



Consumer Decision Support Using Patient Experience Results

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Key challenges in reporting patient experience results to consumers

- Choosing providers -- what matters to people
- Moving from report cards to decision support

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Plan choice -- what matters to consumers

Aspects of Choosing a Health Plan	% Employees Rated Important*
Covered services & cost when getting care	61%
Your monthly premium cost	59%
Doctors in the plan	59%
Rules to choose and use PCP or specialist	30%
Plan quality and service ratings	28%

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*User Results PBGH Health Plan Chooser



Doctor choice – what matters to consumers

Aspects of Choosing a Doctor	% Patients Rated It One of Top 3 Choice Factors*
Patient ratings of doctor	51%
Office location & hours	39%
Doctors training & experience	38%
Advice from professionals	27%
Doctor's age, gender, ethnicity, languages spoken	25%
Advice from family/friends	24%

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*Respondents PBGH Choice of Doctor Research



Relative importance of patient-reported experiences – what matters to consumers

<u>Doctor Ratings Topic</u>	<u>Mean Score (5-1)</u>
Doctor Interpersonal Skills	4.0
Patient Recommends Doctor	3.4
Timely Appointments & Care	3.3
Coordinated Patient Care	2.8
Getting Help to Improve Habits	1.5

*5 = most and 1= least important

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Respondents PBGH Choice of Doctor Research



Medical group choice -- what matters to consumers

- Integrate doctor and medical group choice support
- Report medical group competencies
 - Access
 - Coordination of care
 - Clinical performance
 - Office staff helpfulness
- Report medical group features/services (examples)
 - Hours and location
 - Electronic information exchange

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Integrated Group and Clinician Reporting Strategy

Pay for Performance spurs statewide reporting

- 180 groups reporting group-level (public)
- 27 groups reporting clinician & site level (internal)

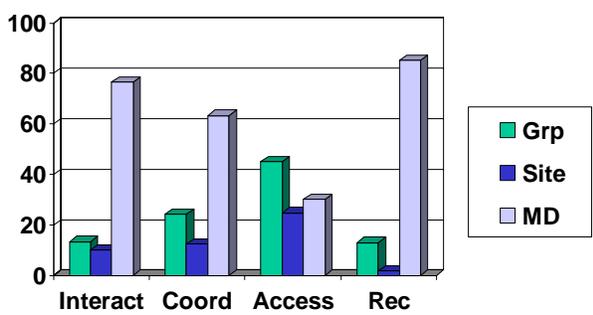
- ✓ Common survey for group, site, clinician
- ✓ Integrated sampling process – 1 set of files for group, site and clinician sampling
- ✓ Medical group reporting – drill down to site and clinician level results

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Influence of Medical Group, Site and MD on Variance in MD Scores – Reporting Implications

% of Explainable Variance



Category	Grp (%)	Site (%)	MD (%)
Interact	15	10	75
Coord	25	15	65
Access	45	25	30
Rec	15	5	80

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Integrate doctor and medical group choice support

search | key facts | patient ratings of doctor | qualifications and services | patient ratings of medical group

Your Search: Family Practice/Internal Medicine, 91760 **Total:** 8 doctors **Page No.** 1

Sort By Patient Recommends Doctor Results: 1

Name	Patient Recommends Doctor				Doctor Interpersonal Skills	Coordinated Patient Care	Getting Timely Appointments and Care	Getting Help to Improve Habits
	Scored Lowest	Scored Average	Scored Highly	Scored Best				
MD	<div style="width: 96%; height: 10px; background: linear-gradient(to right, blue 96%, white 96%);"></div> 96%				Scored Highly	Scored Highly	Scored Highly	Scored Average
MD	<div style="width: 79%; height: 10px; background: linear-gradient(to right, blue 79%, white 79%);"></div> 79%				Scored Highly	Scored Lowest	Scored Lowest	Scored Average
MD	<div style="width: 71%; height: 10px; background: linear-gradient(to right, blue 71%, white 71%);"></div> 71%				Scored Highly	Scored Average	Scored Lowest	Scored Average
MD	<div style="width: 66%; height: 10px; background: linear-gradient(to right, blue 66%, white 66%);"></div> 66%				Scored Average	Scored Lowest	Scored Lowest	Scored Average
MD	<div style="width: 55%; height: 10px; background: linear-gradient(to right, blue 55%, white 55%);"></div> 55%				Scored Lowest	Scored Lowest	Scored Lowest	Scored Lowest
MD	<div style="width: 52%; height: 10px; background: linear-gradient(to right, blue 52%, white 52%);"></div> 52%				Scored Lowest	Scored Lowest	Scored Lowest	Scored Lowest

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Moving from report cards to decision support

- Walking in consumers' shoes...
 - ✓ Offer performance info in multiple choice paths
 - ✓ Summarize results for ease of use
 - ✓ Distinguish best/worst performers
 - ✓ Bring aspects of choice together in 1 view
 - ✓ Grades: minimize misclassification error

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Bring aspects of choice into 1 view

Search key facts patient ratings of doctor qualifications and services patient ratings of medical group

Your Search: Family Practice/Internal Medicine, 91780 Total: 8 doctors Page No.

