



The Model Report: Beyond the Data Web Site Design and Content

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Questions

We will have four opportunities throughout the Web conference for you to ask questions of our speakers. To do so, please:

- At any time, post your questions in the Q&A box on the right-hand side of your screen and press send

OR

- During those four Q&A sessions, click the “raise your hand” button to be un-muted and introduced to verbally ask a question



Agenda

- Welcome
- Review of last Web conference
- Why the data are not enough
- Key elements of the Model Reports that go beyond the data
 - The Sponsor Home Page
 - The Report Home Page
 - Material around each data display
 - Additional background material
- The role of sponsors
- Program examples
- Questions and discussion



Web Conference Schedule

Orientation:

October - Designing Your Reporting Program

Measures/Data/Analysis:

November - Selecting Measures & Data

December - Key Choices in Analyzing Data for the Report

January - Classifying Hospitals

Reporting/Disseminating/Promoting:

February - Displaying the Data

Today - Web Site Design & Content

April – Getting the Public To View and Use Your Report

Evaluation:

May - Evaluation of Public Reporting Program

Closing:

June - Highlights From the Learning Institute



Learning Objectives From February's Web Conference

Participants should be able to:

- Describe the purpose of the AHRQ Quality Indicator (QI) Model Reports
- Describe the formative research that contributed to the AHRQ QI Model Reports
- Distinguish between the Model Report based on topics and the Model Report based on composite measures
- Describe the key features of each report and the rationale for them
- Identify the decisions that sponsors have to make, and the additional work they must do, to field one of the reports



Today's Learning Objectives

Participants will be able to:

- Understand the reasons that the data alone are not enough for potential users of reports on the Quality Indicators
- Understand the role of the Sponsor Home Page in the Model Report and how sponsors can customize it
- Understand the role of the Report Home Page in the Model Report and the reasons it includes the content it does
- Understand the role of the discrete pieces of information included around the data displays and why they are included
- Know the topics that are covered in additional explanatory material presented after the data
- Know how sponsors need to complete some of these topics and add their own material



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Why the Data Are Not Enough

- The consumer audience doesn't know what to expect in and from a quality report
- They need to be motivated to explore the report further
- They need help in interpreting the data



Why the Data Are Not Enough

- They need help in figuring out how to use the data
- When they are at your report, that is a “teachable moment”
- Other audiences, besides consumers, will want technical details



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The Sponsor Home Page

- The Model Report includes a Sponsor Home Page that includes the following elements:
 - An introduction to the report
 - Language to motivate people to go to the report
 - A direct link to the report
 - A place to provide feedback
 - A direct link to the technical details



The Sponsor Home Page

- The sponsor will need to integrate this material into its own home page
- The “design” elements are not included, e.g.
 - Color
 - Font
 - Layout
 - Graphics

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Report Home Page

- Includes concise text in user-friendly language on
 - What is quality? A simple definition
 - What the report can help the user do
 - Reasons for looking at the information



Report Home Page

- What type of information is included in the report
- A direct link to the “selection page” so people can go right to the data
- The challenge: provide just enough introductory material without boring people



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Information *Around* the Data Display

- On the word icon chart
 - Guidance as to what indicates better performance
 - Definitions of key terms
 - Death rate
 - Rate
 - Explanation of the scores/legend
 - Instruction to click on links to get more detail

Word Icon Chart Example

Compare hospital scores on heart conditions

When you are choosing a hospital, you should look for the hospital that does **Better than average** on the topics that are most important to you, or on as many items as possible.

Click on the indicator names to see detailed results on how each hospital performed.

<p>Death rate is the percent of patients who were treated for a particular illness or had a particular procedure who died while in each hospital during [insert year].</p> <p>Rate is the percent of patients having a particular procedure who had it done in one way rather than another.</p>	<p>A hospital's score is calculated in comparison to the average of hospitals across the State.</p> <p><i>Average</i> is about the same as the average of hospitals across the State.</p> <p>Better than average is better than the average of hospitals across the State.</p> <p>Worse than average is worse than the average of hospitals across the State.</p>
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Information *Around* the Data Display

- Around the bar graphs
 - Explanation of the measure in plain English with technical term in parentheses
 - Guidance re whether a low or a high score indicates better performance
 - Explanation of the “average” bar in the graph



Information Above the Data Display

Death rate for heart attack patients

This graph shows you the percent of patients admitted to each hospital after having a heart attack (called an *acute myocardial infarction*) who died during their hospital stay. This information is for patients admitted during [insert year].

When you are choosing a hospital, you should look for the hospital that has a lower number of deaths. A lower number is shown by a shorter bar on the graph below.



