

Patient Experience and Consumer Engagement

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NCVHS Quality Subcommittee Hearing
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- Standardized patient surveys
 - Proprietary tools (most focus on “satisfaction”)
 - Public domain instruments (CAHPS)
- Patient comments
 - User-posted online narrative anecdotes
- Other approaches for internal improvement
 - Targeted rapid cycle surveys
 - Focus groups and interviews
 - Walkthroughs and shadowing
 - “Mystery shopping”

- CAHPS = Consumer Assessment of Healthcare Providers and Systems
- Most widely used survey tools for assessing the patient's experience with care
- Endorsed by National Quality Forum
- Initiated and funded by AHRQ since 1995
- Consortium members include: AHRQ, CMS, RAND, Yale/Harvard, and Westat

- Ambulatory Care Surveys
 - CAHPS Clinician & Group Survey
 - CAHPS Health Plan Survey
 - CAHPS Surgical Care Survey
 - CAHPS Home Health Care Survey
- Facility Surveys
 - CAHPS Hospital Survey (HCAHPS)
 - CAHPS In-Center Hemodialysis Survey
 - CAHPS Nursing Home Survey

- Focus on topics for which consumers are the best or only source of information
- Include patient reports and ratings of experiences – not “satisfaction”
- Base question items and survey protocols on rigorous scientific development and testing, as well as extensive stakeholder input
- All surveys and services are in the public domain

- **CAHPS Health Plan Survey**
 - Medicare Advantage Plans and FFS
 - Commercial Plans
 - State Medicaid
- **CAHPS Hospital Survey (HCAHPS)**
 - Over 3,800 U.S. hospitals
- **CAHPS Clinician & Group Survey (CG-CAHPS)**
 - Regional public collaboratives (AF4Q and CVE)
 - DoD and VHA
 - Growing numbers of medical practices in response to PCMH recognition, new ACO regulations, and ABMS Maintenance of Certification

Practical obstacles to implementation of CG-CAHPS

- No clear national signal...yet
- Need to satisfy multiple demands
 - Internal: improvement and compensation
 - External: reporting and accountability
- Cost of data collection
 - Need to develop new methods leveraging email and other IT applications
- Respondent burden
 - Need to create value for patients as respondents

- **Myth #1:** Patient experience is nice but not necessary
- **Myth #2:** Patients won't answer more than 10 questions
- **Myth #3:** Surveys used for accountability cannot be used for improvement
- **Myth #4:** It's impossible to improve scores

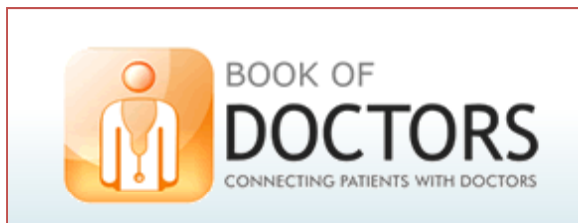
- Medicare Hospital Compare
- Aligning Forces for Quality (AF4Q)
- Medicare Physician Compare in 2013
- NQF Measures Application Partnership (MAP)
 - Recommends use of CG-CAHPS for all Federal measurement/reporting/payment programs
- State mandates (e.g, Minnesota)
- Hospital and health system reports

Sample Public Report: MNHealthscores

Doctor Rating - Hi to Low
 Doctor Rating - Low to Hi
 Name - A to Z
 Name - Z to A

	How Well Doctors Communicate	Courteous and Helpful Office Staff	Doctors with an Exceptional Rating
	Average = 58%	Average = 89%	Average = 90%
Fairview North Branch Clinic	55%	94%	76%
HealthEast - Vadnais Heights	58%	93%	80%
HealthPartners - Lino Lakes (NSFP)	63%	93%	74%
HealthEast - Hugo	73%	93%	75%

Explosion of websites posting patient reviews

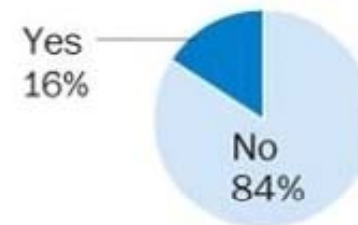


Comment seeking and posting behavior

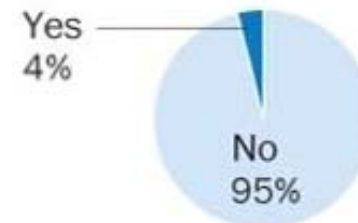
Percentage of Internet users that have ever used the Internet to:

Send or read e-mail	91%
Get driving directions	82
Look for health info	80
Get news	72
Social network	62

Have you looked up reviews of a doctor online?



Have you posted a review of a doctor online?



Source: Results of this poll, conducted by Princeton Survey Research Associates International for the Pew Research Center, are based on the responses of 2,065 Internet users and has a margin of error of plus or minus three percentage points. Percentages may not total 100 because of rounding.

Steven Okuhn MD

Categories: Doctors [\[Edit\]](#)

(415) 833-2127

 based on 1 review

District: Pacific Heights
2238 Geary Blvd
San Francisco, CA 94115

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You Might Also Consider

Sponsored Result

Dr Daniel M Shapero, DC

Chiropractic care for injuries and health gains. Specializing in issues regarding poor workstation set up.

San Francisco, CA
 3 reviews

1 Reviews



Deetreeah L.
[Reviews](#)



07/06/2006

".0 Stars. What an ass. My first bad experience at Kaiser. A complete waste of getting off early from work. He was rushing me and acted as if I was wasting his time...He was very rude and not professional."



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1. [The Cheese Steak Shop](#)
 64 reviews
2. [KPOO 89.5FM](#)
 3 reviews
3. [F. Lofrano & Son Collision Centers](#)
 3 reviews
4. [Kathleen M. Welsh MD](#)
 4 reviews
5. [Honeybaked Ham Company](#)
 4 reviews

Now take Yelp to go!


