

# **Consumers Look Ahead to 2020**

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# Thank You, Covered California

- Addressing disparities
- Your philosophy of transparency
- Your inclusiveness
- Data-driven, evidence-based approach
- Driving down overuse
- Improving quality/safety

# About CR

- Independent from industry
- Non-profit organization
- Non-partisan, consumer advocacy organization
- Reach 20 million consumers per month
- Subscription business model but most health content is free (Best Buy Drugs, Choosing Wisely, Hospital Ratings)
- Focused for 80 years on providing an alternative perspective to advertising and promotion

# How We Engage Consumers and Affect Change

- Trust among consumers – consumers are our only stakeholder
- Independence (no influence on content/ratings)
- Providing data-based comparisons to support choices and identify outliers
- Telling stories about the data
- Policy and advocacy – e-activist network
- Patient Safety Action Network/Safe Patient Project
- Audience reach (print, online, social media)
- Partners (data, dissemination, strategic)
- Consumer/patient stories
- Ratings/statistical resources
- Communication/dissemination

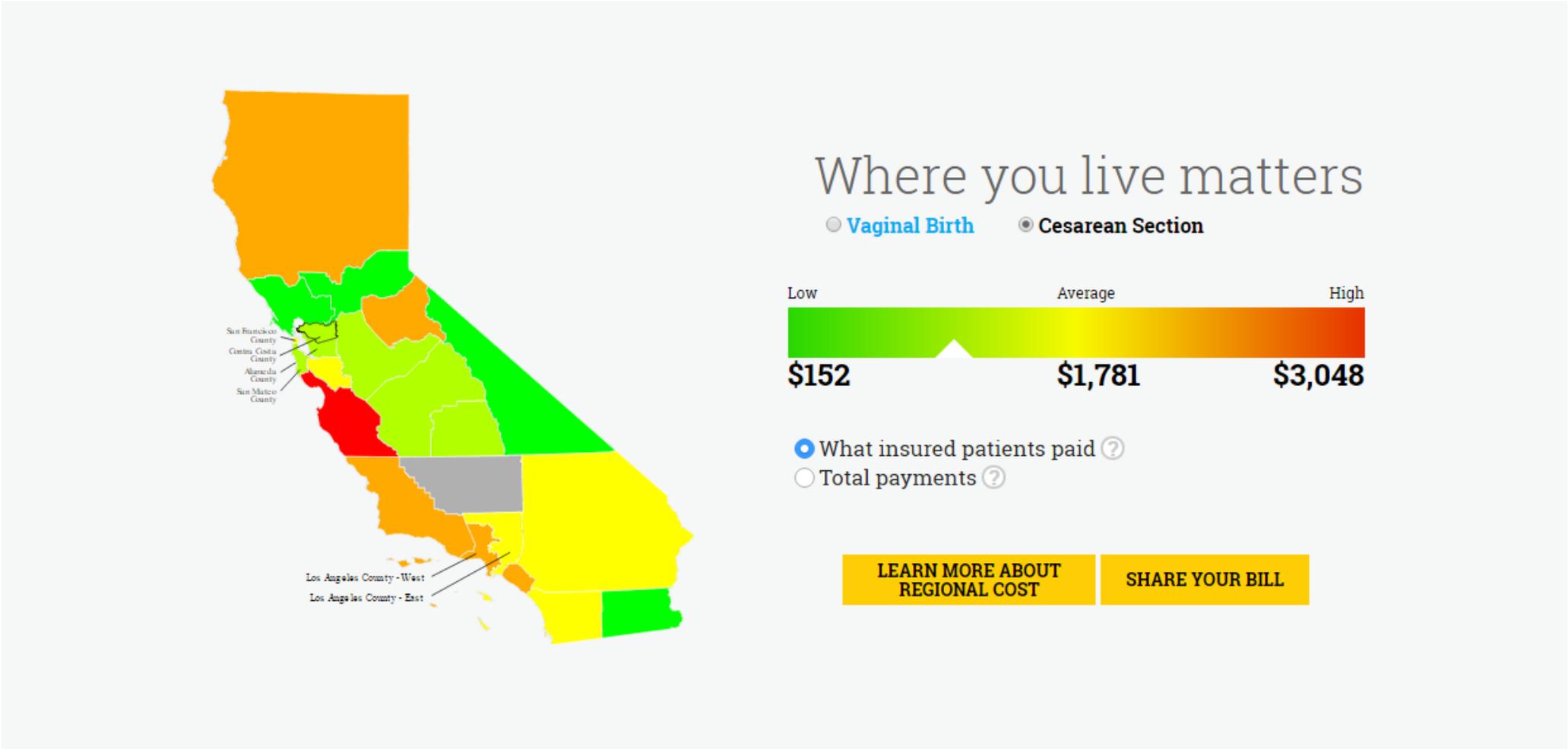
# Engaging Consumers with Health Ratings

