



Promoting Hospital Quality

**Employer Conference Call June
June 12, 2008**

*My Health.
My Medicare.*



Medicare envisions a health care system where care is safe, affordable, keeps people healthy, and is right for every patient, every time.

Public reporting of quality measures is
one tool for achieving this vision

Why Now?

- Newly released HCAHPS results are included on the newly designed Hospital Compare website—
March 27, 2008

Purpose: Support Public Reporting

- Demonstrate that quality of care can be improved by publicly reporting measures of quality, payment information, and volume of services

*My Health.
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Purpose: Campaign Outcome

- Compel providers to use quality and payment information
- Drive consumers to compare tools

Goals

- **Hospitals:** Encourage hospitals to increase quality improvement efforts
- **Doctors:** Encourage discussion of quality information with patients and caregivers
- **Consumers:** Increase awareness and use of compare tool
- **Purchasers:** Use and share quality and payment data to increase value and improve quality
- **State Governments:** Use and share quality and payment data to increase value and improve quality (as purchasers). Use quality data to enhance State quality initiatives.
- **Policy Community:** Support improvement of hospital quality

Strategies

- Employ evidence-driven campaign with paid and earned media
- Raise awareness about the importance of quality reporting and hospital information
- Engage other stakeholders

Recent Research Recommendations

■ Positioning statement:

You are already actively involved in and thinking about your health care, and thinking about hospitals is one more extension of that process. Here is some trustworthy information that can help.

Recent Research

Recommendations (cont'd)

- Key words and phrases that appeal to participants:
 - “You can’t always plan ahead”
 - “Personal needs of the patient”
 - “Patients’ pain” [pain management]
 - “Information”
 - “Compare”

Recent Research Recommendations:

Audience Response Matrix

What should you expect consumers to know, think, feel and do after exposure to messages?

Know

“Quality information is a helpful tool for comparing the hospitals in my area.”

Think

“I really should choose my hospital carefully, because my doctor can’t be with me 24 hours a day when I am there.”

Feel

“Quality information provides me with information that puts me in control.”

“I feel more confident and comfortable about the hospital decisions I make.”

Do

Visit the Hospital Compare website and work with your doctor the next time you or someone you care for are facing hospitalization.

Overarching Messages

■ *Providers*

- Quality and payment information can help support commitments to quality care and satisfied patients.

■ *Purchasers and State Governments*

- Quality and payment information can help you become a more active purchaser of health care.

Overarching Messages (cont'd)

■ *Consumers*

- Compare quality information to help you make decisions about your health care.
- When making a health care decision-use quality information to partner with your doctor.

Overarching Messages (cont'd)

■ *Policy Community*

- This data is part of an ongoing national movement towards value-based purchasing and quality improvement.

Tactics

- Announce HCAHPS
- Earned Media
 - Media Pitching
 - Drop-in Articles
- Locally Placed Ads
- Training Materials and Partnership
- Brochures on Hospital Compare and on Quality sites in general

Research

- Conduct user survey from the Hospital Compare Site
- Conduct post-survey of stakeholders
- Annually track beneficiary awareness of Hospital Compare