Information *Below* the Data Display

Average of hospitals across the State: The average rate of patients who died after having a heart attack in hospitals across your State. This number is included so you have:

- A better idea of what is typical for your State
- A basis for comparing individual hospitals' performance

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Additional Material

- How to use the report
- Things to keep in mind (caveats)
- More information about quality
- Where to learn more about quality
- If you have complaints about your care
- Technical details (incomplete)



Additional Material

- How to use the material
 - We don't assume people know how to use the data; we suggest ways
 - Choosing a hospital for yourself
 - Narrow down choices
 - Find one especially good for your condition
 - Make a final choice

Additional Material

- How to use the material
 - Looking for patterns in the data
 - How patients can influence hospital choice even when
 - There are only a few hospitals in their network
 - Their doctor recommends a hospital or a specialist



Additional Material

- Caveats (but not called that!)
 - Not all conditions are covered
 - Not all aspects of quality are covered (with links to Hospital Compare)
 - Hospitals that do well in one area may not do well in all areas

Additional Material

- More caveats
 - Some measures focus on serious problems that happen rarely – be careful when comparing on these measures
 - Don't pay too much attention to small differences
 - Some differences reflect differences in the age of a hospital's patients or how sick they are



Additional Material

- More information about quality
 - Institute of Medicine's six aims of health care, in plain English



Additional Material

- Where to learn more about quality; links to
 - Hospital Compare
 - AHRQ sites
 - The Joint Commission
- You can add others if you want!



Additional Material

- Where to go if you have complaints about the quality of your care
 - Included because so few people know about where to go
 - We suggest
 - State Survey Agency (link to find yours)
 - Quality Improvement Organization (another link)
 - The Joint Commission
 - Again, you can customize and add to this



Additional Material

- Technical details
 - Information about the data source
 - Links to the AHRQ Web sites on QIs
 - A section to be completed by sponsor that addresses scoring in particular

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The Role of Sponsors

- Identifying hospitals to include
- Finalizing scoring methods
- Describing them in “Technical Details”
- Designing your Web site
- Customizing the Web site for your setting
- Developing Web site functionalities for searching and linking



The Role of Sponsors

- An example of customizing:
 - You are going to focus only on measures that relate to cardiovascular conditions
 - You might want to include, or link to, information about these conditions and their treatment and prevention

EQUIPS

- This tool will do much of the Web site work for you
- You still have to make critical decisions about what measures, what hospitals, how to score, etc.



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Program Examples

Vickie Wright, Nurse Executive, Nevada
Hospital Association

Sean Kolmer, Research Manager, Office
for Oregon Health Policy & Research,
Oregon Department of Human Services

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Next Web Conference

Getting the Public To View and Use Your Report

April 24, 2009, at 12:30 pm ET

Shoshanna Sofaer, Baruch College

Karen Migdail, AHRQ

Maribeth Shannon, California Healthcare Foundation

We encourage you to invite your organization's communications and public relations staff.



QILI Extranet Program Profile

Agency for Health Care Administration
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Analysis

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Recent Extranet Postings

Discussions:

- *March Web Conference: Web Site Design and Content.* There is a discussion folder for each Web conference for members to ask questions before and after the events. One has been initiated for this Web conference.
- *Dealing With Statistics in Public Reports Discussion.* Shoshanna Sofaer responded to questions from the February Web conference about statistics. (2 expert discussion postings to date.)
- *Public Reporting Formats.* QILI member Linda Green from Massachusetts initiated a discussion about making reports accessible to the public. (4 discussion postings to date.)

Documents

- *Web Conference Materials.* There is a document folder for each Web conference. Before the Web conference the slides are posted in it, and after the Web conference the recording link, transcript, and text alternatives are posted.
- *March 2nd EQUIPS Web Conference.* The slides and recording are posted in their own folder.



For More Information

- QI Learning Institute Web Forum:
<https://ahrqqili.webexone.com/>

Login Name: First letter of first name followed by last name; capitalize first two letters
(Example: JGeppert)

If you forgot your password, enter your Login Name and press “Forgot your password?” and Webex will e-mail you a temporary password.

- QI Learning Institute E-Mail:
QualityIndicatorsLearning@ahrq.hhs.gov

- QI Web Site:
<http://www.qualityindicators.ahrq.gov/>

- QI Support E-Mail:
support@qualityindicators.ahrq.gov



QILI Evaluation

- Please fill out the evaluation form that will pop up on your screen after you leave the Web conference.
- Also, we have begun to schedule a few voluntary calls with individual member programs to discuss your use of the QIs and your satisfaction with the QILI.
- Thank you for your participation!



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