

# Vision for 21st Century Health Statistics

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# **The goal....**

## **Educating and Mobilizing consumers to:**

- Understand the importance of quality
- Demand and partner in creating better health and better health care
- Demand and partner in creating information to make health care decisions
- Demand policy changes that achieve real accountability (disclosure) and reward excellence



# FACCT Strategy

- **Create and Validate:** Create and validate the measurement sets, decision tools and consumer education products necessary to support informed consumer choice and increase the health system's accountability for its outcomes.
- **Deploy and Demonstrate:** Deploy measurement, reporting and education tools and demonstrate their effectiveness in a series of projects with strategic partners that refine the technologies, build credibility and educate key stakeholders.
- **Educate and Advocate:** Implement advocacy and education efforts focused on achieving health system changes that ensure that consumers have meaningful health care choices and the quality information they need to exercise those choices.



# Voices of consumers ... in the aggregate

- No. of Americans who think they've been victim of medical error: 42%
- What's 'very important' to consumers?
  - How well the plan keeps people healthy 79%
  - How well it catches problems early 87%
  - How well it cares for you when sick 90%
  - How easy it is to get care 88%
- No. of Americans who would seek second opinion for serious diagnosis: 89%



# Strategies we've tried: 1985-2000

## Provider-based

- Practice guidelines
- Quality improvement
- Quality bonus pools

## Standards-based

- Accreditation
- Regulatory - PROs, CLIA
- Legislative - bill of rights

## Market-based

- HMO performance data
- Managed care contracting



## The reality....

- Less than 25% of insured population has ANY statistically derived information about health care quality -- for HMOs only (HEDIS)
- Even more limited data for people with special health care needs (adults only; 9 HEDIS measures)
- Information that is available is either neither relevant or actionable for many consumers



# Four elements of a consumer strategy

- Awareness campaign: *quality matters!*
- Meaningful choices
- Useful information - relevant to their lives
- Decision support

# Who Can Assure Quality?

## The consumers' voice ...

Insurance and health  
care companies?

*They could, but they do not.  
Profit comes first.*

Employers?

*They should, but they do not.  
Profit comes first.*

Government?

*They should, but they can not.  
Government cannot be bold enough.*

*They could, but they should not.  
Government is not the answer.*



# Consumer Relevant Topics to Consider in National Efforts

## FACCT's Consumer Information Framework

- **The Basics**
- **Staying Healthy**
- **Getting Better**
- **Living With Illness**
- **Changing Needs**



# Consumer Information Framework

## FACCT Domain

## Examples

The Basics

Insurance & access

Staying Healthy

Health & behaviors

– tobacco, alcohol, exercise

Living with Illness

Chronic care mgmt.

Getting Better

Hospitalization,

Supportive services

Changing Needs

End of life



# *Competencies*

- Access
- Getting Appropriate care
- Education and teamwork
- Help for daily living



# Consumers Assign Importance Weights to Various Quality Topics

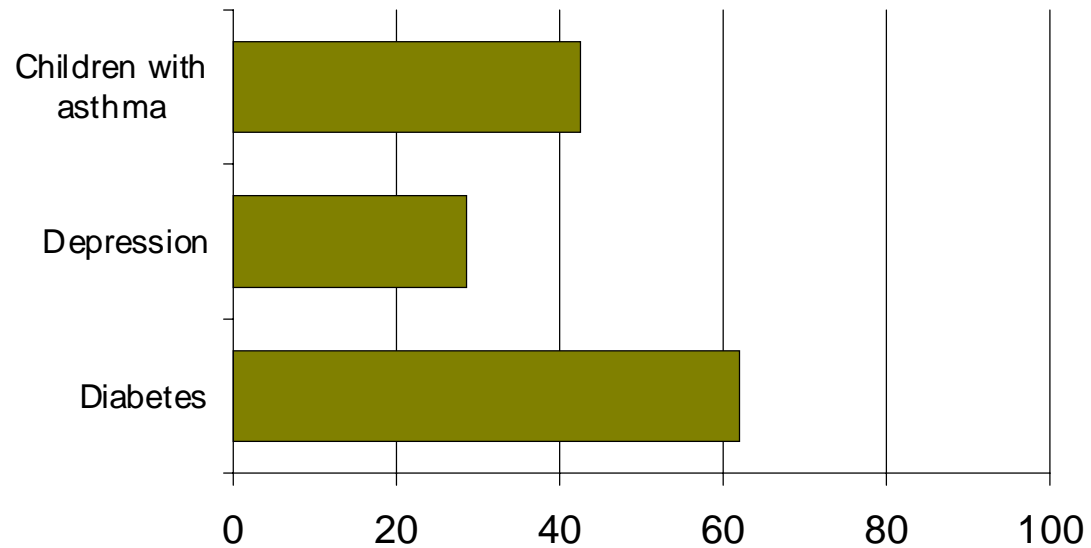
	Basics	Staying Healthy	Living with Illness
Commercial	35%	36%	29%
SSI Parents	19%	31%	50%



