Evaluation of Your Public Reporting Program

John Bott, Center for Delivery, Organization, and Markets, AHRQ

Judith Hibbard, University of Oregon

Shoshanna Sofaer, Baruch College

Carol Cronin, Informed Patient Institute

Beth Eastman, Florida Agency for Health Care Administration

Using the "Raise Hand" Button for Questions

❖ If you have questions during the Q&A session, please use the Raise Hand function; you will be placed into a queue to ask your question.

To ask a question, click on the **Raise Hand** button in the Participants Panel and the Host will un-mute your line.

Once you question has been answered, please click the **Lower Hand** icon and the Host will mute your line.

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Questions

We will have three opportunities throughout the Web conference for you to ask questions of our speakers. To do so, please:

- At any time, post your questions in the Q&A box on the right-hand side of your screen and press "send" to "all panelists"

OR

- During the Q&A sessions, click the "raise your hand" button to be un-muted and introduced to verbally ask a question

Agenda

- Welcome and Introduction
- What Criteria Should We Use To Evaluate Reports?
- Questions and Answers
- Formative Evaluation
- If Your Report Is Web-Based
- Did the Report Have an Impact?
- Questions and Answers
- Broader Impacts and Unintended Consequences
- Program Example - Florida
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Web Conference Schedule

Orientation:

    October - Designing Your Reporting Program

Measures/Data/Analysis:

    November - Selecting Measures & Data

    December - Key Choices in Analyzing Data for the Report

    January - Classifying Hospitals

Reporting/Disseminating/Promoting:

    February - Displaying the Data

    March - Web Site Design & Content

    April - Getting the Public To View and Use Your Report

Evaluation:

    May - Evaluation of Public Reporting Program

*Q&A Web Forum with QI Experts in June

Quality Improvement:

    July - Working With Your Hospitals on Quality Improvement: From Small Steps to Large Leaps

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- Understand the value of evaluation

- Explain why it is important to make explicit the assumptions about how public reporting will operate

- Elaborate the goals and different approaches used in formative evaluation

- Delineate the goals and approaches used in outcome evaluation

- Describe potential larger impacts and unintended consequences of public reporting

Why Evaluate?

- To make sure you have designed a report that will be useful to the intended audiences
- To know how to improve your existing reporting efforts
- To know what your investment is yielding

