



Quality and Consumer Information Consumer's Perspective

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What is the Consumer's Perspective?

- Technical aspects of care
- Interpersonal aspects of care
 - Psychosocial components of interaction of provider and patient
 - Interaction to arrange and receive care



Why measure consumer perspective? Original justification

- Satisfied patient more likely to comply with treatment regimen
- Satisfied patient more likely to return for care
- Correlation with technical care processes



Why measure consumer perspective? Important on its own

- Consumers help define quality
- National Health Quality Report
- CMS evaluation of plans/hospitals
- NCQA accreditation
- World Health Organization – health system performance
- National Cancer Institute – Measurement of quality of cancer care



Domains measured

- Communication
- Getting needed care
- Getting care quickly
- Respect
- Coordination of care
- Being involved in decision making
- Amenities



Key domains

- Communication has the greatest influence on overall rating of care
- Coordination care important among persons with chronic conditions
- Getting care quickly important in pediatric care



Evolving Measurement Strategy

- Focus had been on overall satisfaction
- This measure tends to yield high scores
- But, consumer may be unhappy with selected aspects of care
- Consumer's assessment of care is multi-dimensional



Evolving Measurement Strategy

- Measurement of reports of care - How often did your doctor explain things in a way you could understand?
- Measurement of ratings of care – How would you rate the care you received from your doctor?
- Addresses multi-dimensionality
- Provides detail for quality improvement



Problems in measurement at individual provider level

- Resistance
- Case Mix
- Cost
- Adequate sample
- Measurement at three levels (health plan, group and individual provider)
- Attribution for accountability



Role of Federal Government in Quality Measurement

- CAHPS® project as an example
- Addressing a need for a standard survey that would allow for valid comparisons across health plans



CAHPS® Project

- Develop questionnaires and reports on consumers perspective on the quality of health care from health plans
- Evaluate the process and outcome of the project



Strength of the project

- There was a defined need
- A quality research team
- AHRQ reputation for applying science to practical problems
- Sound methodology
- Developing reports along with questionnaires
- Getting stakeholder input throughout
- Participation by CMS, NCQA and others



Outcome

- CAHPS adopted by NCQA, CMS, US OPM, DOD
- 123,000,000 Americans in plans for which CAHPS data are available
- Accepted as the industry standard
- Other surveys fashioned using the same design principles





Continued interest

- Wide interest – projects to develop CAHPS for Hospitals, Nursing Homes, Behavioral Health/Substance abuse services
- Provision of technical assistance



The Role of Government

- Filling the need when there is little motivation on the part of the private sector to measure
- Bringing science to bear
- Facility for getting stakeholder input
- Visibility to get adoption by key stakeholders
- Ability to provide technical assistance



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