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# Consumer directed health plans: what information do consumers want?

David Lansky

Foundation for Accountability

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# CDHP Information Strategy: the theory ...

- Employees have more cost responsibility ...
- More likely to seek & use care management information tools
- E.g., Definity “Tools and Resources:”
  - Care support and coaching
  - Personal website
  - Pricing & quality information

# CDHP Information Strategy: is theory outrunning reality?

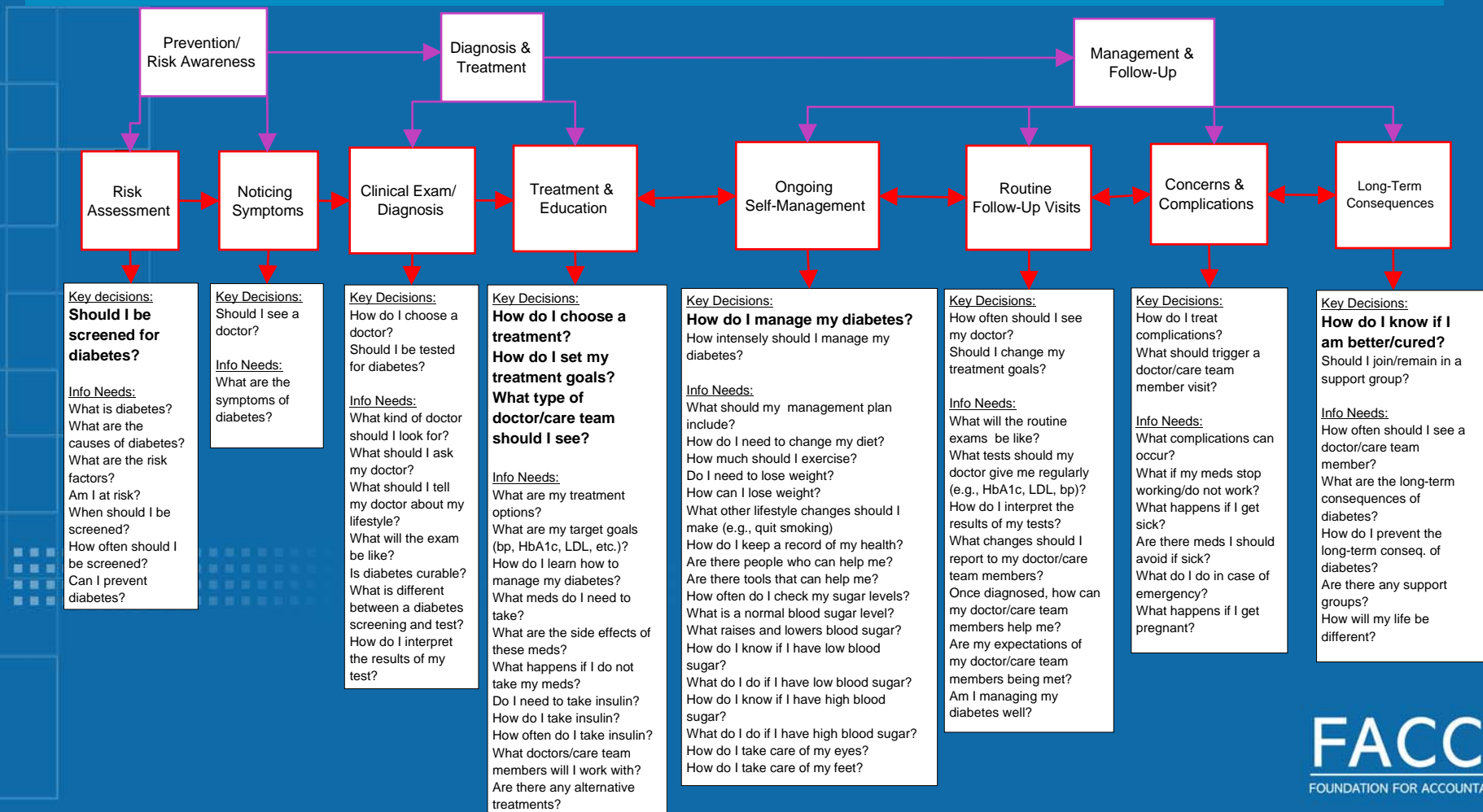
- Employee cost share now lower than '60s to '80s (or Medicare) and rate of increase lower than other payers
- 'Report cards' have low use rates
- On-line health info services have low use rates; highest use by chronics
- CDHP plans have less reason to support care management strategies than did capitated managed care plans

# What information do consumers want?

- Help choosing providers and treatments:
  - “Good doctors are everywhere, bad doctors are everywhere; I need to find what’s right for me.”
  - “I think that **results** would really make a difference in helping select and then would also give the providers a message that folks are looking at their outcomes.”
- Successful communication:
  - “The doctor listens to me, answers my questions, and gives me information about what he thinks is going on and what he proposes. Also asks if I have further questions or concerns.”
- Best practices:
  - “I’d still want to know why isn’t that physician following it? If I had asthma and was considering going to this person, the questions I would ask to that physician are: ‘Why aren’t you following the best practices, and tell me why what you’re doing is acceptable.’”
- Factors influencing care:
  - “I don’t know how true it is, but there’s supposed to be something charged against the doctor’s account if he sends you to a specialist.”

