

# Physician Compare Measure Display Options Video Transcript

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Hello, my name is Denise St. Clair and I work with Westat. Together with Acumen, we are supporting the Centers for Medicare and Medicaid Services (CMS) with the Physician Compare website. Today, we'd like to provide you with information about Physician Compare.

Physician Compare's primary goal is to help Medicare consumers make informed healthcare decisions. CMS is continually working to improve the site. In June, CMS released a full redesign of the Physician Compare website, including an improved back-end database and an intelligent search function. You can learn more about the redesign by visiting the Physician Compare Initiative page on CMS.gov.

Today, our focus is how quality measures will be displayed on Physician Compare. The specific measures under consideration for public reporting are decided via rulemaking. Per the 2012 Physician Fee Schedule (PFS) Final Rule published in November 2011, the first set of measures available for public reporting are the Program Year (PY) 2012 Physician Quality Reporting System (PQRS) Group Practice Reporting Option (GPRO) measures collected via the Web Interface. Specially, the Diabetes and Coronary Artery Disease measures that prove most suitable for public reporting will be included on the site. These PQRS GPRO measures are targeted for publication in early 2014. How these measures will be displayed to consumers is what we are focused on today.

Previously, CMS shared a concept for measure display under consideration. This concept, on your screen now, uses stars as graphical representations of a percent. Each star represents 20% and so 100% is 5 stars, 80% is 4 stars, etc.

The reasons that CMS began looking at this measure display option include the fact that stars are ubiquitous – they are used everywhere from travel sites, to shopping sites, to other healthcare sites. Stars are also easy to scan in order to get a general idea of the information being presented. They are well understood by consumers. When the Physician Compare team did initial exploratory evaluations of the concept with consumers, stars were properly interpreted. Consumers clearly saw that more stars are better. And, stars have been well tested. CAHPS thoroughly tested a number of different ways to display quality measures, and this testing found that stars can be a great way to convey what is generally complex information in a format that can be easily understood.

Here we have some alternative measure display options that are under consideration. At the bottom of the page is the star display we just looked at. But, above are 4 alternative display options. First is just straight percentages. What we know from exploratory evaluations with consumers is that when just a percent is noted, consumers tend to feel as if they need to do math – they begin to overanalyze the information, and this can lead to misinterpreting and misunderstanding the quality measure.

However, there is the possibility of combining the visual representation of the percent with the actual percentage, and we see examples of that here.

First, we have the stars – again, each star represents 20 percentage points. But, we also have the percent, which is listed to the right of the stars. Here you can see how the stars would be gradual – the exact percent would be displayed visually, including partial stars. So, if a group practice scored 82% on a measure, there would be four completely filled stars and just a little bit of the fifth star would be filled in.

Next, we have a pie chart. This can be displayed just as the visual or with the percent superimposed as it is here.

This is followed by blocks. Again, just as with the stars, each block represents 20 percentage points. And, just as with the stars, this would be gradual and partial blocks would be displayed. Ultimately, these are the same as the stars just without the valuation that may be associated with a star. Blocks could be displayed alone or with the percent to the right, as is shown here.

In order to put these into context, we have taken the mock-up we just looked at with the stars and replaced the stars with the other display options. Please do not pay too much attention to the text – you will see the word “stars” is still noted. Again, we just wanted to provide the opportunity to see each option in context of the page. Remember that the Clinical Quality of Care tab shown here will be added to the existing group practice profile page.

So, first we have just the percentages.

This is followed by the stars that we looked at before.

Next, we have the stars with the percent to the right.

And then, we have the pie charts with the percent superimposed.

Finally, we have the blocks with the percent to the right.

Thank you for your interest in the Physician Compare website. We encourage you to visit the redesigned website at [www.medicare.gov/physiciancompare](http://www.medicare.gov/physiciancompare). You can find more information about Physician Compare and the public reporting plan on the [CMS.gov Physician Compare Initiative page](#). And, you can always contact the Physician Compare team at [PhysicianCompare@Westat.com](mailto:PhysicianCompare@Westat.com). Thank you again for your time and interest.