Institute of Medicine Workshop:

Policies Targeting Consumer Preferences for Higher Value Care

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September 10, 2009

The National Partnership

~ More than 35 years experience working on issues important to women and families.

~ **Priorities**:

- Ensure every American has quality, affordable health care
- Promote fairness in the workplace
- Advance policies that help women and men meet the dual demands of work and family

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Do Consumers View Health Care with a "Value Lens"?

~ National and State-Based Consumer Advocate Perspective

~ General Public Perspective

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Consumer Engagement Strategies

~ Patient-Centered Primary Care

~ Patient Experience Surveys in All Settings of Care

~ Information & Benefit Design

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Patient-Centered Primary Care

~ March 2008 meeting with patient and consumer advocates from across the country

~ Discussed primary care

~ Key themes emerged

– Power of putting patients at the center of policy

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Patient-Centered Primary Care

Patients Value—

~ Health care providers who “know” them

~ Help with condition and treatment

~ Access 24/7, different avenues

~ Good communication, cultural competency

~ Help with decisions about care and seeing specialists

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Patient-Centered Primary Care

Strategies:

~ System redesign to facilitate:
  – Care coordination, communication, access, etc.

~ Tools that help patients & providers realize the vision of “partnership”
  – Provider training and tools
  – Patient empowerment training
  – Shared decision-making

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Patient-Centered Primary Care

View from the Field: Minnesota

~ Health Care Home legislation -- May 2008

~ Calls for certification of “health care homes” and care coordination payments (statute 256B.0751)

~ Advocate role

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Patient Experience Surveys

Meet Patients Where They Are

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Patient Experience Surveys

Strategies:

~ Include the collection of patient experience data in measurement and reporting initiatives and projects that aim to improve care delivery, care coordination, and outcomes

~ Communicate to consumers and patients the importance of actively participating in patient experience surveys

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Patient-Experience Surveys

View from the Field: MN, KS, TN

~ Minnesota—pilot, funded by physician practices, www.mnhealthscores.org

~ Consumers' CHECKBOOK sponsored the surveys in Kansas City and Memphis

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Information & Benefit Design

System wants engaged consumers but hasn't provided the tools or the incentives:

~ Long, technical performance reports

~ Few incentives to seek out information or high performing health care providers

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Information & Benefit Design

Strategy I: *Better Reports*

~ Use meaningful measures

~ Clearly define quality care

~ Ensure true differentiation among providers

~ Provide cost & quality information together

~ Rank providers by performance, include a summary

~ Use symbols, avoid medical terminology, statistics, lots of caveats

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Information & Benefit Design

Strategy II: Better Benefit Design

~ Consumers need incentives to make value-based decisions

~ Better benefit design can improve health outcomes and lower costs

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Information & Benefit Design

View from the Field: Maine and Puget Sound

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Conclusion

~ How can consumers be better equipped and engaged as positive forces for higher value care?

~ What additional information is needed to order to maximize the potential of consumer engagement?

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thank you

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