# Prioritize where need is greatest?

## Clinical Care Management Findings

### Clinical Care Management *Guidelines Compliance Scores*

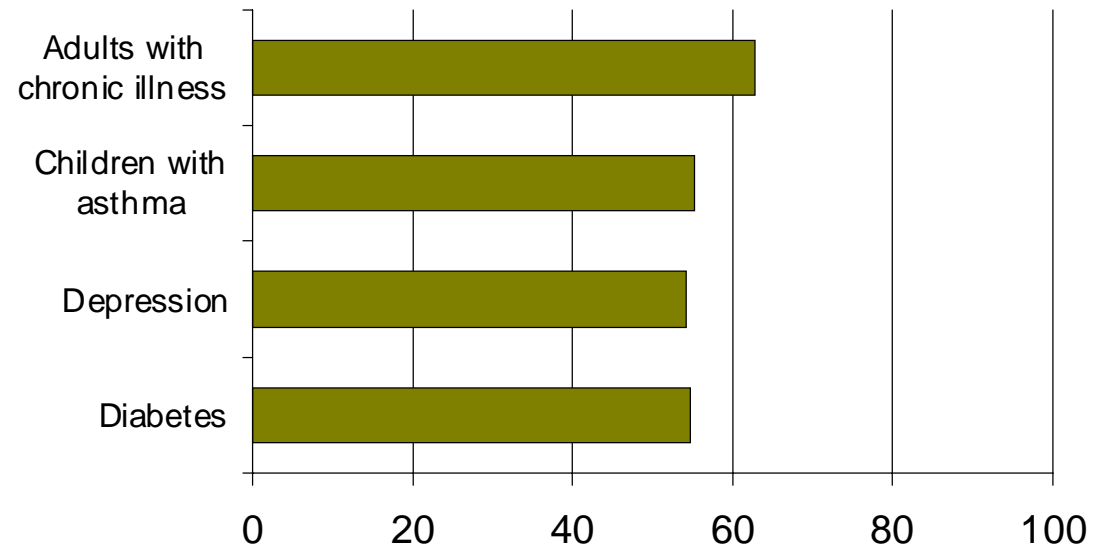




# Prioritize essential consumer input?

## Clinical Care Management Findings

### Clinical Care Management *Involvement in treatment decisions*

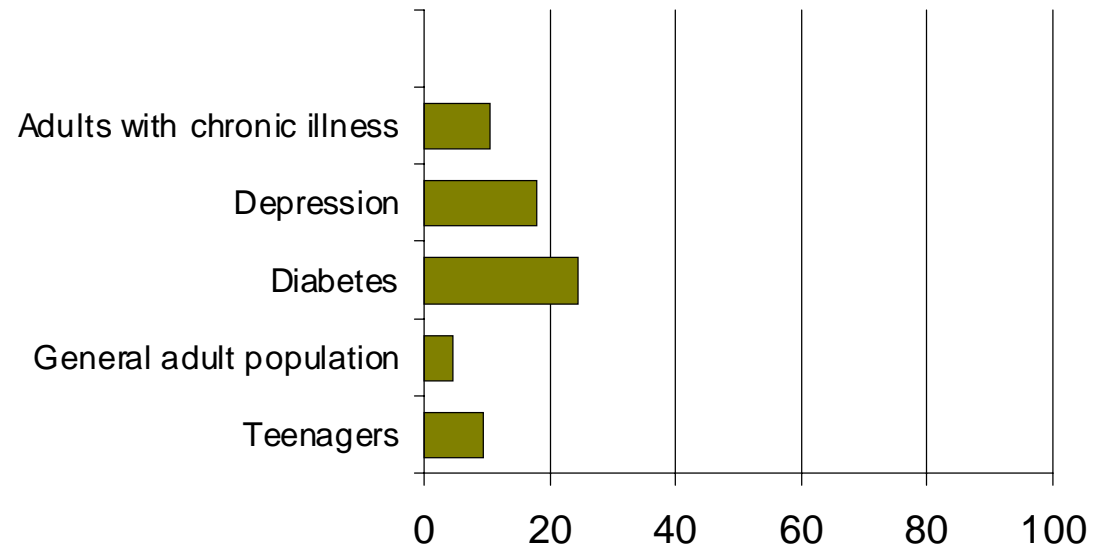




# Prioritize high leverage issues?

## Alcohol/ Illegal Drug Use Findings

Alcohol  
*Proportion of at-risk drinkers counseled*





# Principles for selecting data elements to track

- **Sustainability**
  - based on enduring, consumer relevant information
  - adaptable to anticipated changes
- **Flexibility**
  - allow for alternative data collection modes (telephone, on-line, mail)
  - elements embedded in a larger framework that allows for multiple uses of information (Living with Illness, Guidelines Compliance, Diabetes)



# Principles for selecting data elements to track

- **Acceptability**
  - balance needs - policymakers, consumers, providers
  - minimize “black box” methods
- **Interpretability**
  - Conceptual internal consistency
  - Larger framework for interpreting findings
  - Support communication efforts
- **Actionable and Discriminating**
  - Data linked to compelling decision
