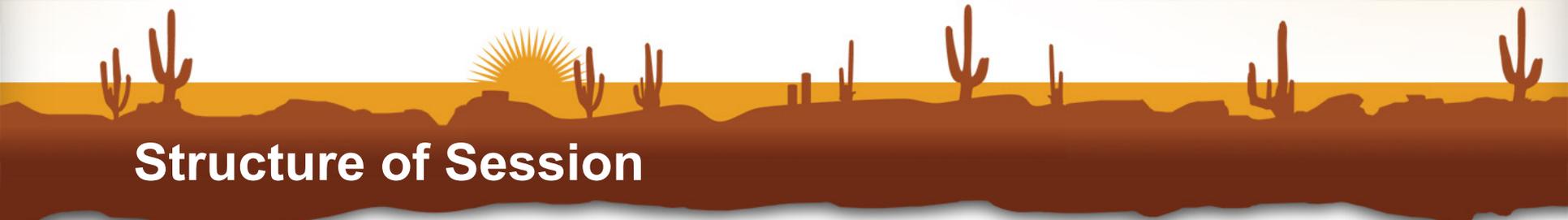


The Whys, Wherefores, and How-To's of Consumer Reporting

David E. Kanouse
The RAND Corporation

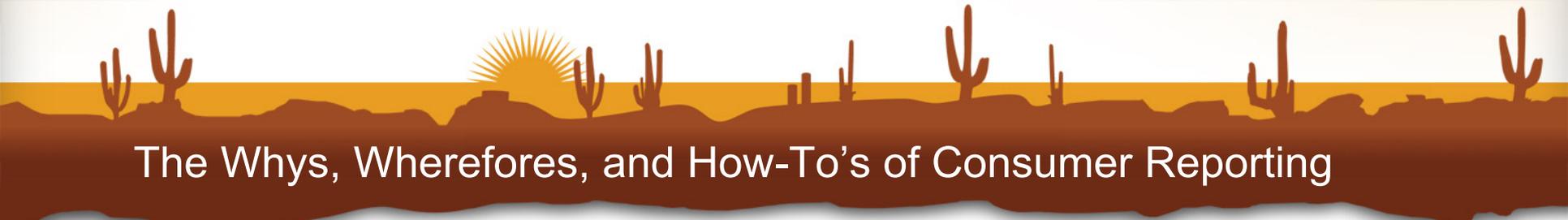
Lise Rybowski
The Severyn Group, Yale Reports Team

Jeanne McGee
McGee-Evers Consulting



Structure of Session

- **First Principles of Reporting**
 - David Kanouse
- **Why It's So Hard to Do Consumer Reporting Well**
 - Lise Rybowski
- **Best Practices for Presenting Quality Data**
 - Jeanne McGee