- Obtain data from reliable sources that address a key consumer concern/quality area of high priority
- Develop ratings and/or analysis of the data to identify outliers and drive performance in desired direction (use a target-based approach)
- Drive the public to the data through narratives, using data to tell a story
- Broad dissemination: targeted local media, national media, social media, multiple channels, strategic dissemination partnerships
- Dialog with consumers and providers; provide a way to take an action

# Engaging Consumers with Data and Ratings

- [California Healthcare Compare](#)
  - Quality of care – 18 conditions (hospital/physician group)
  - Cost of care – Top 100 diagnoses
- [Hospital Safety \(ConsumerReports.org\)](#)
  - Safety Score
  - Infections (CLABSI, SSI, CAUTI, MRSA, C. diff)
  - Maternity – Safety and Quality of Care
- [Drug safety, effectiveness and cost – Best Buy Drugs](#)
- [Health plan and public cost estimator tool Ratings](#)
- [Choosing Wisely](#)
- [Other health-related content/advice](#) (e.g. Zika virus, health and wellness content)

# California Healthcare Compare



# California Healthcare Compare

[ConsumerReports.org/CAHealthcareCompare](https://ConsumerReports.org/CAHealthcareCompare)

- Collaboration between CA Dept. of Insurance, UCSF, UC Davis, CR
- Bring together quality and cost data (regional) for a California audience
- 18 quality areas
- Top 100 services (for cost)

# California Healthcare Compare

[ConsumerReports.org/CAHealthcareCompare](https://ConsumerReports.org/CAHealthcareCompare)

- Extensive user testing to develop the user interface
- Combines data with patient stories, CR editorial content, and videos
- Provides consumer with trusted source of provider quality ratings
- Introduces consumers to the costs of medical services

# Consumer Use of CAHealthcareCompare

*“I would use it and take it to my doctor so she knows I’m serious, that I have facts about what is going on at the hospital so she could see that I’m doing my research.”*

*“We have turned into a society where we really depend on reviews and how things are rated before we even go eat somewhere. Now, we look at ratings. “*

*“My favorite part is being able to compare the hospitals side-by-side. I would definitely make a visit to this hospital at the top even though it’s a little farther away.”*

# Engaging Consumers about Overuse of C-Sections

- Engage with consumers, and hospitals
- Hospital-level ratings based on C-section rates nationwide (CA, and other states)
- Using data to tell a story
  - Drive people to the data through story-telling
  - Videos
  - Consumers tell their own stories
- Dissemination
  - Targeted local media
  - Social media (including geotargeting)
  - CRTV



# Hospital Safety

ConsumerReports®

SPECIAL REPORT | *America's Antibiotic Crisis*



The Rise of Superbugs

How Your Hospital Can Make You Sick

Making The World Safe From Superbugs

## HOW YOUR HOSPITAL CAN MAKE YOU SICK



Our centers for healing have turned into breeding grounds for dangerous—even deadly—infections. Consumer Reports' new Ratings of more than 3,000 U.S. hospitals show which do a good job of avoiding the infections—and which don't.