  - Discriminate among population groups
  - Discriminate among aspects of health care



# Partnering to Inform and Empower Consumers in the 21st Century

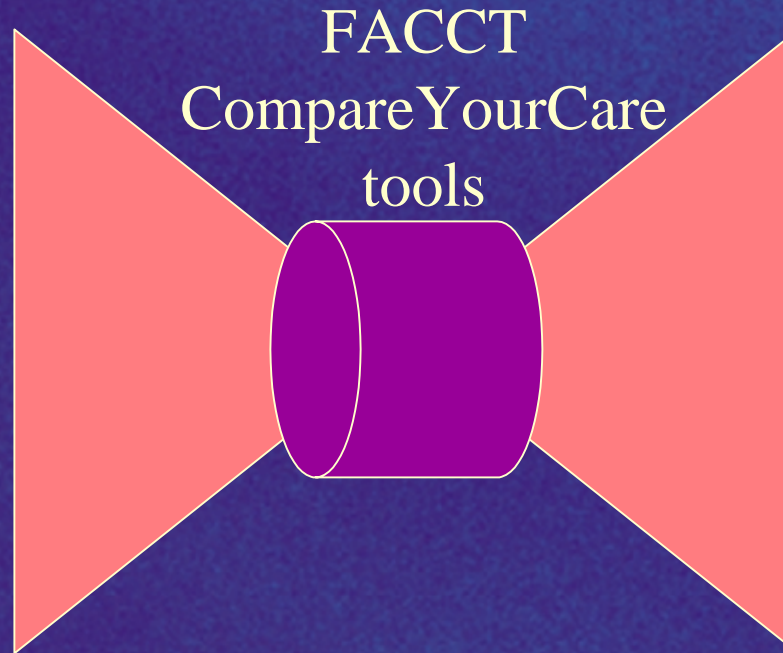
- Internet based data collection features:
  - Check the quality of your care
  - Compare quality to benchmarks
  - Coaching on how to improve care
  - Clinical content
  - Choice counseling
- Through intermediary organizations
  - Employers
  - Unions
  - Patient and consumer groups
- Sound tools and benchmarks essential



# CompareYourCare Partner Network

## User Populations

- AFL-CIO (18 million)
- General Motors (1.5 million)
- BellAtlantic
- IBM
- Citicorp
- TIAA-CREF
- Seagram's
- US West
- AT&T
- Boeing
- General Electric
- NAMI members



## Information Providers

- American Heart Association
- American Diabetes Association
- American Lung Association
- National Breast Cancer Coalition
- National Alliance for the Mentally Ill



# **Making Quality Count**

## **Looking ahead to 2010**

- Consumers have real health care choices and real power.
- Consumers understand quality and know where to get high-quality care.
- Consumers' quality expectations drive provider quality improvement.
- The market rewards innovative products and services that improve health.