# Information Needs

## Diabetes decision map



## Feedback

[Home](#) > [Diabetes Check-up](#) > [About You](#) > [Rate Your Care](#) > [Survey Questions](#) > [Feedback](#)

### Appropriate Care: Feedback

Here's how your doctor scores on giving you the tests, screenings, and services you need to help you monitor and control your diabetes.







### Take Charge!


Click on the links below to get more feedback on the care you are getting from your doctor and get tips to help you improve your care!

### Get More Feedback

- [Blood Pressure Check](#)
- [Cholesterol Check](#)
- [Kidney Disease Test](#)
- [Blood Sugar Testing](#)
- [Eye Exam](#)
- [Foot Care](#)
- [Aspirin](#)
- [Smoking](#)

### Things You Can Do

-  [Add This Information To My Care Guide](#)
-  [View Summary Checklist](#)
-  [Go To Care Guide](#)
-  [Leave A Note About Your Doctor's Care](#)

[move on](#) 



# PROVIDER DIRECTORY



WEB ACCESSIBILITY

- Home
- New Members
- Benefits
- Vision Care
- Health and Wellness Products
- Complementary Providers
- Newsletters
- To Your Health
- Blue Health Connection
- Frequently Asked Questions
- Pharmacy Programs
- Provider Directory
- Contact Us
- SITE MAP

Overview	Background	Office	Quality		
Doctor	Patient Satisfaction	Overall Primary Care	Diabetes Care		
			Appropriate Care	Education & Teamwork	Outcomes
<a href="#">Cooper, James</a>	●	⊙	●	●	⊙
<a href="#">Ansel, A</a>	⊙	⊙	⊙	⊙	⊙
<a href="#">Balsarak, James</a>	○	⊙	○	○	⊙
<a href="#">Cintora, Ismar</a>	●	●	⊙	⊙	⊙
<a href="#">Davis, Donald</a>	⊙	⊙	⊙	⊙	⊙
<a href="#">Hillmann, Scott</a>	○	⊙	⊙	⊙	⊙
<a href="#">Thomas, Allison</a>	○	○	⊙	⊙	⊙
<a href="#">Thomas, Winston</a>	○	⊙	●	●	●
<a href="#">Vaughn, Cecil</a>	●	●	⊙	⊙	⊙

# CompareYourCare Goals

## 1. Engage consumers in health care quality:

- Consumers rate their doctor's care
- Get coaching on communicating and partnering

## 2. Increase awareness of quality issues for chronic diseases:

- Comparison to group scores and national benchmarks
- Validated self-report items
- Focus on guidelines, self-care and disease management

## 3. Create public demand for quality care:

- Encourages consumers to *take charge* of their health and care
- Detailed information on areas where care is good or poor
- Feedback is positive, encourages partnership



# Consumer Research Findings

- Participants like immediate tailored feedback
- Participants realize high impact of their input
- *Low scores don't justify changing doctors*
- Participants feel responsibility to help doctors improve quality of care
- Want doctors to have ratings information
- Want to receive information from health plan or Internet

# Alternative approach for performance feedback



## Your Child's Developmental Needs & Behavior

### Areas of Excellence in Office X:

- XX% of parents had their informational needs met about the importance of reading to their child.
- XX% of parents had their informational needs met about words and phrases their toddler uses and understands.

### Room for improvement:

- XX% of parents did not have their informational needs met about toilet training.
- XX% of parents did not have their informational needs met about guidance and discipline techniques.

### BE A PARTNER IN YOUR CHILD'S HEALTH CARE!

Your child's health care providers can give you information, guidance and support about your child's **development and behavior**.

#### Talk to your child's health care providers about:

- ✓ Behaviors to expect in your child
- ✓ Words or phrases your child may use
- ✓ How often you should read to your child
- ✓ Toilet training
- ✓ Guidance and discipline techniques

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## Preventing Injury & Keeping Your Child Safe



### Areas of Excellence in Office X:

- XX% of parents had their informational needs met about car seats.
- XX% of parents of infants had their informational needs met about how to avoid burns to their child.

### Room for improvement:

- XX% of parents did not have their informational needs met about what to do if their child swallows poison.
- XX% of parents of toddlers did not have their informational needs met about teaching their toddler about dangerous situations, places and objects.

### BE A PARTNER IN YOUR CHILD'S HEALTH CARE!

Your child's health care providers can give you information, guidance and support about **injury prevention**.

#### Talk to your child's health care providers about:

- ✓ House and car safety
- ✓ Poison prevention
- ✓ Teaching your child about danger

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## Family Assessment

Your child's doctors or other health care providers should ask about issues that may affect your child's health and well-being.

### Your child's health care provider may ask:

- If you or someone in your household smokes.
- If you or someone in your household drink alcohol or uses other substances.
- How parenting works into your daily activities and future plans in life.
- If you feel safe at home.
- If you have someone to turn to for emotional support.
- If you ever feel depressed, sad or have crying spells.



- ✓ You can talk to your child's health care providers about these issues
- ✓ A healthy and happy parent is important for a healthy and happy child

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# Issues for CDHP Evolution

- Segment population by information use habits
- If chronic population selects in, what tools do they need? To what end (save them money, save plan money, improve quality, increase retention)?
  - Should/can CDHP support provider selection?
  - What database can support provider selection on dimensions of interest to members?
- Do members want coaching?
  - Is CDHP appropriate source?
  - Is web effective medium?