

Engaging patients in the use of public reports

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Goals of public reporting

- Make data available to:
 - Enhance accountability
 - Illuminate issues related to variations in cost and quality
 - Enable patients and families to be more engaged in their health and health care
 - Assist patients and families in making informed decisions
 - Encourage selection of health care providers that offer higher-quality, more cost-effective care

Consumer perspectives on public reporting

- Consumers express interest in comparative cost and quality information...but awareness and use remain low
- Why is this?
 - Lack of awareness about the extent to which quality and cost varies
 - Historically, little cost-sharing responsibility or incentive to consider value in decision making
 - Inadequacy of existing information on quality and costs
 - Difficult to find and hard to understand
 - Reflects provider and “expert” priorities (or available information) as opposed to patient and consumer priorities
 - Lack of personal relevance

Consumer priorities

- **Quality**

- Information that reflects patient experiences
- Condition-specific information
- Reporting at the individual physician level

- **Cost**

- Individual out-of-pocket expenses
- Information for complete episode of care
- Information related to “shoppable” conditions or procedures

Engaging consumers in the use of quality and cost information

- Elevate conversations about cost and quality variation
- Target consumers who are most likely to use information
 - Enrollment in high-deductible health plan
 - Need for treatment of a non-urgent or non-severe health condition
 - Searching for new health care provider
- Provide information geared toward consumer priorities
 - One-stop sites that integrate quality and cost data
 - Patient-reported outcomes
 - Personalized treatment costs based on insurance benefits
 - Triggers to push out quality / cost information

Welcome to Hospital Birth Decisions! Visit this website for help in planning and preparing for the positive birth experience you want.
<http://goo.gl/oCQAga>

Provide information geared toward consumers

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Hospital Birth Decisions

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Choosing the best care for you and your baby
Every mom-to-be wants a positive and safe birth experience for herself and her baby. You can use *Hospital Birth Decisions* to make that happen.



How can you use prenatal visits to prepare for your baby's birth?

Find out how to get the information you need from your doctor or midwife.

[More](#)



What choices should you be prepared for during labor and delivery?

Learn how to create a birth plan to share your preferences with your care team.

[More](#)



Which local hospitals do a good job of caring for new moms and their babies?

Enter your location below to see what you can expect from hospitals in your area.

ZIP Code or City:

Distance (miles): 25



PREZI VIDEO
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Ratings for Specific Topics

[Your Experience in the Hospital](#) | **Your Labor & Delivery** | [Your Baby's Health](#) | [Return to Hospital List](#)

The best hospitals take steps during labor and delivery to reduce the chances that either moms or babies will have any health problems after the birth. Look at the table below to see how well hospitals provide the right care for moms and babies.

below = Below expectations

meets = Meets expectations

exceeds = Exceeds expectations

Did Not Report = Hospital did not provide information to report publicly or did not have enough data collected to report.

[Learn About Ratings](#)

Your Labor & Delivery	University of North Carolina Hospital	Duke University Hospital	Duke Regional Hospital
Reducing the number of babies scheduled for delivery before 39 weeks unless there is a medical problem i	exceeds	exceeds	meets
Decreasing risk of blood clots in women having C-sections i	exceeds	exceeds	exceeds
Avoiding harm from unnecessary episiotomies during a vaginal delivery i	exceeds	exceeds	exceeds

Talking With Your Care Team

- [Getting Answers During Your Prenatal Visits](#)
- [What's Important to You? Creating a Birth Plan for a Hospital Childbirth](#)
- [Questions to Ask When Things Don't Go As Planned](#)

Your Care at the Hospital

- [Waiting Until 39 Weeks to Deliver](#)
- [Protecting Women From Blood Clots and Infections During and After Cesarean Section](#)
- [Speaking Up to Avoid Unnecessary Episiotomies](#)

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AIR's Center for Patient and Consumer Engagement:
www.aircpce.org

Roadmap to Patient and Family Engagement in Healthcare:
www.patientfamilyengagement.org