Guidelines for Consumer-focused Public Reporting

AHRQ QI Users Meeting

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Background

- National Quality Forum Public Reporting Technical Advisory Panel (TAP)

- Part of NQF Steering Committee (SC) - Hospital Care 2007 project

- AHRQ-funded

TAP Charge

"Recommend a web-based approach for public reporting of acute hospital quality data that can be used, at minimum, to report the AHRQ Quality Indicators."

Scope

- Focuses on reporting healthcare quality data from acute care hospitals in a web-based format; though generalizable to other types of settings
- Intended primarily for use by sponsors of consumer-focused sites to enable reports that support consumer understanding and participation in care decisions

TAP Members

- Chair: Carol Cronin – Informed Patient Institute- Annapolis, MD
- Katherine Brown- Hospital Quality Alliance, Washington, DC
- Susan Dragoo, INTEGRIS Health, Oklahoma City, OK
- Judy Hibbard, University of Oregon, Eugene, OR
- Art Levin, Center for Medical Consumers, New York, NY
- Denise Love, National Assoc. of Health Data Orgs., Salt Lake City, UT
- Jeanne McGee, Mcgee & Evers Consulting, Vancouver, WA
- Deirdre Mylod, Press Ganey Assoc., Inc., South Bend, IN
- Ramesh Sachdeva, Children's Hospital and Health System, Milwaukee, WI
- Maribeth Shannon, California HealthCare Foundation, Oakland, CA
- Bruce Spurlock, CA Hospital Assesment & Reporting Taskforce, Roseville, CA

- Project Staff: Melinda Murhpy – NQF Consultant

Approach

- Literature review
- Review of existing web-based resources- Talkingquality.gov, Usability.gov
- Structured interviews with researchers, report sponsors
- Iterative development

AHRQ Model Report

- Designed to report comparative hospital QIs
- Developed by researchers including Shoshanna Sofaer – Baruch College
- Included testing with consumers
- Two resulting model reports:
  - Health Topics – individual QI indicators grouped into categories
  - Composites – QI composites

Report Sponsor Challenges

- Understanding what constitutes a useful report
- Assuring reports support consumer understanding of quality and healthcare choice
- Conveying information that provides the right amount of information at the right time in a way that resonates with target audiences
- Customization of results to the audience

TAP Principles

- Public and other stakeholders have right to access objective measures of quality provided by organizations in/from which they receive care, deliver care, purchase care, or provide funding/regulation and to receive the information in an understandable format.

- Use of the public reporting guidance can/should provide incentives for quality improvement.

- Information should be displayed for an array of common, cross-cutting conditions, all ages and be available across organizational settings/service lines and over time.

- Awareness and understanding of inherent values and biases is important to responsible reporting.

Goals of Consumer-focused Public Reporting

- Increase consumer motivation to use public reports by making reports more understandable and relevant;
- Provide objective, unbiased, actionable and evaluable performance information to the public;
- Improve quality of care provided across the industry; and
- Stimulate further evolution of the quality and comparability of public reporting at the organization, state and national levels.

Guidance for Consumer-focused Public Reporting - Overview

- TAP identified guidelines for public reporting in 7 areas
- Also included Implementation Considerations that amplify the guidelines
- Assessed AHRQ Model Reports against guidelines
- Includes AHRQ Model reports in Appendix

Guideline 1: Purpose of Web-based Report

- Identify the purpose of the web-based report, its intended main consumer audience(s), and how the report will be made known to the audience.
  - Nature and purpose
  - Who is the audience? What are their info needs?
  - Who are secondary audiences and how will their unique needs be addressed?

Guideline 2: Process of Developing the Web-based Report

- Develop the web-based report using a transparent process that involves consumers and other relevant stakeholders.
  - Stakeholders include: sponsors, consumers, organizations being measured
  - Establish governance/decision making rules
  - Opportunity for those being measured to preview and correct errors
  - Consumer usability testing before, during, after

Guideline 3:Introduce concept of quality

- At the beginning of the report, set the stage by communicating what quality is, how quality varies and how making quality comparisons can be of value to consumers.
    - Explain that quality varies within and across orgs.
    - Use consistent, simple and familiar language

Guideline 4: Meaningful Measures

- Ensure that measures included are meaningful to consumers, transparent, and meet widely accepted, rigorous criteria including importance, scientifically acceptable, feasible and usable.
    - Relevant to consumers
    - Demonstrate variation
    - Provide information that reflects overall quality

Guideline 5: Data Presentation

- Present and explain data clearly and objectively in ways that help consumers understand and use it.
  - Data should be evaluable
  - Consistent reporting (low or high scores better)
  - Use stories to illustrate meaning
  - Allow users to see what they want

Guideline 5: Data Presentation (cont.)

- In presenting comparative quality information
  - Use tools such as rank ordering, symbols that help user quickly discern performance
  - Include benchmarks if possible
  - Provide risk-adjusted rates into categories using words such as "better", "average"
  - Label indicators in everyday language.
  - Limit use of statistics that are difficult for consumers to understand

Guideline 5: Data Presentation (cont.)

- **In presenting information from composite measures**:
  - Report all measures that comprise the composite
- **In providing contextual/decision support:**
  - Provide clear contextual information
  - Provide clear explanation for missing data
  - Consumer test
  - Use reasonably current data and display dates covered
- **In presenting technical documentation:**
  - **Include detailed measure definitions, specs etc.**
  - **Provide details about the methodology**

Guideline 6: Report Usability

- Ensure that design and navigation features enhance report usability.
  - Organize information to let users make choices
  - Provide engaging format/easy navigation
  - Easy to skim
  - Easy to print
  - Test with audience

Guideline 7: Regularly Review and Improve Reports

- Regularly review and assess reports to ensure their effectiveness and currency.
  - Assess use and impact
  - Involve stakeholders in revisions
  - Use learnings to drive improvement and usefulness of performance measures and public reporting field.

Research Recommendations

- Impact of public reporting
- Content of public reporting
- Unintended consequences
- Understanding issues related to cultural and linguistic needs
- Effect of public reporting on quality improvement

Project Status

- Public comment period: June 2008

- Final NQF member voting: Aug. 2008

- CSAC/Board consideration: Sept. 2008

- Publicly available: Late 2008

For more information:

- National Quality Forum: www.qualityforum.org
  - "Guidelines for Consumer-focused Public Reporting"

- AHRQ Model Reports
  - Send request to: support@qualityindicators.ahrq.gov

- Talking Quality: www.talkingquality.gov