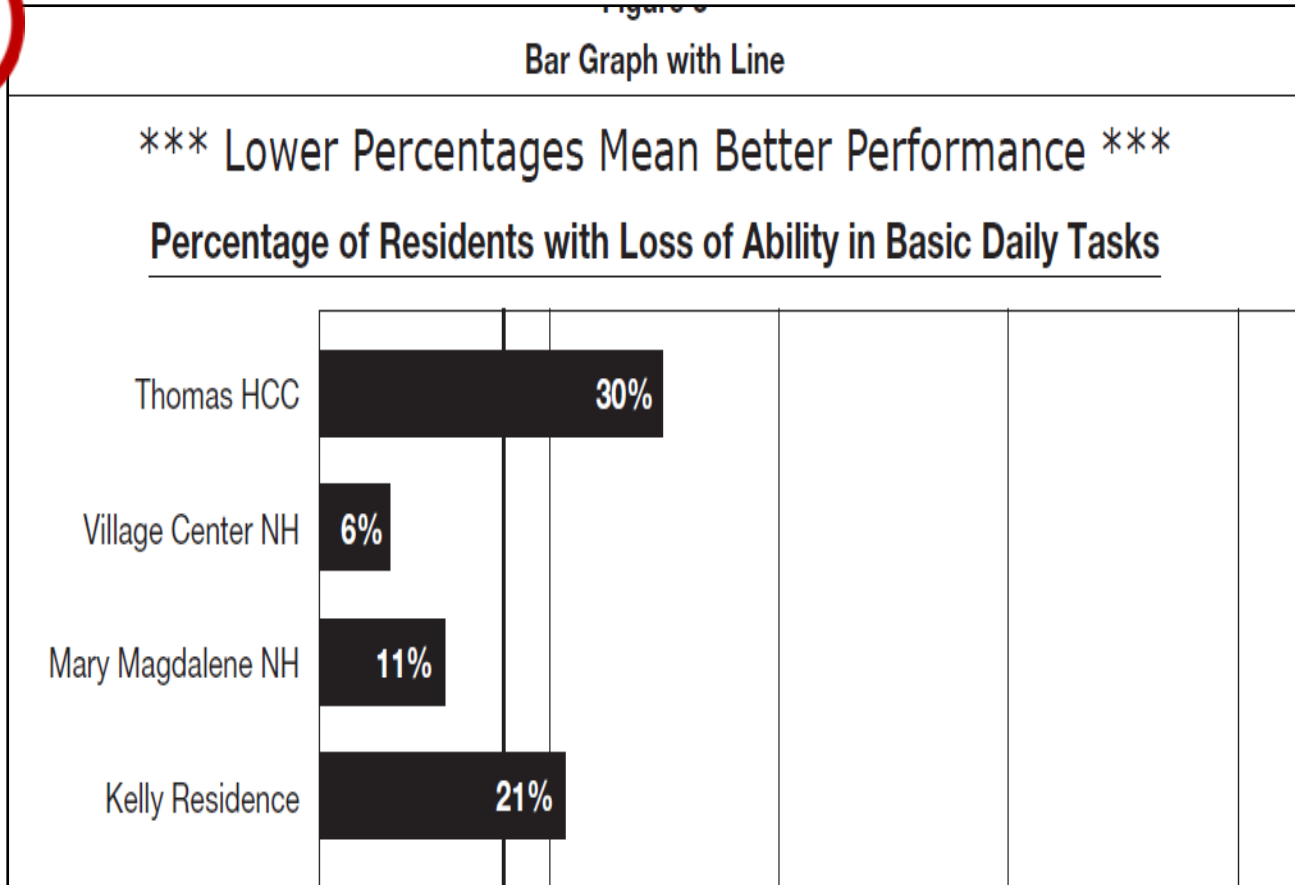
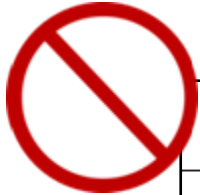
Evaluative Format



Evaluative Table with Words

	Compared to the State Average, How the Nursing Homes Performed on the Following Quality Measures...				
	Residents with Loss of Ability in Basic Daily Tasks	Residents with Pressure Sores	Residents with Pain	Residents in Physical Restraints	Residents with Infections
Adams Nursing Home	Average	Better	Average	Worse	Data Not Available
Clarke Center	Average	Better	Average	Average	Data Not Available
Glenwood Specialty Hospital	Average	Average	Average	Average	Better
Delmore Rehab and Health Ctr.	Worse	Average	Better	Better	Average

Numeric Table or Bar Charts



What Works?

- 1. Easy to read and understand—
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framing**
- 2. Evaluative, interpretive approaches**
- 3. Explanatory messages and strong
signals**

Example 1—Cost Data + Strong Quality Signal



Examples Of Cost Data Presented To Respondents With A Strong Quality Signal

Group 1	Quality data (strong signal)			Cost data
	Uses treatments proven to get results	Has safeguards to protect patients from medical errors	Is responsive to patients' needs and preferences	Careful with your health care dollars
Dr. Friedman	Better	Better	Better	●
Dr. Hunter	Better	Better	Better	●●●

Cost With and Without Weak Quality Signal



Examples Of Cost Data Presented To Respondents With A Weak Quality Signal

Group 1	Quality data (weak signal)			Cost data
	Diabetes patients tested for blood sugar (%)	Uses electronic health record	Patients say office staff is helpful (%)	Careful with your health care dollars
Dr. Peters	75	Yes	80	●
Dr. Rabin	75	Yes	80	●●●

EXHIBIT 1

Examples Of Cost Data With No Quality Signal Presented To Consumers

Doctor	Access data			Cost data
	Saturday hours	Driving distance (miles)	Same-day office visits	
GROUP 1^a				
Dr. White	9:00-noon	6	No	●●
Dr. Ramsey	9:00-3:00	5	Yes	●●●
Dr. Abbot	None	10	Yes	●
Dr. James	9:00-3:00	5	Yes	●
Dr. Albright	None	8	No	●●●
Dr. Casey	9:00-noon	7	Yes	●●

Ongoing Challenges

- **Subjective information, informal sources, referrals remain a strong force**
- **U-shaped, optimal range of information**
- **Common, intuitive symbols—e.g., “\$\$\$”—not always effective**
- **Consumer characteristics and skills mediate effectiveness of presentation format**
- **Those with low health literacy and numeracy skills and elderly consistently disadvantaged**

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