The Whys, Wherefores, and How-To's of Consumer Reporting

First Principles of Reporting

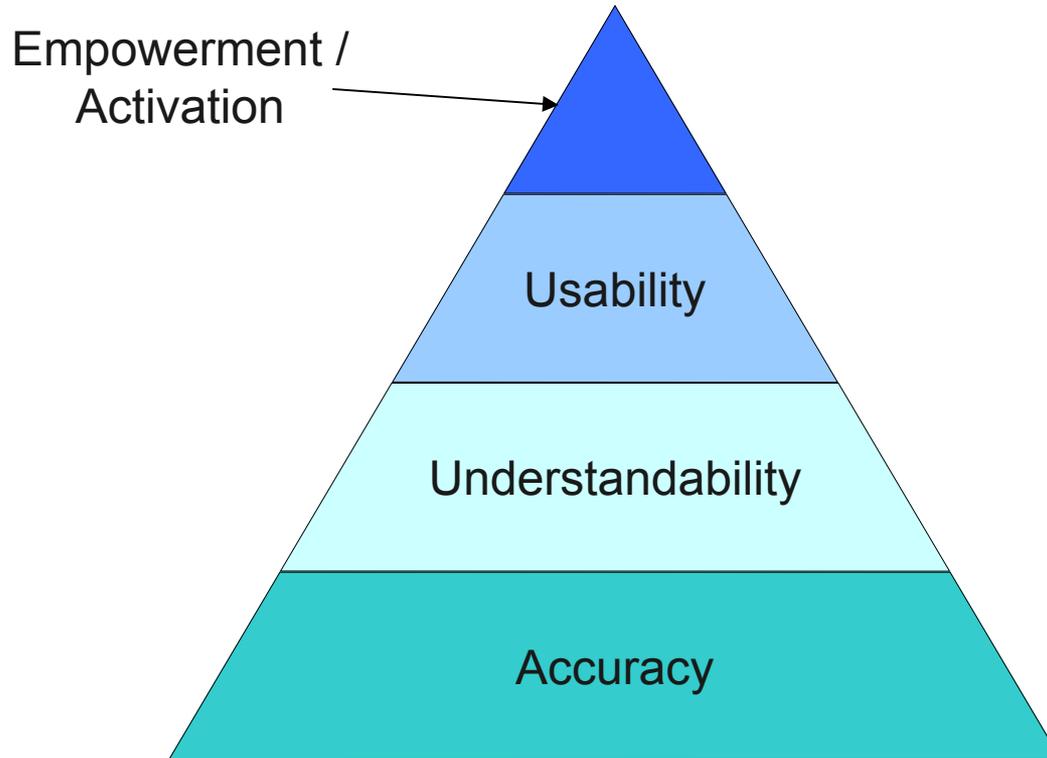
David Kanouse
RAND Corporation



Why We Report Quality Data

- To put data out there (so they can do their thing and express themselves)
- To fulfill reporting mandates
- To inform consumers or other audiences
- To encourage and direct quality improvement efforts
- To help people make better decisions

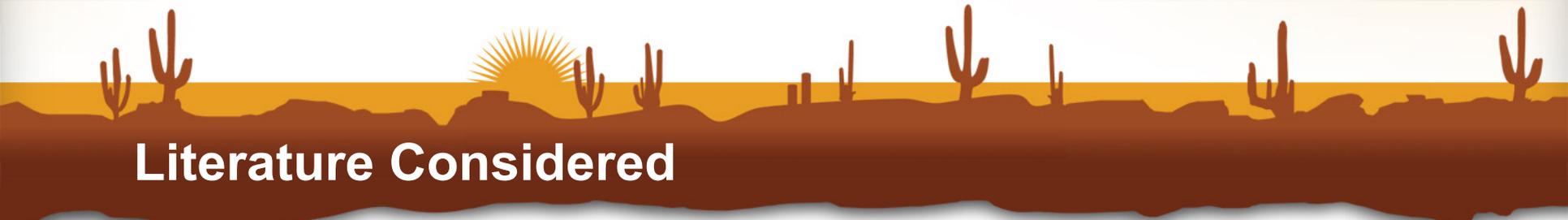
Hierarchy of Goals





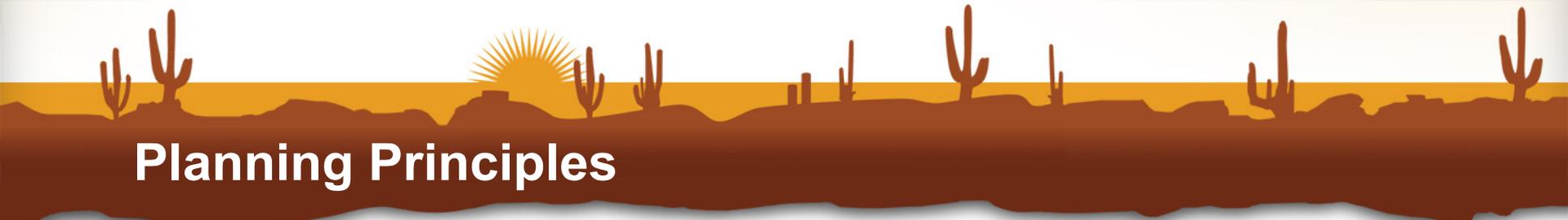
How to Approach Quality Reporting

- Sound Design Principles
 - Derived from the literature
 - Tested in practice
 - Focus on the reporting process



