

Track: CAHPS College  
Date & Time: April 19, 2010, 2:00-5:00 PM

# Reporting Survey Results to Consumers

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# Why We Report Quality Data

- To inform consumers and other audiences
- To encourage and direct quality improvement efforts
- To help people make better decisions

But also (less ambitiously):

- To fulfill reporting mandates
- To put data “out there”

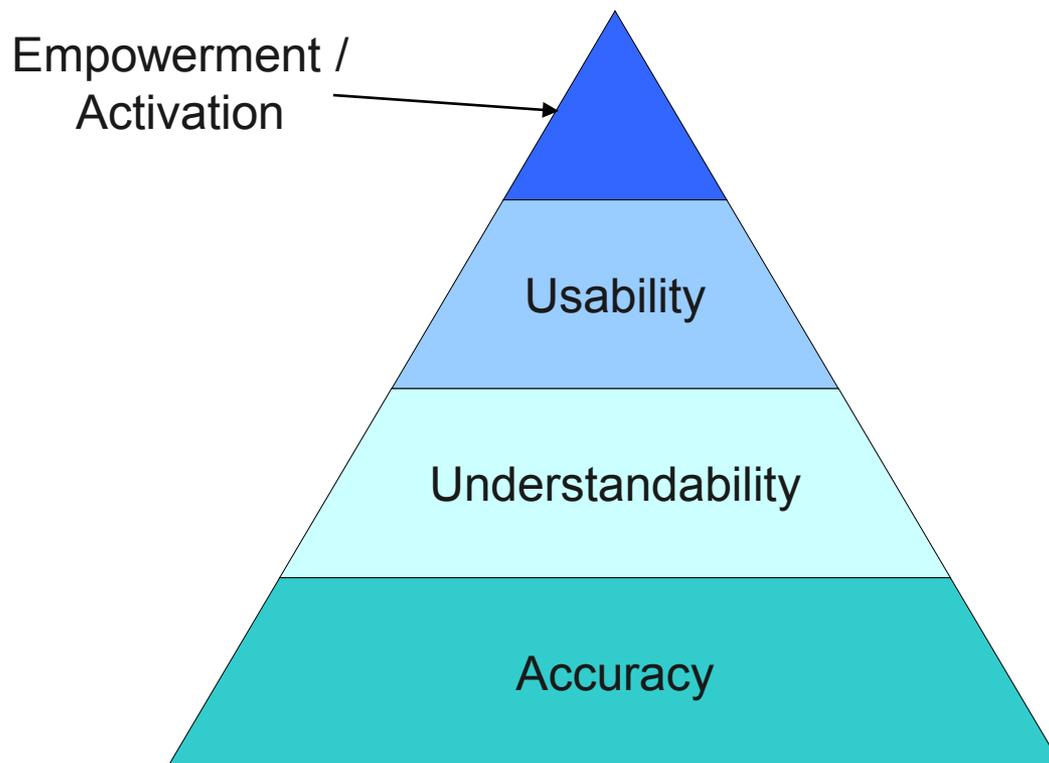
# Why We Report CAHPS Survey Data

- The CAHPS surveys were designed to be reported to consumers
- The survey items cover important domains of patient experience
- Consumers have told us that:
  - They care about these domains
  - They want to hear about these domains from other consumers

# What Public Reports Can Do for Consumers

- Support a range of decisions consumers must make:
  - Choosing a health plan
  - Choosing a health care provider or facility
- Make quality more salient in these decisions
- Facilitate discussions with family, friends, and co-workers
- Start conversations with health care providers and discharge planners

# Hierarchy of Goals for Reporting



# Reporting Challenges

- Little public awareness of the amount of variation in quality among plans and providers
- Limited familiarity with the idea of health care quality measurement
- Inherent complexity of the health care system and the language used to describe it
- Low literacy, numeracy, and web skills, especially among older consumers, who also use the most health care

# Reporting Challenges

- Reports are of interest mainly when consumers are near a decision point
- Looking at quality information is not fun, and consumers are only willing to do it for a few minutes

# Key Lessons from CAHPS Experience

- For reports to be effective, people need to:
  - Know they exist
  - Have them in hand or know where to find them
  - Look at them for at least a few minutes
  - Understand the measures and see them as relevant
  - Consider the data to be trustworthy
  - Be able to navigate the report easily
  - Be able to interpret and integrate the information
  - Be able to use the information to meet their own goals

# Key Lessons from CAHPS Experience

Reports need to be:

- Short
- Attractive
- In plain English (Spanish, etc.)
- Easily navigable
- With graphic displays that clearly show high and low performers
- Can be layered to provide more information to those who want it

# Planning for Effective Reporting

- Learn about your audience
- Define goals and priorities
- Identify resources
- Consider barriers and facilitators

# Planning for Effective Reporting

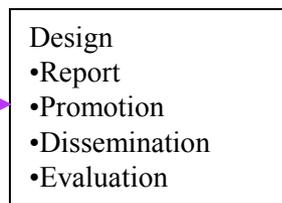
- Plan for promotion and dissemination from the beginning
- Test and evaluate
  - While designing the report
  - After the fact
  - Expert consultant

# The Reporting Cycle

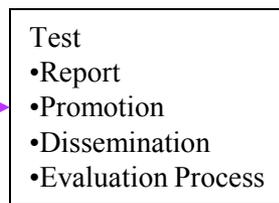
## Planning (Principles 1-4)



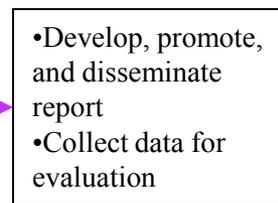
## Design (Principles 5-7)



