

# *Strategies Today, for Higher Quality Tomorrow*

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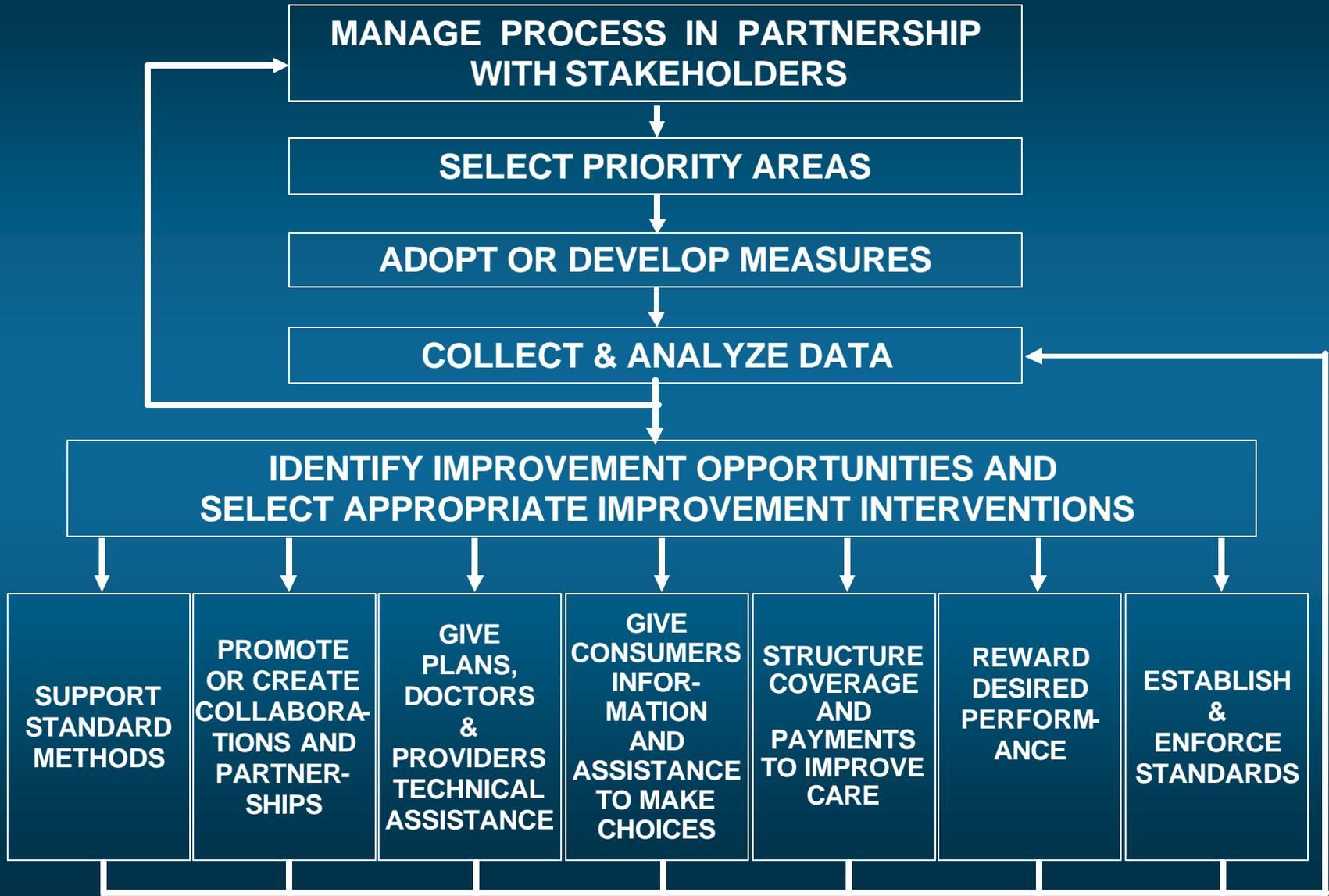


