

Supporting Informed Decision-Making in Consumer-Directed Health Plans

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Success of the CDP approach rests on one key assumption:

- If provided financial incentives and information on cost and quality, consumers will make cost-effective choices

Day-to-day choices:

- When to seek care
- When to use self-care
- What providers to use
- What treatments to choose
- Whether to spend their HRA
- Whether to seek care after the HRA is exhausted

Consumers must be able to:

- Comprehend information:
 - How plan works
 - Comparative performance information
 - Treatment choices
- Use the information in choice:
 - Process multiple factors
 - Differentially weight factors
 - Bring all the factors together into a choice

Decisions about Using the HRA Account

- Balancing current wants against possible future needs.
 - Evidence from other arenas
- Ability to predict own risk
 - Optimism bias

Consumers will likely have a steep learning curve

- Choices and behavior during early experiences likely will differ from behavior after consumers are more familiar and experienced.
- This has implications for how we monitor and evaluate consumer experiences and the performance of these plans

Approaches to help consumers meet these challenges

- Lowering cognitive effort required to use the information in choice.
- Helping consumers understand what a choice might mean to them in their daily lives.
- Information displays that highlight the meaning and significance of information that is important but often overlooked in the decision process

CDH plans have many potential advantages for consumers

To realize them-- appropriate educational and informational supports are necessary