# Hospital Safety

- Hospital safety score for ~3000 U.S. Hospitals
- Focus is on safety
  - Hospital-acquired infections
  - Readmissions
  - Mortality (medical & surgical)
  - Patient experience
  - Overuse of imaging

# Engaging Consumers about Hospital Safety

- Safety is a top concern of consumers; infections also high among consumer priorities
- Make consumers aware of low-scoring hospitals (identify outliers)
- Make hospital decision-makers aware of consumers' concerns regarding low performance
- Have a public dialogue about what hospitals are doing
- Give consumers practical advice

# Consumer Reports Best Buy Drugs

## MAPPING MEDICATION PRICES

In Raleigh, N.C., prices for the same drug—generic Cymbalta (duloxetine)—varied widely, even among stores that were just a few miles from each other.



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# What is CR Best Buy Drugs

- Analysis that compares and contrasts prescription drugs
- Based on comparative effectiveness work by independent sources (EPCs; DERP)
- Gives consumers and their doctors information to help guide their prescription drug choices, based on effectiveness, the drug's track record, safety and price
- Expert medical review of the scientific evidence on prescription drugs
  - The Best Buy picks for each drug category
  - Advice on getting the best price, managing multiple medicines, generic drugs, and Rx Drug Assistance programs

# Consumers Need CR's Drug Recommendations Now More Than Ever!

- Consumers are paying more out of pocket
  - Higher cost-sharing for drugs
  - Shrinking coverage
  - Higher cost – lower adherence
- Imbalance in the marketplace (pharma, providers); market not transparent
- Overuse/overtreatment a problem
- Physicians and consumers are not aware of the safety problems

# Our Independence Lets Us “Tell It Like It Is”

“[Weight-loss pill Belviq](#) is now available, but we say skip it”

“ “The other forms of zolpidem—are more expensive and offer little if any advantage to make the higher cost worth it.” [[treating insomnia](#)]

“...most people who take an [Alzheimer's medication](#) will not experience a useful benefit, together with the relatively high price tag and the risk of rare but important safety concerns.....”

# How Do Our Recommendations Reach Consumers?

- Targeted consumer groups (e.g., NeedyMeds, n4a)
- Mass media (e.g. Healthline, Yahoo)
- Targeted video distribution (e.g. Wovenmedia)
- Physician organizations (AMSA, NPA)
- Pharmacies (e.g. Ralphs)
- Employers (individually, or through NBGH)
- Insurers??

# Consumer Actions Related to CR Work

- Avoiding low-quality care (e.g. cancelling surgeries at low-scoring hospitals)
- Sharing their stories with Consumer Reports
- Becoming activists themselves, to affect change
- Talk to their doctor (~40 percent for drugs)
- Switch medications (~40 percent of respondents)
- Stop taking a medication or switch to OTC (14% reduction)
- Intend to switch health plans (10%)
- Intend to switch to a safer hospital (7%)

# BBD Changes Behavior – Prescription Claims Analysis

- Pilot intervention with a health insurer
  - Letter sent to patients regarding change in formulary tiers/drugs no longer covered
  - Target intervention contained BBD “message” and/or insert (~52,000); control did not (~81,000)
  - Target intervention decreased prescriptions 14% more than control
  - Possible migration to OTC options or no prescription



*An initiative of the ABIM Foundation*

**An initiative to spark conversation between patients and providers about overly used medical tests, treatments, and procedures to ensure the right care is delivered at the right time.**

Consumer Reports is a partner in Choosing Wisely and supports the effort by creating patient-friendly materials based on the society recommendations and engaging a coalition of consumer communication partners to disseminate content and messages about appropriate use to the communities they serve.

# Consumer Reports Develops Resources to Inform and Empower Consumers in Their Healthcare Decisions

- Posters (6+)
- Videos and TV/Radio PSAs (14+)
- Wallet cards
- Brochures (100+)
- E-hubs (5)
- Microsites
- Newsletter
- And more...

Most are available in Plain English & Spanish.

Some can be co-branded.

All are free to use and distribute!

