



Creating Consumer Content

Reflections on HINTS Data

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Creating Consumer Content

By the end of this presentation:

You'll know a bit about CRHealth...

who we are

what we do (and how we do it)

what we plan to do in future

our hopes for HINTS

About Consumers Union

- Consumers Union, non-profit publisher of Consumer Reports, has a 70+ year history of providing consumers the expert, unbiased information they need to make informed decisions.
- 650 employees including physicians, scientists, engineers, statisticians, social scientists, market analysts plus. 126 of these are reporters, editors, etc.
- We house more than 50 state-of-the-art testing labs and own a 327-acre auto test facility.
- National Office: Yonkers, NY with auto testing in CT
- Offices in D.C., Austin, San Francisco

Product Testing

- CU engineers and technical staff develop scientific evaluations that mirror the customer experience to test products (electronics, appliances, cars)
- CU employs mystery shoppers who anonymously buy products we test
- CU uses trained sensory panels to test foods and products such as audio where subjective judgments are also critical

About Our Reach

- Over 7% of all US adults read/view CR/CRO regularly (i.e. at least one out of every four issues) (source: Simmons & NetRatings)
- CR/CRO reach approximately 17% of the US adult population every six months
- CR: almost 4.5 million subscribers
- CR on Health Newsletter: over 600,000
- CR on Health.org: estimated at 70,000

Media: Magazines, Newsletters, Special Publications, Internet, TV

Source: Simmons & Nielsen/NetRatings

How CU Adds Value to Content

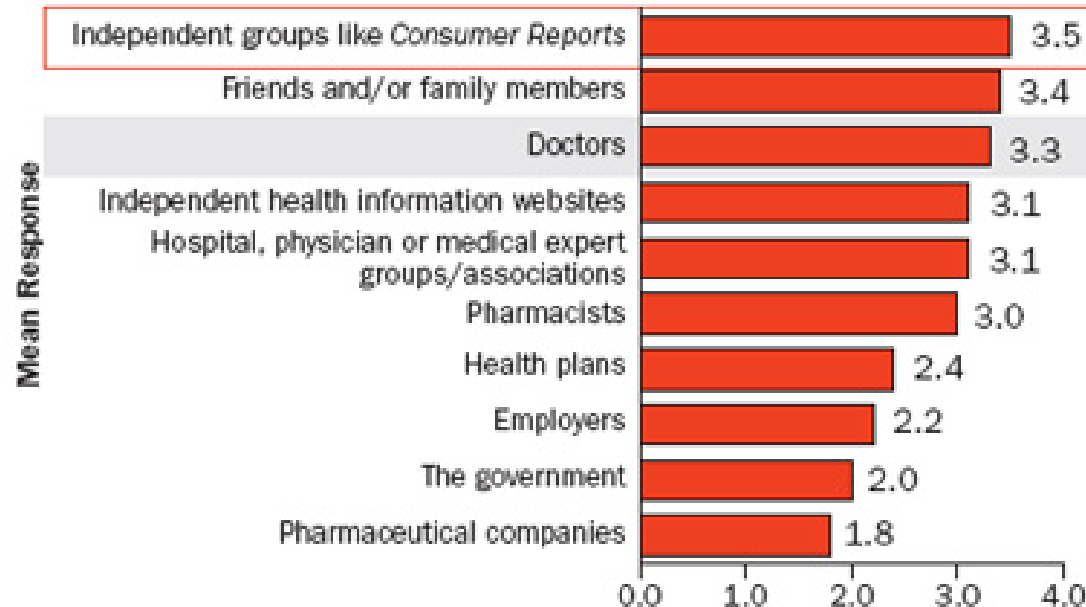
Experience presenting and developing ratings that are useful and understandable to consumers

Informed, invested consumers who are early adopters of health care quality information

Consumer Reports brand lends credibility – we are independent and trusted

Degree of Consumer Trust In Health Information Sources
(on a scale of 1 to 5, 1 means "do not trust at all" and 5 means "trust completely")

**Information on the quality of a doctor
—HDHP/CDHP Respondents—**



**Information on prices charged by
—HDHP/CDHP Respondents—**



Source: Booz Allen Hamilton Consumer Survey 2006

Recent Booz Allen Study reported:

Consumers trust independent groups like *Consumer Reports* above other health information sites.

CR Health Ratings Center

The Health Ratings Center was created to provide unbiased analyses and ratings to help consumers make informed health-care decisions.

We hold high standards for those we work with, how we deal with conflicts of interest, how we use data objectively, and we hold ourselves accountable for decisions we make.

Our experts are entirely independent of industry, so we can uniquely analyze information while focusing solely on the consumer - continuing the long and valuable tradition that Consumer Reports stands for.