Assumptions Drive Efforts

- Making your assumptions explicit can inform how you go about designing and promoting your report, as well as how you assess its impact
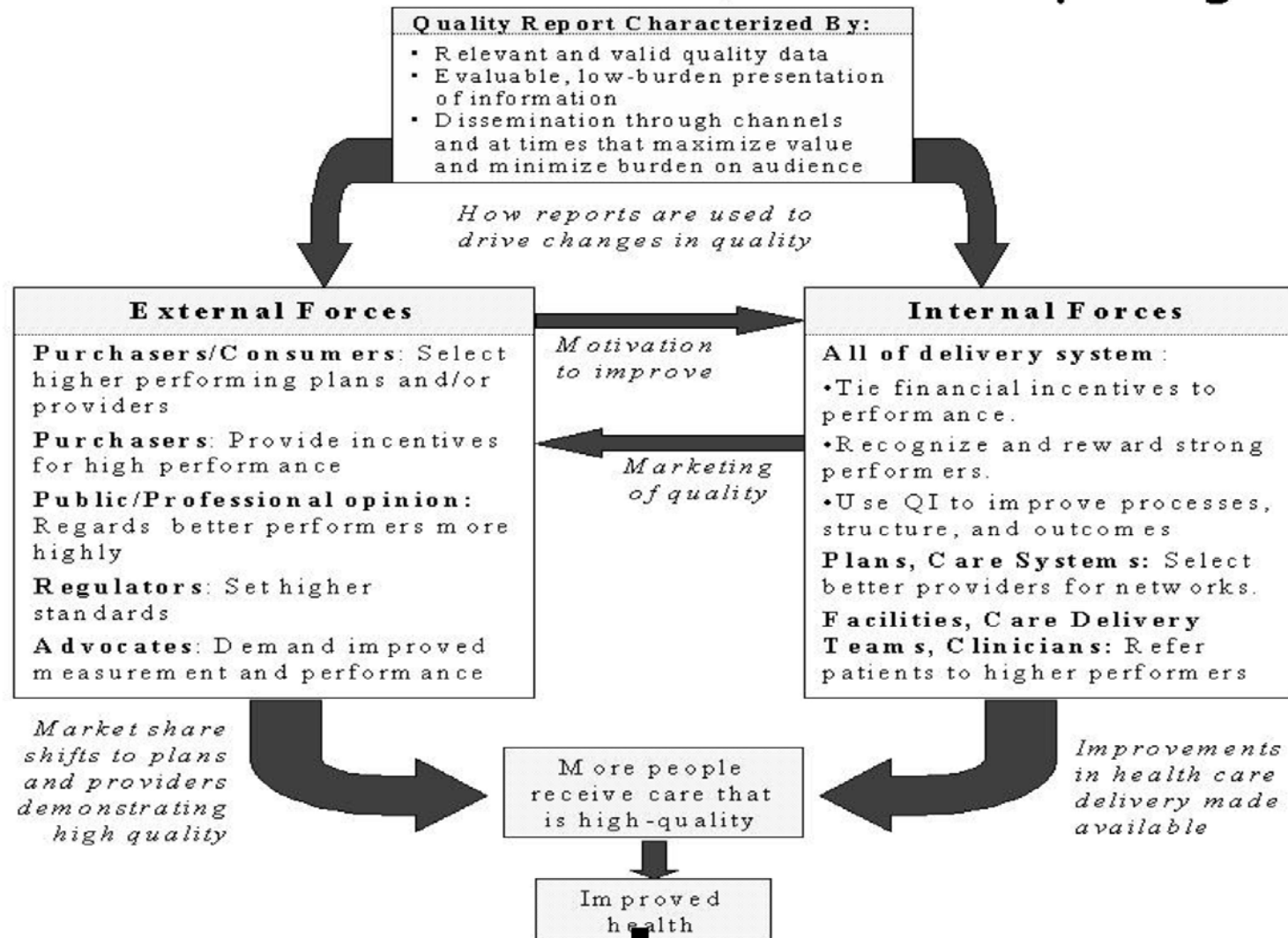
What are your assumptions about how the report will result in better outcomes?

- Consumers will choose high-quality providers and therefore get better care
- Consumer choices will motivate providers to improve
- Providers will see the gap in their own performance and will improve
- Providers will be motivated to improve to protect or enhance their professional reputations

Macro Level Framework for Public Reporting

Quality Report Characterized By:
- Relevant and valid quality data
- Evaluable, low-burden presentation of information
- Dissemination through channels and at times that maximize value and minimize burden on audience

How reports are used to drive changes in quality

External Forces

Purchasers/Consumers: Select higher performing plans and/or providers

Purchasers: Provide incentives for high performance

Public/Professional opinion: Regards better performers more highly

Regulators: Set higher standards

Advocates: Demand improved measurement and performance

Motivation to improve

Marketing of quality

Internal Forces

All of delivery system:
- Tie financial incentives to performance.
- Recognize and reward strong performers.
- Use QI to improve processes, structure, and outcomes

Plans, Care Systems: Select better providers for networks.

Facilities, Care Delivery Teams, Clinicians: Refer patients to higher performers

Market share shifts to plans and providers demonstrating high quality

More people receive care that is high-quality

Improvements in health care delivery made available

Improved health

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Presentation Overview

I. Provide overview of Informed Patient Institute (IPI) and work evaluating public reports

II. Briefly describe NQF Guidelines for Consumer-focused Public Reporting

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IPI MISSION & OBJECTIVES

- Mission
  - To improve the quality of health care by helping the public make more informed choices about their care
- Objectives
  - To educate the public about health care quality, patient safety, and patient rights and responsibilities
  - To facilitate access to credible information about health care organizations and professionals
  - To advocate for more, and more useful, health care quality information
- IPI is a non-profit organization based in Annapolis, MD

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First IPI Project – Site Reviews and Recommendations

- Purpose
  - To help users quickly get to the best information about health care facilities and professionals nationwide
- Site Reviews and Recommendations:
  - Systematically compiled websites that include background or performance information
  - Websites evaluated against criteria
  - Wrote consumer friendly review of sites
  - Created processes to continually update and proactively identify new sites