# *Overview of Today's Presentation*

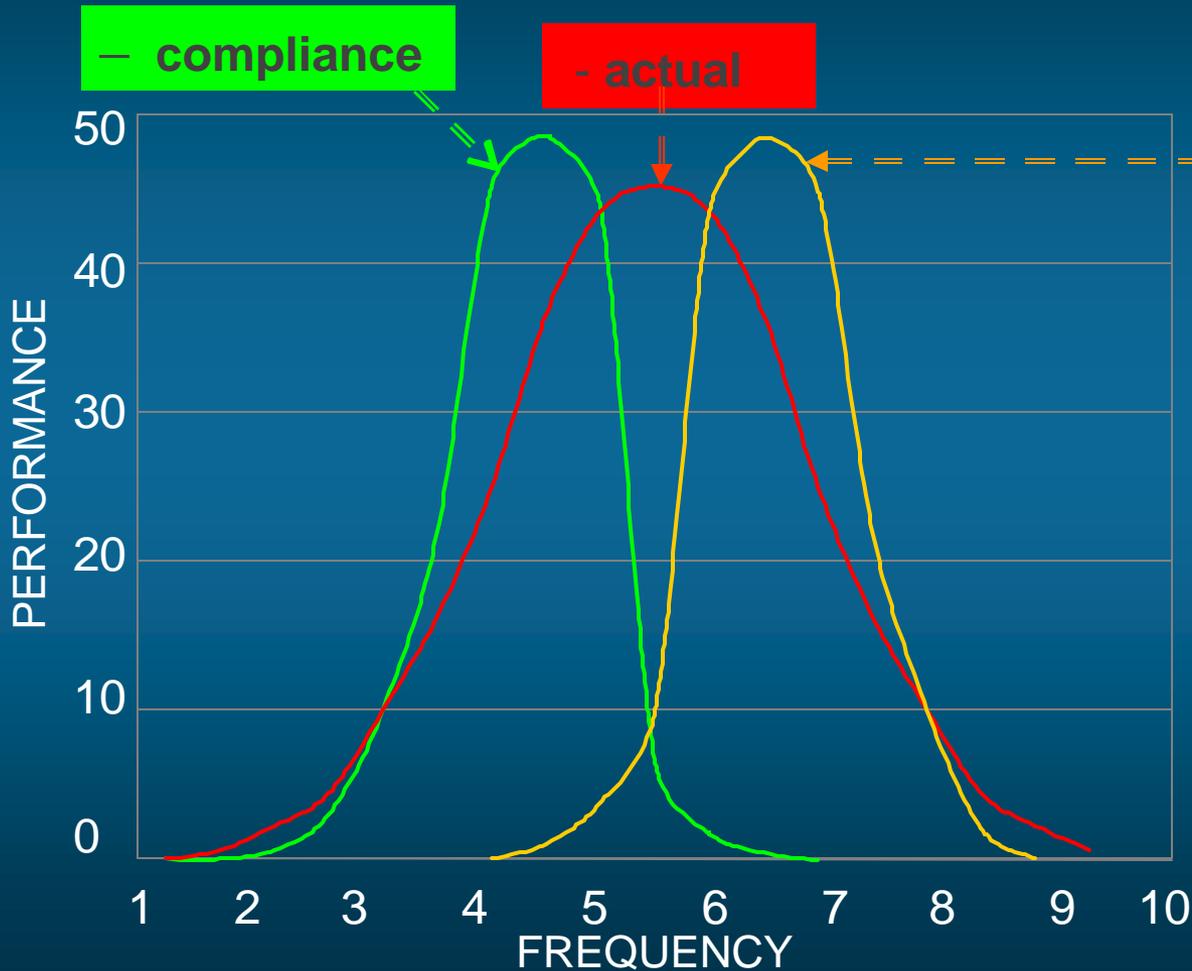
- **Strategies available to CMS to improve quality**
- **Focus on public reporting and consumer information**