The Center provides comparisons of health services, drugs, consumer health care experiences, medical devices and other home medical supplies.

Health Care Surveys

- How the “real-world works”
- How people chose and change treatments
- Not clinical trials
- Longer time-frame
- Large samples
- Also panel studies (conditions and professionals) and nationally representative samples
- No corporate sponsorship

Annual Questionnaire

- One of the largest US surveys outside the Census (1.1M responses in 2008)
- Huge sample size
 - Rate 80+ health plans
 - Alternate medicine: 34,000 respondents
- Limitation: not nationally representative

What are topics of interest?

- Top conditions researched in the past 30 days:
 - High blood pressure
 - Back pain
 - Depression
- Top health topics researched in the past 30 days:
 - Prescription drugs
 - Medical treatments or procedures
 - Exercise/fitness

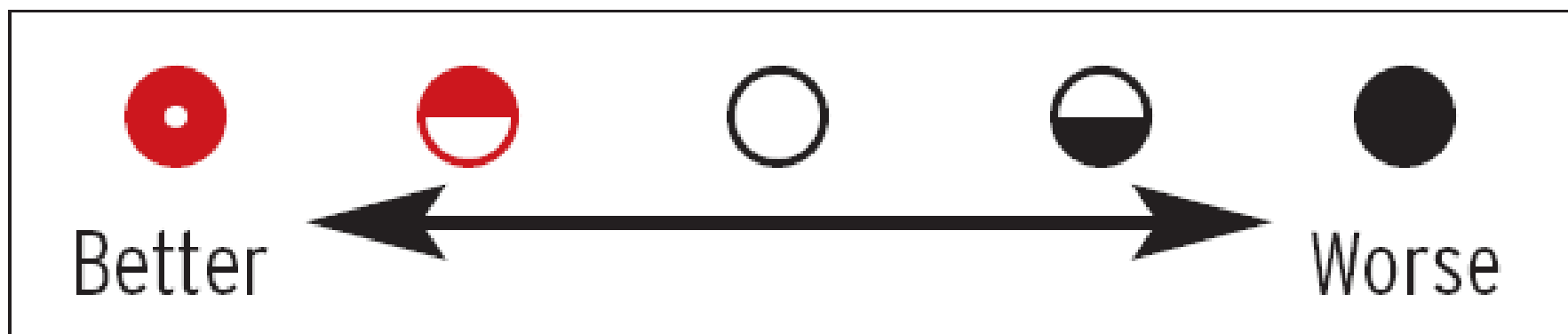
Source: CRNRC Health Segmentation Study October 2008

Top conditions/topics looked for or read about online – 4082 adults 18 and older

Popular health articles among subscribers

- Toothpaste: Whitening claims
- Cereals: Cheaper brands match big names
- 10 tips for a healthy heart
- How to lower your health risk at any age
- Start the year right: Multivitamins
- Get better care from your doctor
- Staph infections: Protect yourself
- What to watch with popular medicines
- Seeing red: Spoiled meat may look fresh

Ratings and Blobs



Example of a Ratings Question

All things considered, how satisfied are you with your current [health care] plan?

- Completely satisfied
- Very satisfied
- Fairly well satisfied
- Somewhat satisfied
- Very dissatisfied
- Completely dissatisfied

The screenshot shows a PDF document titled "Satisfaction with the Plan" in Adobe Reader. The document contains two survey questions, 20 and 21, each with a five-point Likert scale. Question 20 asks about satisfaction with the choice of doctors, and question 21 asks about satisfaction with the care received. The scales range from -1 (Completely satisfied) to -3 (Completely dissatisfied).

Satisfaction with the Plan

20. In the past 12 months, how satisfied have you been with your CHOICE of doctors in this plan?

Completely satisfied...	<input type="checkbox"/> -1	Somewhat dissatisfied	<input type="checkbox"/>
Very satisfied	<input type="checkbox"/> -2	Very dissatisfied	<input type="checkbox"/>
Fairly well satisfied	<input type="checkbox"/> -3	Completely dissatisfied...	<input type="checkbox"/>

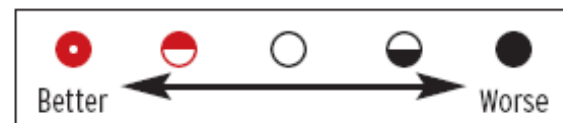
21. In the past 12 months, how satisfied have you been with the CARE you've received from doctors in this plan?

