

# **Enhancing Healthcare through Visual Communication: A Comprehensive Analysis of the OAS CAHPS Survey Dataset**

Shreyas Sonwane

Ottawa University

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Professor Wendy Bond

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## **Abstract**

This paper offers a comprehensive exploration of the Outpatient and Ambulatory Surgery Consumer Assessment of Healthcare Providers and Systems (OAS CAHPS) survey dataset, delving into its intended audience, key stakeholders, and its overarching objective of enhancing outpatient care. This dataset caters to a diverse group of users, including medical researchers, healthcare providers, government agencies, insurance companies, pharmaceutical and medical device companies, patients, advocacy groups, academic institutions, and data analysts. The primary goal is to drive improvements in healthcare services, elevate patient outcomes, and contribute to the progress of medical knowledge.

The OAS CAHPS survey dataset is tailored to meet the diverse needs of its stakeholders. Medical researchers can extract valuable insights for their studies, healthcare providers leverage the data to optimize services, and government agencies rely on it for policy formulation. Insurance companies gain a comprehensive understanding of outpatient care quality, while pharmaceutical and medical device companies utilize insights for product development. Patients and advocacy groups find a platform to influence healthcare experiences, academic institutions engage in scholarly endeavors, and data analysts uncover meaningful patterns for informed decision-making.

Central to its mission, the OAS CAHPS survey dataset aims to foster advancements in healthcare services and patient outcomes. By consolidating information from various sources, it acts as a catalyst for evidence-based practices. Healthcare providers can identify areas for improvement,

implement targeted interventions, and enhance overall outpatient care quality. The dataset also aids in identifying trends and patterns that contribute to the broader landscape of medical knowledge.

In summary, the OAS CAHPS survey dataset emerges as a valuable resource poised to reshape the landscape of outpatient care, drive enhancements in healthcare services, and propel advancements in medical knowledge to the benefit of all stakeholders involved.

## **Introduction**

In the realm of communication design, the ability to captivate and guide the audience is crucial. This introduction emphasizes the strategic use of visual affordances, accessibility, and aesthetics in designing visually compelling and accessible communication. It explores the importance of cues for audience interaction, such as highlighting essential information, eliminating distractions, and establishing clear hierarchies. The discussion underscores the role of aesthetics in capturing attention and enhancing user experience.

## **Dataset Documentation**

Name of the Dataset: Outpatient and Ambulatory Surgery Consumer Assessment of Healthcare Providers and Systems (OAS CAHPS) survey for ambulatory surgical centers – Facility.

**Big Idea behind the dataset:** The primary objective is to enhance outpatient care, driving better healthcare services and patient outcomes while advancing medical knowledge.

## **Choosing Appropriate Display for Data Visualization**

Selecting the right visualizations is crucial in effectively conveying insights. We begin with a Scatter Plot, a versatile tool that visually represents the correlation between patients' facility ratings and average recommendations. This choice sets the stage for a deep dive into the factors influencing patient satisfaction.

## **Eliminating Clutters**

To ensure clarity and focus, we eliminate unnecessary clutter in each visualization. The Scatter Plot precisely highlights the relationship between facility ratings and recommendations without unnecessary distractions. This streamlined approach enhances viewer understanding and engagement.

## **Drawing Attention using Different Chart Functions**

Each visualization serves a unique purpose in our narrative. The Scatter Plot draws attention to the correlation between facility ratings and recommendations, prompting further exploration. The Heat Map, with its geographical perspective, highlights regional patterns in average scores, providing a context-specific lens. The Histogram, as the concluding visualization, directs attention to the distribution of ratings, emphasizing the collective voice of patients.

## **Thinking Like a Designer in Data Visualization**

The design thinking approach is evident throughout our exploration. The Scatter Plot's simplicity aids comprehension and color choices guide the viewer's attention to key insights. The Heat Map's use of color gradients enhances the geographical context, while the Histogram's organized bins ensure a clear representation of survey responses. Consistent aesthetics across visualizations create a cohesive and visually appealing narrative.