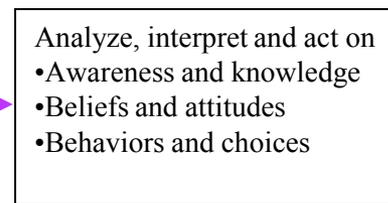
## Testing



## Implementation



## Evaluation



# Start with Your Audience

- Know your audience
  - Who they are
  - What they care about
  - What they know and understand
  - What actions they can take
  - What drives those actions
- Adopt their point of view
  - They are not like you

# Tailor the Report to the Audience

- Place new information in context
- Tie it to something the audience wants
  - High-quality health care for the family
  - Avoid bad experiences with health care
  - Quality at an affordable price
- Make it meaningful, related to experience

# The Planning Context – What's Feasible?

- Identify resource and other constraints
  - Budget
  - Timeline
  - Organizational and political
  - Staff and vendor capabilities
  - Potential partners
- Manage others' expectations

# The Planning Context – Barriers and Facilitators

- Consider barriers and facilitators
  - Setting in which information is provided
  - What do users have to do to get to information?
  - Timeliness of information
  - Language and cognitive barriers
  - Pushback from those being evaluated
  - Trusted intermediaries
- Figure out how to overcome them or turn them to your advantage

# Choose Goals To Guide Your Approach

- Helping people make better decisions involves more than providing facts
- To affect decisions, identify the key determinants
  - Don't assume people will abandon their usual decision process and use your report instead
  - Consider other information besides quality
  - Help consumers integrate and evaluate information

# Defining Goals Involves Tradeoffs

- No report can be all things to all audiences
  - If you have different audiences to reach, you may need to create different reports
  - “Layering” can often be helpful
  - Making quality reports evaluable can make them controversial
- Set priorities and make explicit tradeoffs

# Promotion and Dissemination

- Think of the report as a product that needs to be marketed
- Potential users need to be primed
- Delivery should be timely and convenient
- Successful dissemination requires advance planning
- Consider community-based organizations or other intermediaries

# Testing and Evaluation

- Build in ongoing testing and evaluation at each stage
- The best evidence for what works for your audience is locally gathered
- Evaluation needs to be planned
- Document lessons learned so they will be available in institutional memory

# The Reporting Cycle

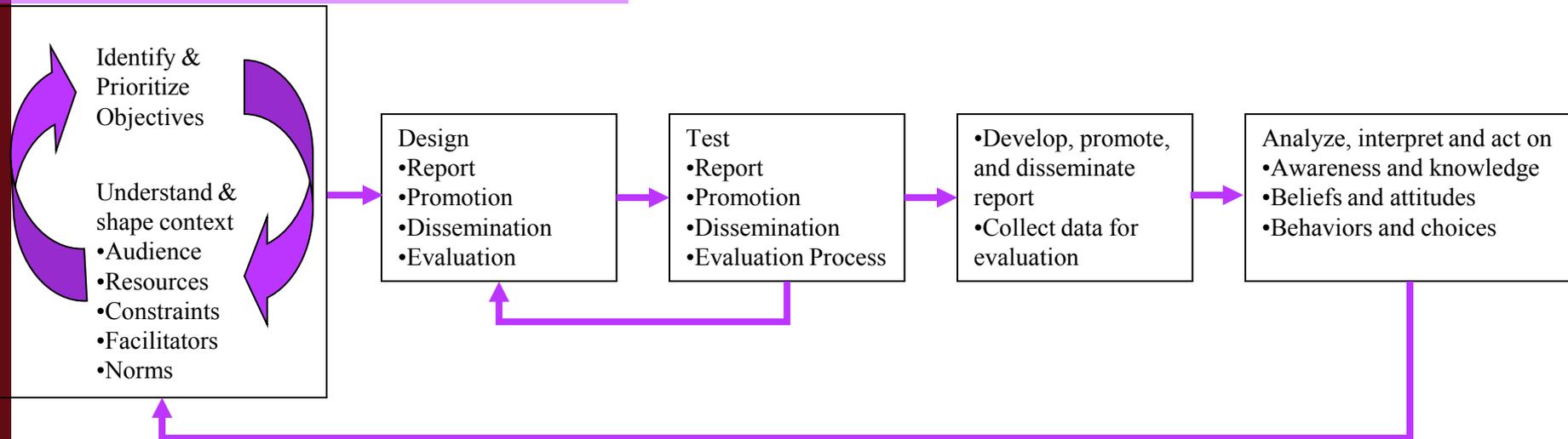
## Planning (Principles 1-4)

## Design (Principles 5-7)

## Testing

## Implementation

## Evaluation



# An Invaluable Resource



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## TalkingQuality

Guidance for sponsors of consumer reports on health care quality

E-mail Updates

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Are you trying to help health care consumers choose high-quality health plans, hospitals, doctors, or other providers of care? Explore this site to learn how to communicate quality information that's understandable and useful.

## How to produce effective reports

### [Plan your reporting project](#)

What is your project's scope and how will you achieve your goals?

### [Create your report](#)

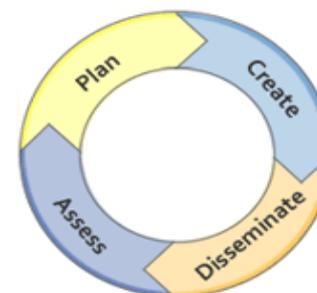
What will you report? How will you explain and present this information?

### [Disseminate your report](#)

How will you ensure that people have and use the information?

### [Assess your reporting project](#)

How will you know what worked and what to do differently next time?



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## Spotlight

[Getting Tools Used: Research on decision-making tools from the Center for Advancing Health](#)

[The Community Quality Collaborative Leader's Guide to Engaging Consumer Advocates](#)

## Your Project Checklist

Plan your report with the help of these action items and key questions.

[Make the case for consumer reporting](#)

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Search the Report Card