# *WHAT WE CAN DO TO IMPROVE QUALITY*



# *Improving the Distribution*

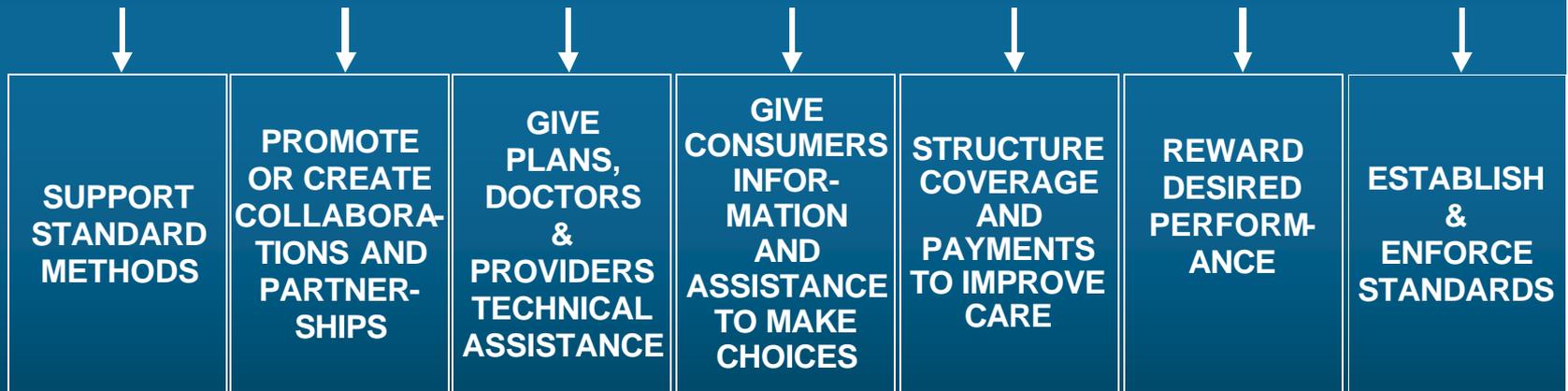
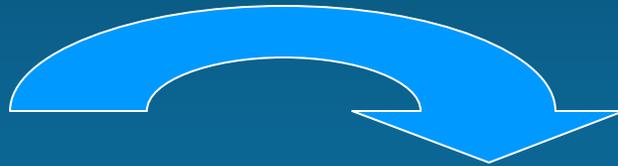


- system change & technical assistance
- consumer information
- non-economic incentives
- economic incentives

# *CMS Approach to Quality*

- *Quality Initiative* announced November 2001 by Secretary Thompson:
  - Empower consumers to make more informed decisions regarding their healthcare
  - Stimulate / support providers & clinicians to improve the quality of health care
- More info [www.cms.hhs.gov/quality](http://www.cms.hhs.gov/quality)

# *A focus on consumer information, complemented by additional tactics*



# Comparative Quality Information on [www.medicare.gov](http://www.medicare.gov)

- Medicare Health Plan Compare - 1999
- Dialysis Facility Compare - 2001
- Nursing Home Compare - 2002
- Home Health Compare – 2003
- Hospital Compare – 2004



# Publications and other information on [www.medicare.gov](http://www.medicare.gov)

Medicare Coverage of Skilled Nursing Facility  
Care

Guide to Choosing a Nursing Home

Nursing Home Checklist

Choosing Long Term Care

Medicare and Home Health Care



# Future enhancements to quality information on [www.medicare.gov](http://www.medicare.gov)

## Developmental - Nursing Home

- Measures of resident and family perceptions of care and satisfaction
- Staffing Measures
- Quality of Life Measures



# Other information avenues for quality information

- Media
- 1-800-Medicare
- State Health Insurance Assistance Programs
- CMS Regional Office efforts
- Partnerships, work with Quality Improvement Organizations
- Referral to state and other websites



# Consumer Research

How this was used to create our NH and HH sites on [www.medicare.gov](http://www.medicare.gov):

- To choose measures from those currently available in MDS and OASIS
- To improve understandability of language
- To improve table and chart design to ease of use
- To improve web site navigation
- To identify target audiences and develop strategies for promoting the web site



# Consumer Research Findings: Nursing Homes

- Family caregivers and referral sources (e.g. hospital discharge planners) should be primary target audiences.
- Doctors and discharge planners are willing to refer families to Nursing Home Compare.
- Consumers will not use the quality measures alone to make decisions, but will also factor in other information.



