



Consumer Decision Support: Current Gaps and Issues Related to Chooser Tools for Helping Individuals with Health Care Transactions

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Consumer-Purchaser Disclosure Project

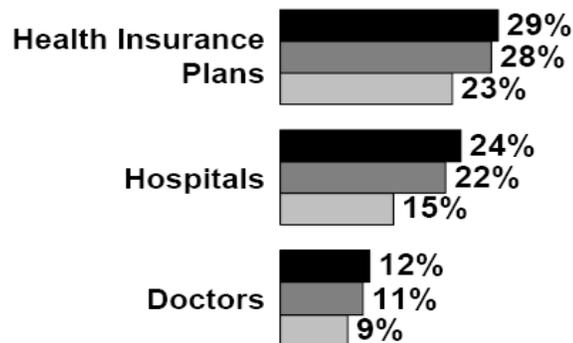
Hospital Discussion Forum

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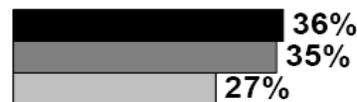
Exposure To And Use Of Quality Information

■ 2006 ■ 2004 ■ 2000

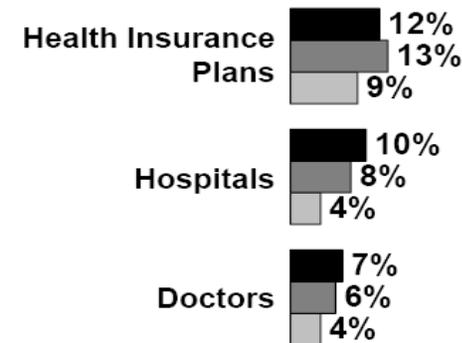
Percent who say they saw information in the past year comparing quality among...



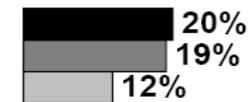
Percent who say they saw information on ANY of the above...



Percent who say they saw quality information in the past year and used it to make health care decisions...



Percent who say they saw and used information on ANY of the above...



Sources: Kaiser Family Foundation/Agency for Healthcare Research and Quality *2006 Update on Consumers' Views of Patient Safety and Quality Information* (conducted August 3-8, 2006); KFF/AHRQ/Harvard School of Public Health *National Survey on Consumers' Experiences with Patient Safety and Quality Information* (conducted July 7-September 5, 2004); KFF/AHRQ: *National Survey on Americans as Health Care Consumers: An Update on The Role of Quality Information* (conducted July 31-Oct. 13, 2000)

22 million using health care quality information for hospital choice...but the “quality” of the tools/information used is far from certain

Saw information on quality among...

Health Plans	24%
Hospitals	29%
Physicians	12%

Used the information in making a decision...

% and Number
Of all Americans

12%	26 million
10%	22 million
7%	16 million

Source: Kaiser Family Foundation et al., *National Survey on Consumers' Experiences*, 2006

Consumer Tools: where are the gaps and what to look for?

- Personalization
 - Can the tool be responsive to the individual's specific needs and circumstances (e.g., disease state, where they live, their health coverage)?
- Are the right measures used for the right reasons (beware “misuse of measures”)
 - Beware of small distinctions between rates that are very rare being communicated in ways that overplay their relevance (e.g., use of complication or mortality rates for treatments in which these events are very infrequent).
- Supporting needed decisions
 - Is the most useful data being offered relative to the decision being made.
- The “Kitchen Sink” problem
 - Is the tool displaying lots of data without developing tools to help consumers use it effectively?

Consumer Tools for Making Hospital Choices: Additional Issues to Consider

- To be useful, a tool has to distinguish between decision support and expert advice:
 - Tools need to have features that provide information in different formats and screen out data on information/choices that are irrelevant
- How can tools best display hospital-wide metrics so they are useful to consumers?
- How can tools do a better job of knowing what “door” consumers are entering through, and presenting the data accordingly?
 - Are they making a decision about a provider? A plan? A specific treatment?

For more information:

Evaluation of Consumer Decision Support Tools: Helping People Make Health Care Decisions, June 2007, Pacific Business Group on Health

<http://www.pbgh.org/documents/ConsumerToolsReport2007.pdf>