Types of Sites in Database

- Facilities/Professionals (800+ Sites)
    - Ambulatory Surgery Centers (45)
    - Assisted Living (52)
    - Dialysis (16)
    - Home Health (31)
    - Hospice (37)
    - Hospitals (200+)
    - Managed Care (90)
    - Nursing Homes (71)
    - Physicians (150)
    - Transplant Centers (1)

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Website Performance Information

- Background/Experience
- Clinical quality
- Patient safety
- Patient satisfaction
- Staffing
- Deficiencies/complaints/malpractice
- Costs
- Other features (awards, accomplishments)

IPI Criteria

- Threshold Criteria (must meet to move to rating stage)
  - Information useful to consumers/patients/families
  - Publicly accessible
  - Information must be from credible source
  - Information must be collected in credible way

IPI Rating Criteria

- Over 18 criteria in following 6 areas
    - Content
    - Presentation
    - Timeliness
    - Navigation
    - Context
    - Special Features/Negative aspects (ability to add/subtract 5 points)
- All criteria weighted evenly at this point
- Ability to spot-check consistent application of criteria

IPI Rating Criteria-Details

- Content
  - Breadth of types of information (state surveys, complaints, clinical quality, staffing, patient experience, costs, patient demographics etc.)
- Presentation
  - Info about better performers readily apparent?
  - Jargon free language?
  - See information in more than one way?
  - More detail if desired?
- Timeliness
  - Less than 2 years old?
  - Multiple years of performance?
  - Easy to see when information last updated?

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IPI Rating Criteria-Details

- Navigation/Ease of Use
  - Find information within reasonable amount of time?
  - Printed in easy-to-view fashion?
- Information to help Make Decisions
  - Provide clear explanatory information about performance info?
  - Provide other contextual information to aid decision making?
  - Provide working links to other useful information?
- Special Features/Negative Features
  - Add/Subtract points for either positive or negative site features

Conveying Results

- Websites receive A to F grade
- Bullets quickly convey content/Pluses and minuses
- Link to site closest to desired content
- Indicates date review done
- "Unique" sites (info not available other places)

National Quality Forum (NQF) Consumer Focused Public Reporting: A Consensus Report-April 2009

- Public Reporting Technical Advisory Panel – Part of Hospital Care 2007 Steering Committee

- AHRQ funded

- Intended for use by sponsors of consumer-focused sites

- Identified guidelines for public reporting in 7 areas

Brief Overview of Guidelines

- Guideline 1: Identify purpose
- Guideline 2: Use transparent process for developing report
- Guideline 3: Introduce concept of quality
  - Don't assume that users know what quality is
- Guideline 4: Use meaningful measures

Brief Overview of Guidelines (cont.)

- Guideline 5: Present data in ways that help consumers understand and use it
  - Data should be evaluable
  - Consistently reported (high scores always better)
  - Include benchmarks if possible
  - Limit use of hard to interpret statistics.

- Guideline 6: Ensure usability

- Guideline 7: Regularly review and assess reports to ensure effectiveness and currency.

For Additional Information

- Informed Patient Institute:

  www.informedpatientinstitute.org
  Carol Cronin – Executive Director
  c.cronin@comcast.net
  (410) 268-0189

- National Voluntary Consensus Standards for Hospital Care 2007 - Guidelines for Consumer Focused Public Reporting: A Consensus Report (April 2009)

  http://www.qualityforum.org/publications/reports/rgtguide.asp

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Questions for a Formative Evaluation

- How aware are people of the report?
- How well is your report understood?
- Can people find the information they want/need?
- Can they bring the different factors together into a choice?
- What is misunderstood or confusing?
- Who is using it?
- What is their experience using it?

- **Seek out representatives of your target audiences**
  - You can ask about the utility of the report, test whether people understand it, how they heard about it, and what they thought it was about
- **Focus groups**
- **Cognitive interviews**
- **Usability testing**
- **Surveys**

- Findings may help you make improvements in design, in labeling, and in navigation

- May indicate what consumers care about in your report

- Should you just include quality indicators that consumers want?