# Consumer Research Findings: Home Health

- Caregivers responded favorably to information on home health care and reported that they would be likely to use it
- Consumers did not always have a concept of a home health agency
- Many consumers did not realize they had a choice in home health care agencies.



# Nursing Home Pilot Evaluation

**The NH Quality Initiative pilot successfully promoted quality improvement activities.**

- 52% of NH in the six pilot states requested quality improvement technical assistance from the QIOs.
- 78% of NH reported making quality improvement changes and 77% indicated that the NHQI was, in part, responsible for their decision to undertake these activities.

# Nursing Home Pilot Evaluation

The NH Quality Initiative increased the seeking of nursing home quality information.

- Nursing Home Related Phone calls to 1-800-MEDICARE more than doubled during the pilot.
- Visits to Nursing Home Compare at [www.medicare.gov](http://www.medicare.gov) increased ten-fold during the pilot.



# Nursing Home Pilot Evaluation

Users of the quality information on-line were highly satisfied.

- Web users said the information was clear, easy to understand, easy to search and valuable.
- On a scale of 0 to 10, over 40 % of web users scored the information a 10 on these dimensions and approximately 70 % gave the information an 8 or higher.



# Ongoing Evaluation

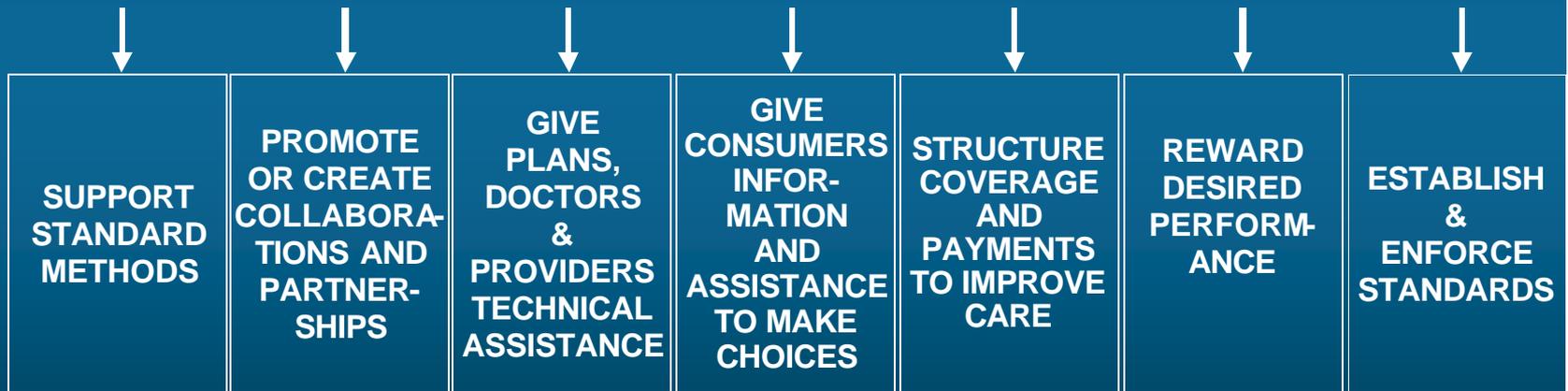
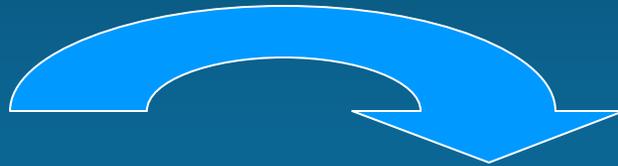
Studies will be conducted during Phase I of the Home Health Initiative to assess effect on:

- Home Health Agencies
- Hospital discharge planners and other referral sources
- Consumers

CMS with ongoing commitment to evaluation



# *A focus on consumer information, complemented by additional tactics*



*Thank you*

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