Completely satisfied...	<input type="checkbox"/> -1	Somewhat dissatisfied	<input type="checkbox"/>
Very satisfied	<input type="checkbox"/> -2	Very dissatisfied	<input type="checkbox"/>
Fairly well satisfied	<input type="checkbox"/> -3	Completely dissatisfied...	<input type="checkbox"/>

Generally combine completely and very as “highly”

Ratings

health plans



In order of reader score.

Plan name	Reader score	Survey results						
	0 100	Choice of doctors	Care from doctors	Access to doctors	Primary-care doctors	Billing	% with problems getting access to care	% who want to switch plans

HMOs

Tufts Health Plan (MA, NH, RI)	85	●	●	○	○	●	4	14
Kaiser Permanente Northwest (OR, WA)	84	○	○	●	●	●	9	11
Independent Health (Western NY)	84	●	○	○	○	●	5	15
Kaiser Permanente Northern California	83	○	○	○	○	●	8	10
Capital District Physicians' Health Plan (NY, VT)	83	●	○	○	●	●	4	14

Tailored Content for End Users

Focus your Digital SLR camera research by choosing the category, brand, and price range that most interests you.

☒ Show only tested

☐ Show tested and untested

☐ Show only Recommended

Category

☒ Advanced

☒ Basic

Clear all | Select all

Brand

☒ Canon

☒ Fujifilm

☒ Nikon

☒ Olympus

☒ Panasonic

Clear all | Select all

Price

Min: \$440

Max: \$3000

Advanced

Approximate retail price

\$1700

[COMPARE PRICES >](#)

[Nikon D300](#)

☒ [Canon EOS-40D Digital](#)

[Olympus E-3 Digital](#)

[Sony DSLR-A700](#)

[Pentax K20D](#)

[Fujifilm FinePix S5 Pro](#)

\$1900

[COMPARE PRICES >](#)

Basic

\$720

[COMPARE PRICES >](#)

☒ [Pentax K200D](#)

\$700

[COMPARE PRICES >](#)

☒ [Canon EOS Rebel XSi](#)



Fujifilm FinePix S5 Pro

Price: \$1900

Summary: A 12-megapixel advanced SLR from Fujifilm with a 2.5-inch live-view LCD, 3 fps, and a 1.5x 35mm equivalent magnification factor.

[See model overview](#)

Overall score

0 P F G WG E 100

Megapixels

Weight (oz.)

Image quality

Dynamic range

Versatility

Ease of use

Viewfinder

Max. ISO with t

Battery life (sh

78

12

32

+

+

+

+

+

3200

1000

76

10

28.8

+

+

+

+

+

800

800

76

10

31.6

+

+

+

+

+

800

610

72

12

27.2

+

+

+

+

+

400

650

70

14.6

28.2

+

+

+

+

+

800

530

69

12

32

+

+

+

+

+

1600

400

0 P F G WG E 100

67

10

24.3

+

+

+

+

+

800

400

66

12

18.5

+

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+

800

500

Tailored Content for End Users



News Blogs Video Health

Healthy LivingConditions & TreatmentsPrescription DrugsNatural HealthDoctors & Hospitals

Exercise & FitnessDiet & NutritionBeauty & Personal CareHome Medical SuppliesSafety

Home > Healthy Living > Beauty & Personal Care > Lasik Eye Surgery > Will you be satisfied?

Lasik Eye Surgery

Print Email Share

TEXT SIZE

In This Article

Patient Power Tool Kit

Overview

Where to startCRH

What you must knowCRH

What consumers sayCRH

How to chooseCRH

What to expectCRH

Costs and insuranceCRH

For more infoCRH

Behind the survey

Tools

Will you be satisfied? >CRH

Will your vision improve?CRH

PATIENT POWER TOOL KIT

Are your expectations realistic?

How old are you?

What do you expect from LASIK or other vision correction surgery?

☐ I want to be more effective at work.

☐ I want to be better at sports or other leisure activities.

☐ I don't want to wear glasses again.

☐ I don't want to have any side effects.

See Results >



Consumer Reports Health.org

HINTS Data Users Conference
Partners in Progress

September 24–25, 2009 Silver Spring, MD

Where We Are Headed

Composite ratings of specific attributes:

- Prevention
- Comparative Effectiveness BBD
- Intensity/Utilization Dartmouth
- Composite Safety/Medical Errors
- Patient Experience (from surveys)
- Provider Experience (from surveys)
- Clinical Outcomes
- Disparities

HINTS for Consumers

- Provider partnerships (actions for consumers)
- Diagnostic testing process (preparing consumers)
- Distinguishing the useful from the use-less (comparative effectiveness, media literacy)
- Risk perception and Risk worry (Fear 2 that promotes effective action)
- Measuring movement toward evidence-based consumer decision making
- Exploring presentation formats (scorecards, cognitive testing)

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