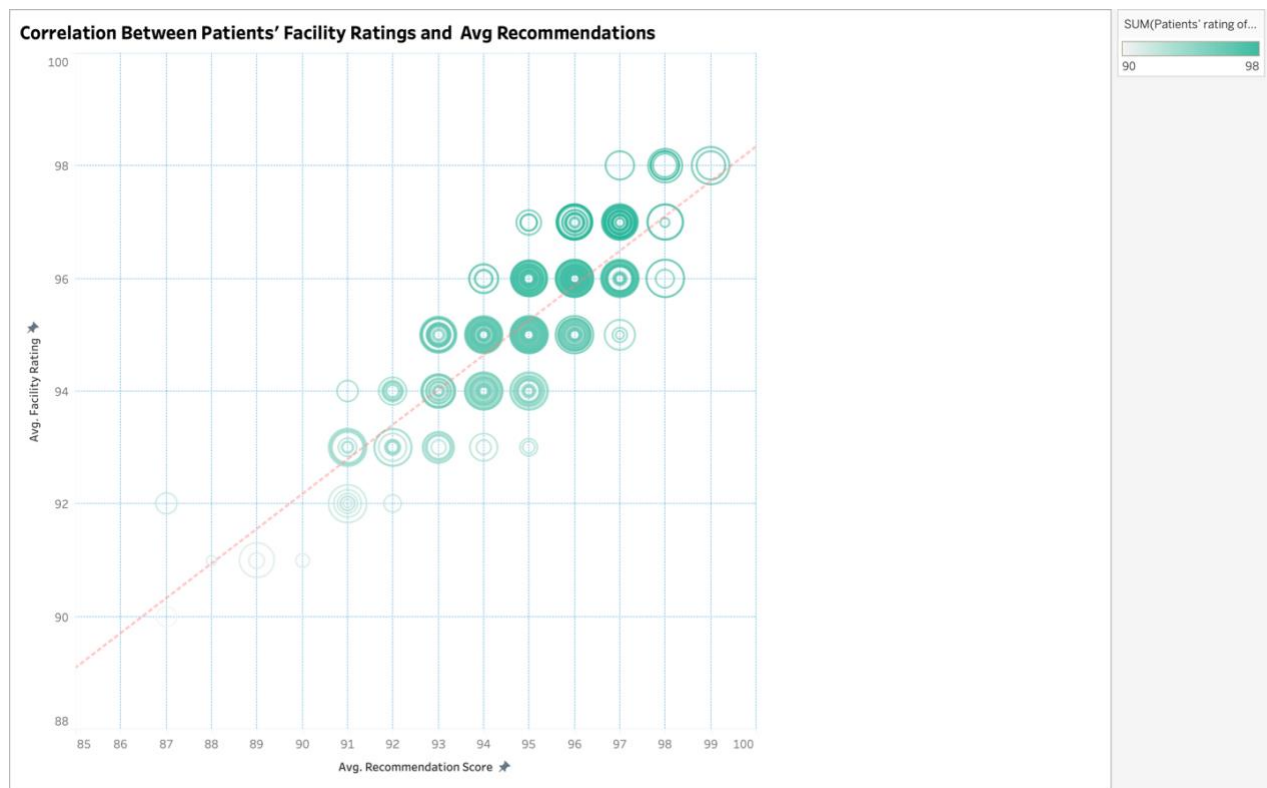
## Visual Storytelling Journey

### Scatter Plot: Understanding Correlation

**Purpose:** Explore the correlation between facility ratings and recommendations.

**Design Thinking:** Minimalistic design, color differentials for clarity.

**Insight:** Catalyst for further exploration into factors influencing patient satisfaction.



*Fig 01: Correlation Between Patient's Facility Ratings and Avg Recommendations*

## Heat Map: Geographical Context

**Purpose:** Examine average facility scores by state.

**Design Thinking:** Color gradients for regional patterns, eliminating unnecessary details.

**Insight:** Bridging the correlation observed in the Scatter Plot to regional variations in patient experiences.

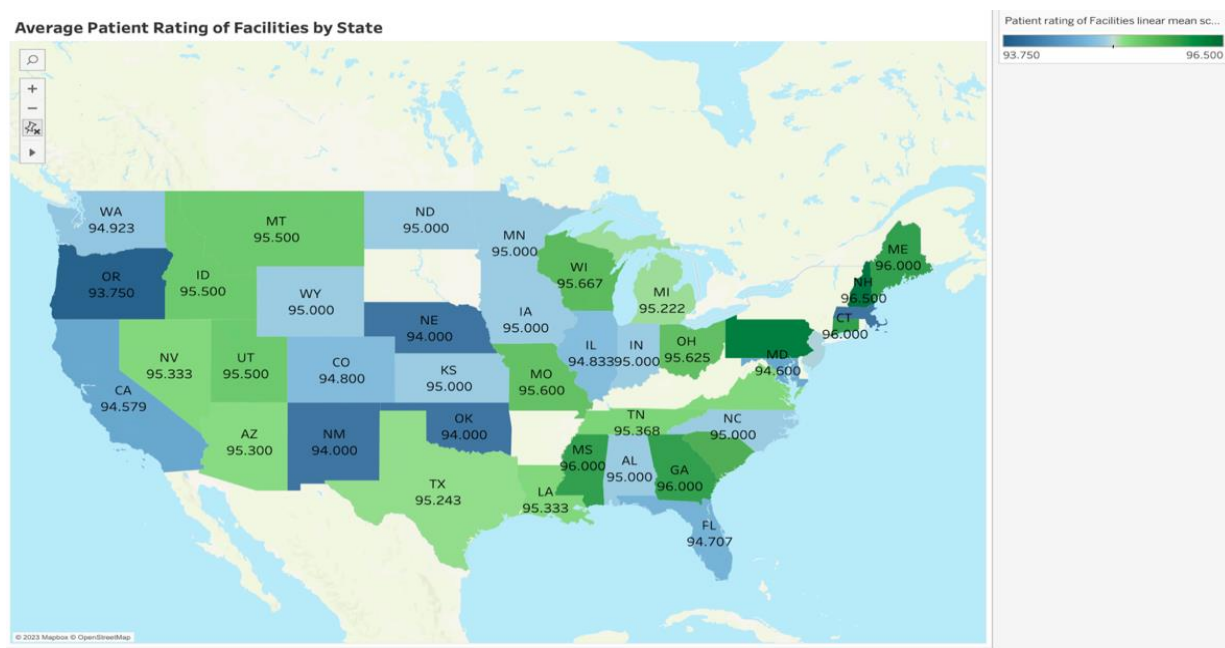


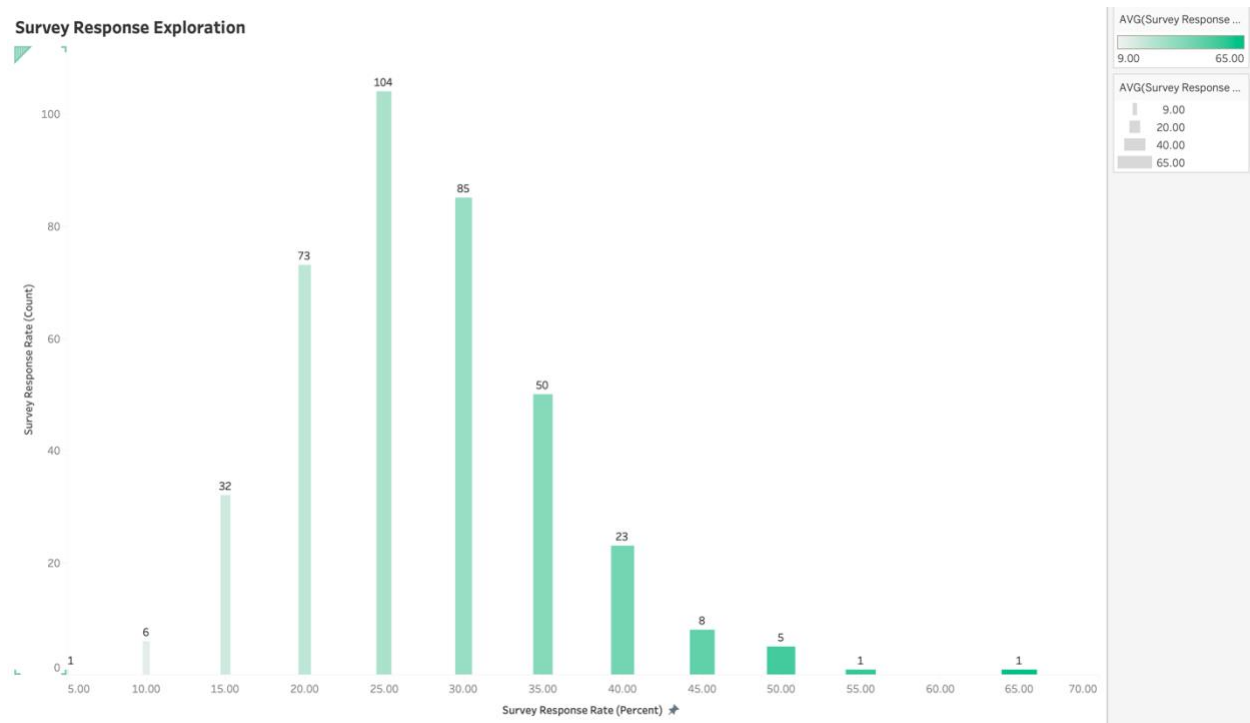
Fig 02: Average Patient Rating of Facilities by State

## Histogram: In-depth Survey Response Analysis

**Purpose:** Dive into survey responses, providing an overview of rating distribution.

**Design Thinking:** Organized bins for clarity, and cohesive aesthetics.

**Insight:** Capturing strengths and weaknesses of ambulatory surgical centers, concluding the visual narrative.



*Fig 03: Survey Response Exploration*

## Conclusion

In this concise visual storytelling journey, we have seamlessly integrated design thinking principles to convey intricate patient experiences in ambulatory surgical centers. By choosing appropriate visualizations, eliminating clutters, drawing attention strategically, and thinking like designers, our exploration serves as a powerful tool for healthcare stakeholders to enhance patient care based on a comprehensive understanding of their perspectives.

## References

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