- How does incorporating patient comments into online reports affect **consumer engagement** with the information?
- How does adding patient comments to reports affect consumer **understanding and use** of CAHPS and clinical measures of performance?
- How does adding patient comments affect the **“quality” of consumer decision making?**

- Creation of a fictitious public reporting website designed to achieve “modal” levels of content, format, and functionality
- Hidden tracking system to monitor click patterns and time spent on each page
- Representative sample of U.S. households with computer-based internet access (n=849)
- Study population randomized into 6 experimental “arms” with different combinations of measures
- Pre- and post-survey questions

Identifying the doctor who's right for you can be challenging - even overwhelming.

This website is designed to help you find a doctor whose practice will deliver the kind of high-quality care and service you want to receive.

When you choose a doctor you may want to consider the following:

- The type of doctor
- How far you'd have to travel
- The gender of the doctor
- What patients say about their experiences with the doctor and staff
- How well the doctor cares for people like you

**This website is a service of
The Better Health Coalition**

[Learn More >](#)

1 ▶ Please choose a type of doctor.

Internist

A doctor trained to deal with a wide range of adult health care needs.

Family Practitioner

A doctor trained to deal with the health care needs of adults and children.

2 ▶ Now, please enter your ZIP code.

3 ▶ And finally, indicate how many miles you are willing to travel.

Submit 

Where would you like to begin?

see
Performance Overview

A summary of ratings for each doctor.

compare details of
Service Quality

What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.

compare details of
Treatment Quality

How closely a doctor's treatment matches the care provided by the best doctors.

read
Patient Reviews

Comments about this doctor volunteered by individual patients.

- ★★★★★ **Well above average** for doctors in this area
- ★★★★ **Above average** for doctors in this area
- ★★★ **About the same as the average** for doctors in this area
- ★★ **Below average** for doctors in this area
- ★ **Well below average** for doctors in this area

Once you've decided on a doctor, click on one of the "Choose this doctor" buttons below.



A summary of ratings for each doctor

Performance Overview

compare details of **Service Quality**

compare details of **Treatment Quality**

read **Patient Reviews**

View only:

Male and female doctors

View only doctors with:

Any amount of experience

Now Viewing: **Male and Female Doctors** with **any amount of experience**.

Show: All doctors Only highlighted doctors

Sort by:

Orson Alban

Male, 12 years of experience

Highlight for Consideration

SERVICE QUALITY



[View details](#)

TREATMENT QUALITY



[View details](#)

PATIENT REVIEWS

There are 4 comments

[Read more](#)



Dorinda Bekki

Female, 16 years of experience

Highlight for Consideration

SERVICE QUALITY



[View details](#)

TREATMENT QUALITY



[View details](#)

PATIENT REVIEWS

There are 6 comments

[Read more](#)



Candice Cindy

Female, 22 years of experience

Highlight for Consideration

SERVICE QUALITY



[View details](#)

TREATMENT QUALITY



[View details](#)

PATIENT REVIEWS

There are 6 comments

[Read more](#)



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Orson Alban

Male, 12 years experience

[View comments](#)

Highlight for Consideration

Dorinda Bekki

Female, 16 years experience

[View comments](#)

Highlight for Consideration

Candice Cindy

Female, 22 years experience

[View comments](#)

Comments about Dr. Orson Alban

Choose this doctor



Very capable and cares about his patients. Refers patients to specialist, when necessary.

- O.B -- JUNE 03, 2008

Dr. Alban's people are wonderful. They got me in right away. Doc Alban just exudes warmth. You can tell he's devoted to patients.

- V.V -- JANUARY 05, 2009

Dr. Alban is often delayed, but probably because he has to spend more time then planned with the patient before you. He takes time to explain everything.

M.J -- AUGUST 30, 2008

Anderson Clinton

Male, 12 years experience


[View comments](#)

Highlight for Consideration 

Raphael Digby

Male, 3 years experience

[View comments](#)

Highlight for Consideration 

Tony Leyton

Male, 35 years experience


[View comments](#)

Highlight for Consideration 

Janessa Lizbeth

Female, 7 years experience

[View comments](#)

Highlight for Consideration 

Nikolas Mackenzie

Male, 23 years experience

[View comments](#)


Highlight for Consideration 

Elmira Malandra

Female, 6 years experience

[View comments](#)

Very nice good listener and thinker. Explores many possibilities

- H.M -- SEPTEMBER 28, 2008 

Leave a Comment about Dr. Orson Alban

Your Initials:

Comment:

Your overall opinion:

   None

You've chosen:

Dr. Bonnie Molean

Once you confirm this choice, you will return to Knowledge Networks for the final part of this study.

PLEASE BE SURE NOT TO LEAVE THE SURVEY AFTER MAKING YOUR DOCTOR CHOICE;
YOU WILL BE AUTOMATICALLY RETURNED TO KNOWLEDGE NETWORKS FOR A FEW LAST QUESTIONS

Confirm my Choice



[< Cancel, Return to View Doctors](#)

Key Take Away Points: Impact of Patient Comments

- Including patient comments increases user engagement in the website and their likelihood to recommend it to others
- Including patient comments leads users to pay less attention to both CAHPS and HEDIS, yet:
 - They are no less likely to trust and perceive these measures as useful
 - They find it easier to use CAHPS measures
- Including patient comments leads to selection of doctors with lower CAHPS scores

Key Take Away Points: Implications for Public Reporting

- Patient comments add value to public reports but may “crowd out” the salience of other measures
- Report developers need to find strategies that leverage the positive effects of presenting patient comments without detracting from consumer use of other important performance measures