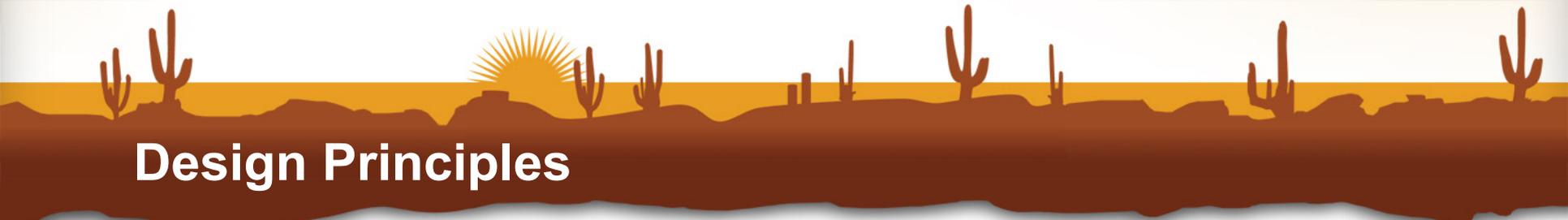
Literature Considered

- Decision Science
- Cognitive Psychology
- Adult education and literacy
- Social marketing
- Consumer decision aids
- CAHPS research on reporting



Planning Principles

- Know your audience
- Define goals and priorities
- Identify resources and constraints
- Consider barriers and facilitators



Design Principles

- Design your report to reflect goals and priorities
- Plan for promotion and dissemination from the beginning
- Test and evaluate
 - While designing the report
 - After the fact

The Reporting Cycle

Planning (Principles 1-4)

Identify &
Prioritize
Objectives

Understand &
shape context

- Audience
- Resources
- Constraints
- Facilitators
- Norms

Design (Principles 5-7)

