



Reporting Health Quality Information: Lessons Learned from CAHPS®

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CAHPS reporting templates

- “Compare Your Health Plan Choices”
(print report)
- “Decision Helper”
(Computerized report)
- “Decision Helper” for Medicaid audiences



Reporting templates (future)

- P CAHPS (provider level)
- G CAHPS (group practice level)
- H CAHPS (hospital)
- CAHPS PWMI (people with mobility impairment)
- CAHPS ESRD (end stage renal disease)



Lessons Learned

People want information, but will not use it unless it is easy to understand and apply.

“Brochures are just so full of so much. You’re sitting there and by half-way through it, it’s like, oh, forget it. Especially people who have children. They don’t have time to just sit there and be reading three or five pages .”

“This is great information but send it to me after I’ve selected a plan...that’s when I’ll have time to read it.”





Lessons Learned

Using multiple sources of information to make a decision is a cognitively complex task.

“A plan that’s flexible and easy to understand...don’t give me something that you need to be a Supreme Court justice to interpret.”

“We just got a policy. I got the papers a month ago. I didn’t sit down and read them, you know. Some of that stuff is just so mind-boggling. I would be totally, really confused.”





Lessons Learned

The only way to know if the target audience 'gets' your message is to test it.

- Cognitive testing (concurrent or retrospective interviews, observation)
- Usability testing





Lessons learned from cognitive testing

- Healthy people do not necessarily see what they can learn from quality ratings given by those with chronic disease.
- Not all people share the cultural belief that emphasizes individualism and participation in one's health care decisions.
- In developing text or questions, 'shorter' is not always 'better'—even for people with poor literacy skills.



Lessons learned from cognitive testing

Original text:

- Your doctor will give you a glucose tolerance test this month. This test is to check the blood sugar in your body. You can have too much blood sugar. Then your baby may be very big.

Revised text:

- Your doctor will give you a glucose tolerance test this month. This test is to check the blood sugar in your body. If you have too much blood sugar, your baby may be very big. A big baby could make the delivery harder.



Lessons Learned

Usability testing

- Asks a person to perform a specific task based on information given in a document
- Helps the developer learn where the document succeeds or fails in assisting the user in that task.





Lessons Learned

If you fail to include stakeholders in the process of product development, you limit chances that the product will be adopted and used.





Lessons Learned

Providers and consumers should be included in development of:

- Content of assessment tools,
- Format of the report,
- Plan for dissemination of survey results.



Lessons Learned

Consumers find it easier to describe a high-quality provider than they do to describe a high-quality health plan.

This may translate into greater likelihood of use of quality information about providers than about plans.





Lessons Learned

Good providers communicate well:

“I base the quality of service on whether or not my doctor takes time to explain to me what’s going on instead of just closing the folder and giving it to the nurse and then she receives a check. I like for the doctor to take time, some quality time, explaining what the ailment is...even if it’s just a check-up. That’s what I pay for.”





Lessons Learned

Good providers speak in a way I can understand:

“[Too often] doctors use the long words which are medical...They’ll talk to you with these long words, these long terms, and you’re like, ‘I got *what?*’ They should cut it down to where you could more or less tell what they’re talking about.”





Lessons Learned

Good providers take the time to build relationships with patients:

“I just took my kids in for a pre-school physical and the doctor I went to did an excellent job of keeping it from being traumatic because one of my kids had to get a couple of shots. Even though [he] still cried, she made it such a way that [he] got through it without serious trauma. Just general conversation and talking about things and kept in mind everything but the needle. She kind of talked him through it.”





Lessons Learned

For physician assessment, it is particularly important to provide trend data over time.

“Quality improvement is not static. I want to know how we do over time. More importantly, I want the patients to know when our scores improve.”





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