**Back Pain**

ConsumerReports  
**Choosing Wisely**  
An initiative of the ABLM Foundation  
AMERICAN ACADEMY OF FAMILY PHYSICIANS

**Do you have lower-back pain?**

**Getting expensive tests probably won't help your back feel better any faster.**

Most people with lower-back pain will feel better in about a month. This is the case even without having an imaging test, like an X-ray, CT scan, or MRI. If you have lower-back pain, try treating your pain first. Some tips are on the other side.

You may think you need an imaging test. They take pictures of the inside of your body. But they won't help you feel better any faster.

**Imaging tests are not always the best choice**

- X-rays and CT scans are risky. They use radiation that can harm your body. Avoid radiation when you can.
- Tests are expensive. Imaging tests can cost hundreds or thousands of dollars. The cost will depend on the actual test and where you have it done. Your insurance may not pay for any of it. This is a lot of money to spend on a test that might not help your pain. And if the tests lead to surgery, the costs can be much higher.
- They won't make you feel better faster. And they might lead to an unnecessary treatment like surgery—which may be risky and not help your original problem.

Learn more: [ConsumerHealthChoices.org/catalog/backpain](http://ConsumerHealthChoices.org/catalog/backpain)

**Do you have ongoing pain that is not from cancer or a terminal illness?**

**If so, you probably don't need an opioid pain reliever.**

Here's why opioids, such as OxyContin®, Percocet®, and Vicodin® usually are not the best choice:

- They don't help what's causing your pain.
- They stop working well if you use them every day.
- They are addictive.
- They have serious side effects.
- They aren't cheap.

How can you feel better without prescription pain relievers? Five easy ideas are on the other side.

**Choosing Wisely**  
An initiative of the ABLM Foundation

CR ConsumerReports  
AMERICAN ACADEMY OF NURSING  
An initiative of the ABLM Foundation

**Hospital Hazards**  
Four practices that can harm older people

**A** hospital stay can be risky, especially for older people. For example, many seniors who could walk on their own and care for themselves before entering the hospital lose these abilities during their stay. They may also develop delirium (sudden, intense confusion). As part of the Choosing Wisely series, the American Academy of Nursing has identified four over-used hospital practices. These practices are usually unnecessary, and they may harm you.

**Question these hospital practices.**  
If you notice doctors or nurses using any of these practices, ask why. Explain your concerns to the nurse. Nurses can often stop these practices.

**BED REST**

**The problem:** Usually, older people spend most of their time in bed during a hospital stay. This is because we used to think that bed rest helped the body recover. But research now shows that walking helps older patients recover faster. They get out of the hospital sooner, and they can walk farther when they get home.

**Bed rest can be harmful:** When you're not active, your leg muscles get weaker. You're also more likely to become dehydrated. This can make you dizzy and lead to falls. These are serious issues because older people already have problems with dizziness and balance.

Some older patients grow so weak that they:

- Need help dressing and bathing.
- Need to go to a nursing home before they go home.

# Choosing Wisely Engagement

- Estimated reach through our partner network of around 25 million per quarter
- Rhode Island kicking off CW with Governor announcing a Choosing Wisely state
- AARP – 950,000 downloads of CR resources
- West Virginians for Affordable Healthcare – one of their members, the West Virginia Public Employees Insurance Agency, has kicked off an awareness campaign around appropriate use; reach of 200,000

# **Cost & Quality tools Private and Public**

# Private (Health Plan) Tools

- There is pent-up consumer demand for quality and cost information
- There is variation in the quality of cost estimator tools (private & public)
- Plans should address low-hanging fruit related to usability and functionality
  - Difficult to even find the estimators
  - Clarity of information
  - Presentation of value
  - Facilitating comparisons of providers
- Plans should address problems with integrating cost estimator tools with other health plan information
- Multiple sub-tools spread out across the website
- State-based health plans often use third-party cost estimators that vary in quality; plans should be encouraged to contract with the highest-rated tools