Design

- Report
- Promotion
- Dissemination
- Evaluation

Testing

Test

- Report
- Promotion
- Dissemination
- Evaluation Process

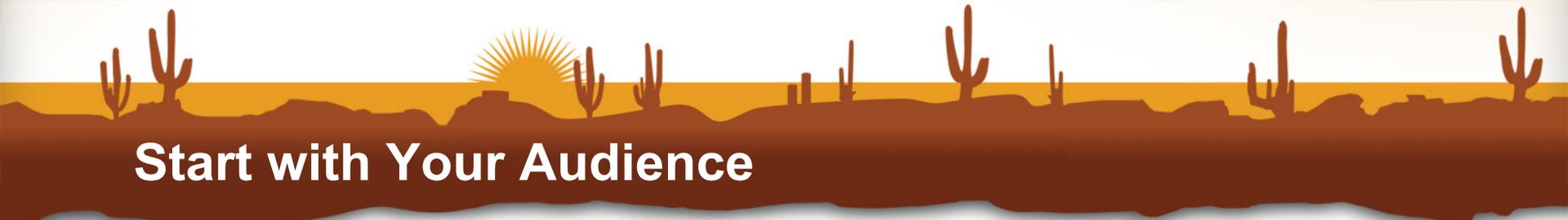
Implementation

- Develop, promote,
and disseminate
report
- Collect data for
evaluation

Evaluation

Analyze, interpret and act on

- Awareness and knowledge
- Beliefs and attitudes
- Behaviors and choices



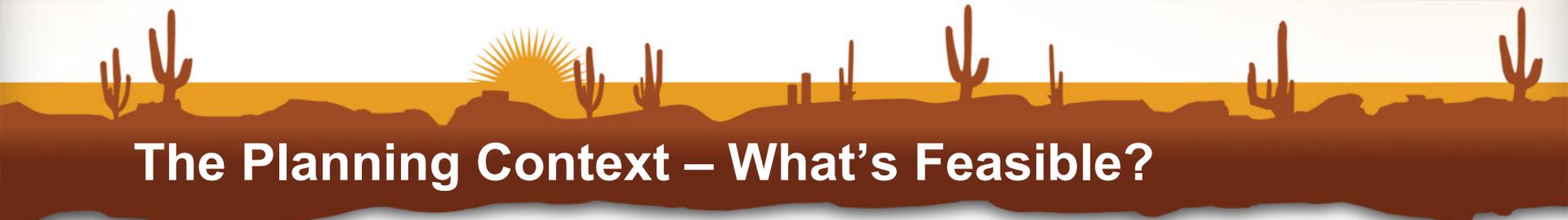
Start with Your Audience

- Know your audience
 - Who they are
 - What they care about
 - What they know and understand
 - What actions they can take
 - What drives those action
- Adopt their point of view



Tailor the Report to the Audience

- Present information so it can be understood and used
- Place new information in context
- Tie it to something the audience wants
 - High-quality health care for the family
 - Avoid bad experiences with health care
 - Quality at an affordable price
- Make it meaningful, related to experience



The Planning Context – What's Feasible?

- Identify resource and other constraints
 - Budget
 - Timeline
 - Organizational and political
 - Staff and vendor capabilities
 - Potential partners
- Don't be your own worst enemy
- Manage others' expectations



The Planning Context – Barriers and Facilitators

- Consider barriers and facilitators
 - Setting in which information is provided
 - What do users have to do to get to information?
 - Timeliness of information
 - Language and cognitive barriers
 - Pushback from those being evaluated
 - Trusted intermediaries
- Figure out how to overcome them or turn them to your advantage



Choose Goals To Guide Your Approach

- Helping people make better decisions involves more than providing facts
- To affect decisions, identify and influence as many determinants as possible
 - Consider other information besides quality
 - Help consumers integrate and evaluate information



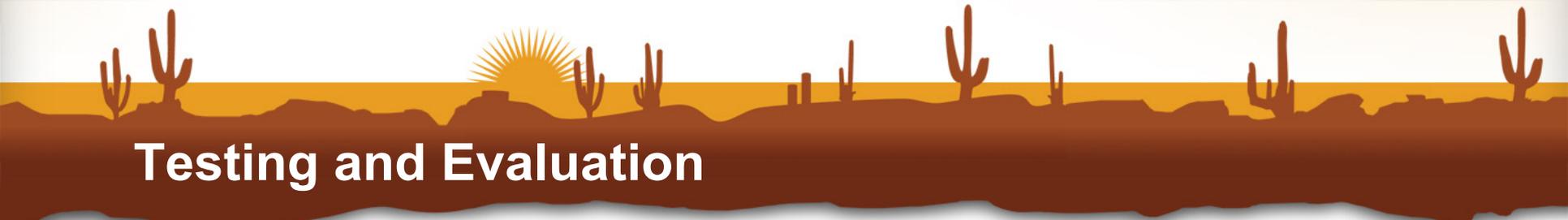
Defining Goals Involves Tradeoffs

- No report can be all things to all stakeholders
 - If you have different audiences to reach, you may need to create different reports
 - “Layering” can often be helpful
 - Making quality reports evaluable can make them controversial
- Set priorities and make explicit tradeoffs



Promotion and Dissemination

- Think of the report as a product that needs to be marketed
- Potential users need to be primed
- Delivery should be timely and convenient
- Successful dissemination requires advance planning
- Consider community-based organizations or other intermediaries



Testing and Evaluation

- Build in ongoing testing and evaluation at each stage
- Best evidence for what works for your audience is locally gathered
- Evaluation needs to be planned
- Document lessons learned so they will be available

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