Sort By Patient Recommends Doctor Results:

Name	Patient Recommends Doctor				Years in Practice	Distance from Zip
	Scored Lowest	Scored Average	Scored Highly	Scored Best		
MD	96%				5	35 miles
MD	79%				21	35 miles
MD	71%				10	35 miles
MD	66%				18	35 miles
MD	55%				10	35 miles
MD	52%				6	35 miles

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Offer performance info in multiple choice paths

★★★★ Excellent ★★ Good ★ Fair ☆ Poor

	Overall Rating of Care more ratings	Getting Treatment and Specialty Care more ratings	Communicating With Patients more ratings	Coordinating Patient Care more ratings	Timely Care and Service more ratings
California Medical Groups					
Affinity Medical Group See Health Plan Ratings	★★	★★★★	★★	★★	★★
Alta Bates Medical Group See Health Plan Ratings	★★	★	★★	★	★★
Palo Alto Medical Foundation, PA Division See Health Plan Ratings	★★★★	★★★★	★★★★	★★★★	★★★★
Solano Regional Medical Group See Health Plan Ratings	★	★	★	★	★

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Summarize results for ease of use

★★★★ Excellent ★★★ Good ★★ Fair ★ Poor [Explain ratings](#)

California Medical Group	Getting the Right Medical Care	Patient Rating of Care Experiences
Camino Medical Group	★★★★	★★★
Palo Alto Medical Foundation, PA Division	★★★	★★★★
Physicians Medical Group of San Jose	★★	★★
Santa Clara County IPA	★★	★

California Office of Patient Advocate

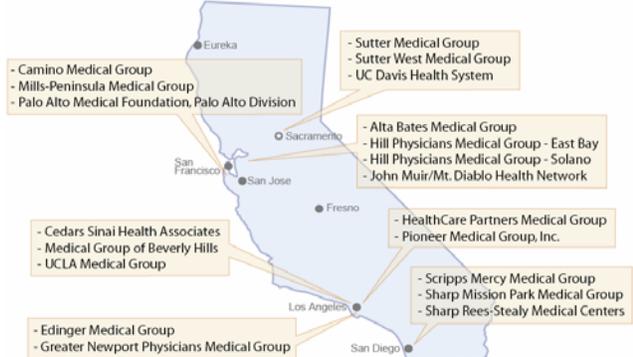
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Distinguish best/worse performers (20 Top Performing CA Medical Groups)

California's Top Rated Medical Groups

Of more than 200 California medical groups, these twenty were rated highest based on providing recommended care and patient satisfaction. See how your doctor's medical group compares at hmoreportcard.ca.gov.



- Camino Medical Group
- Mills-Peninsula Medical Group
- Palo Alto Medical Foundation, Palo Alto Division
- Sutter Medical Group
- Sutter West Medical Group
- UC Davis Health System
- Alta Bates Medical Group
- Hill Physicians Medical Group - East Bay
- Hill Physicians Medical Group - Solano
- John Muir/Mt. Diablo Health Network
- Cedars Sinai Health Associates
- Medical Group of Beverly Hills
- UCLA Medical Group
- HealthCare Partners Medical Group
- Pioneer Medical Group, Inc.
- Scripps Mercy Medical Group
- Sharp Mission Park Medical Group
- Sharp Rees-Stealy Medical Centers
- Edinger Medical Group
- Greater Newport Physicians Medical Group

California Office of Patient Advocate

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Grades: minimize misclassification error

- Grades distinguish real performance differences
- Low likelihood of wrong grade assigned
- Topic reports what it measures – avoid overreaching

	DISTRIBUTION OF SURVEY RESULTS BY GRADE			
Doctor Interpersonal Skills	Scored Best	Scored Highly	Scored Average	Scored Lowest
PCP	4%	31%	47%	18%
Pediatrics	5%	32%	56%	7%

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Decision support lessons

- ✓ **Audiences:** new patients and existing patients have different information needs to find/change doctors
- ✓ **Content:** performance information is only one element of choice
- ✓ **Web decision support technical skills:** interactive user experience, dynamic data manipulation, healthcare information knowledge
- ✓ **Grading:** distinguish real differences

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