Website Name	Overall Score				Features				
		Ease of Use	Functionality	Content	Scope & Reliability	Out-of-Pocket Estimates	Reliable Cost Estimates	Provider-Specific Pricing	Quality Information for Hospitals
<b>STAND-ALONE WEBSITES<sup>1</sup></b>									
Amino	66	↑	↓	↑	↑	•	•	•	•
CompareMaine	65	↑↑	↓	↓	↑↑		•	•	•
NH HealthCost	63	↑	↓	↑	↑↑	•	•	•	•
CO Medical Price Compare	44	↓	↓	↓	↓		•	•	•
Guroo	41	↑	↓	↓	↓	•	•		
MDsave	40	↓	↓	↓	↓			•	
Healthcare Bluebook	37	↓	↓	↓	↓		•		
FAIR Health <sup>2</sup>	28	↓	↓↓	↓	↓↓	•			

# Public Tools – State and National

- Data use agreements limit transparency of quality and cost
- Most national public tools lack provider and health-plan-specific cost information
  - One tool, Amino, provides provider specific cost & quality data
- Most national tools lack quality information for hospitals and doctors
- Limited ability to provide a out-of-pocket estimate for consumers
- Top-performing state-based sites such as NH Health costs should be replicated in other states.
  - Public cost estimator tools should be made available to each state's residents

# Consumers 2020 Wish List

- Continue to push the nation on disparities
- Expand health-plan accountability for provider safety
  - Reducing in-hospital antibiotic use
  - Hospital audits of antibiotic stewardship implementation
  - Require hospitals to inform patients when there has been an infection outbreak
  - Patient-reporting of hospital errors

# Consumers 2020 Wish List (2)

- Harness pent-up demand among consumers for cost and quality information & tools
  - Disconnect between demand and use
  - Partner strategically on dissemination to raise awareness
  - Limitations to current tools available from private payers
  - CA needs a public tools like those in other states
  - Need provider-facing tools
- Consumers ready to engage on drug costs & effectiveness
  - Drug costs are a top priority for consumers
  - Consumers need tools to choose the best health plan based on their drug costs
  - Provide consumers with unbiased comparative effectiveness evaluations

# Consumers 2020 Wish List (3)

- Needed improvements in quality measurement and data quality
  - We need reliable, meaningful quality measures
  - Low-bar and/or unreliable quality measures undermine progress
  - Data quality is the underpinning of measuring quality and value
  - Data quality problems undermine public reporting and accountability

**Thank you!**

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# Resources for Consumers – Drugs

- [Best Buy Drugs](#) main page
- Best Buy Drugs – [index of reports](#)
- [Saving money on medications](#)
- Key topics of concern:
  - [Overuse of antibiotics](#)
  - [Overuse of opiates](#)
  - High cost of drugs
  - Treatment of pain
  - Off-label marketing

# Recent publications – Drug prices

- [Is there a cure for high drug prices?](#) (July 2016)
- [Doctors and Rx prices – ending the silence](#) (July 2016)
- [As drug prices increase, quality of life goes down](#) (July 2016)
- [Can you get a cheaper EpiPen?](#) (August 2016)
- [Don't order EpiPen from Canada](#) (August 2016)

# Resources for Consumers – Hospital Quality

- [Consumer Reports hospital Ratings](#)
- [C difficile: Deadly infections on the rise](#)
- [How your hospital can make you sick](#)
- [The surprising way to stay safe in the hospital](#)
- January issue of CR magazine – Zero tolerance (off embargo 11/21).

# Maternity Quality of Care Resources

- [Your Biggest C-Section Risk May Be Your Hospital](#)
- [National hospital ratings](#)
- [Having a Baby in California](#)
- [California Healthcare Compare \(C-section rates, breastfeeding, and more\)](#)
- [Childbirth: What to Reject When You're Expecting](#)
- [Preparing for Pregnancy: What to Do Right Now](#)
- [Nearing Your Due Date: Plan for Your Baby's Arrival](#)
- [Giving Birth: What to Do Right Away](#)
- [How to Avoid a C-Section Procedure](#)
- [What to Do If You Need a Cesarean Section](#)

# Private and Public Cost Estimator Tools

- [How to survive a high deductible health plan](#)
- [Ratings of private and public cost-estimator tools](#)