

Center for Healthcare Transparency
Regional Data Center Collaborative In-Person Meeting

Small Group Break-out Draft Recommendations for Consumer Engagement

What do we want consumer to do differently?

- Engage:
 - Become active rather than passive consumers, ask questions
 - Follow through on treatment and Rx plans
 - Engage in shared decision making, including being honest with providers about barriers, difficulties, etc.
- Make informed choices
 - Use the health system effectively (fewer avoidable ER visits, etc.)
 - Factor cost and quality into provider and facility choice
 - Consider Choosing Wisely type information
 - Factor cost and quality into choices about treatments

When and How will we reach consumers?

- At decision moments, when there is a “need to know” because a consumer or family member is engaging with the healthcare system
- By making information it very convenient, mobile apps. etc.
- By “Pushing” information, make it sexy – think fitbits - don’t wait for the consumer to look things up
- Making interactions more efficient so patients/family don’t have enter the same data multiple times, perhaps with PHRs or Patient Centered Medical Homes

How do we convey information to consumers?

- Simple, with more information only if consumers click through
- Use ratings and, ideally, symbols that are consistent over time
- Move toward some composite rating of quality, akin to TCOC
- Also include information non-measure that a consumer might care about such as: treatment philosophy, ability to consult a provider by email, etc.
- Provide meaningful incentives for consumers to share their own information, for example, on patient experience survey or PHRs, incentives could include not needing to re-enter data