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If Your Report Is Web-Based:

- Include a way for people to provide feedback directly from the site
- Take full advantage of the free "Web analytics" services offered by search engines such as Google and Yahoo
  - Which pages are being viewed
  - How people got there
  - How long they stay on each page

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- **How did the report impact the different target audiences?**
  - Purchaser responses?
  - Consumer behaviors, choices?
  - Consumer views about which providers/hospitals are better or worse?
  - Provider concern for reputation?
  - Provider concern about market share?
  - Quality improvement efforts (providers, plans, hospitals)?
  - Quality metrics?
  - Health outcomes?

- Data from all audiences (not just consumers)
- Surveys
- Key informant interviews
- Use other data sources
  - Change choices?
  - Change perceptions?
  - Change expectations for care?
  - QI efforts?
  - Who did it most impact (e.g., did low performers make greater efforts)?
  - QI improvements

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Broader Impacts and Unintended Consequences

- **Public reports are part of a far broader effort to**
  - Improve health care quality AND
  - Bring together multiple stakeholders in the process
- **In addition, any significant intervention in a community can have unintended consequences, both positive and negative**

■ Here are some potential broader impacts and unintended consequences

    – Increasing the overall prominence of health care quality and safety as issues in the health care delivery system and the community as a whole

    – Increasing mutual understanding (or if it goes badly, misunderstanding) across stakeholder groups

Broader Impacts and Unintended Consequences

■ More impacts and consequences
- – In particular, providing an opportunity for consumers and patients to "get engaged" in health not only on an individual basis but on a community level
- – Increasing communication between patients and physicians and other providers
- – Increasing the "appetite" for information about health and health care
  - ■ Especially if reports also include information on steps people can take to prevent illnesses and complications
- – Demystifying health and health care for the public and perhaps the media as well

Broader Impacts and Unintended Consequences

- **How do you tap into these impacts and consequences?**
  - Some can be addressed by keeping a close eye on the development of relationships between report sponsors, providers, and other partners
  - More formally, these issues can be addressed in other data collection efforts, such as key informant interviews, focus groups, and surveys
  - We have found that participants in reporting efforts love having the opportunity to discuss them with a party who shows interest in their point of view

Broader Impacts and Unintended Consequences

- Very specific indicators can also provide clues:
  - Does your list of partners grow? Who gets added?
  - Do more people actually show up at meetings and get meaningfully and constructively engaged in the work?
  - Do more organizations commit themselves to help with the work?
  - What happens to the coverage you get in the media (the coverage you try to generate but, just as important, other coverage)?
  - Do some of your partners start working on other things with each other, besides public reporting?
  - What happens to the prominence, power, and prestige of professionals who work on quality, especially quality improvement?
- This kind of evaluation requires "peripheral vision" -- so keep your eyes not only open, but moving!

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Program Example

Beth Eastman

Florida Agency for Health Care Administration

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Q&A Session

We would like to hold an open Web forum with QI experts to answer member questions about using the QIs and the ancillary tools.

We will contact you soon with details…

Next Web Conference

Working With Your Hospitals on Quality Improvement: From Small Steps to Large Leaps

July TBD, 2009

John Bott, Center for Delivery, Organization, and Markets, AHRQ
Mari Tietze, Dallas-Fort Worth Hospital Council
Diane Stewart, Pacific Business Group on Health

You are welcome to invite others from your organization

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For More Information

- QI Learning Institute Web Forum:
  https://ahrqqili.webexone.com/

  Login Name: First letter of first name followed by last name; capitalize first two letters (Example: JGeppert)

  If you forgot your password, enter your Login Name and press "Forgot your password?" and Webex will e-mail you a temporary password.

- QI Learning Institute E-Mail:
  QualityIndicatorsLearning@ahrq.hhs.gov

- QI Web Site:
  http://www.qualityindicators.ahrq.gov/

- QI Support E-Mail:
  support@qualityindicators.ahrq.gov

QILI Evaluation

- Please fill out the <u>evaluation form</u> that will pop up on your screen after you leave the Web conference.

- Thank you for your participation!

Today's Learning Objectives

- Understand the value of evaluation

- Why making assumptions explicit --about how public reporting will operate– is important.

- Elaborate the goals and different approaches used in formative evaluation

- Delineate the goals and approaches used in outcome evaluation

- Describe potential larger impacts and unintended consequences of public reporting