



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

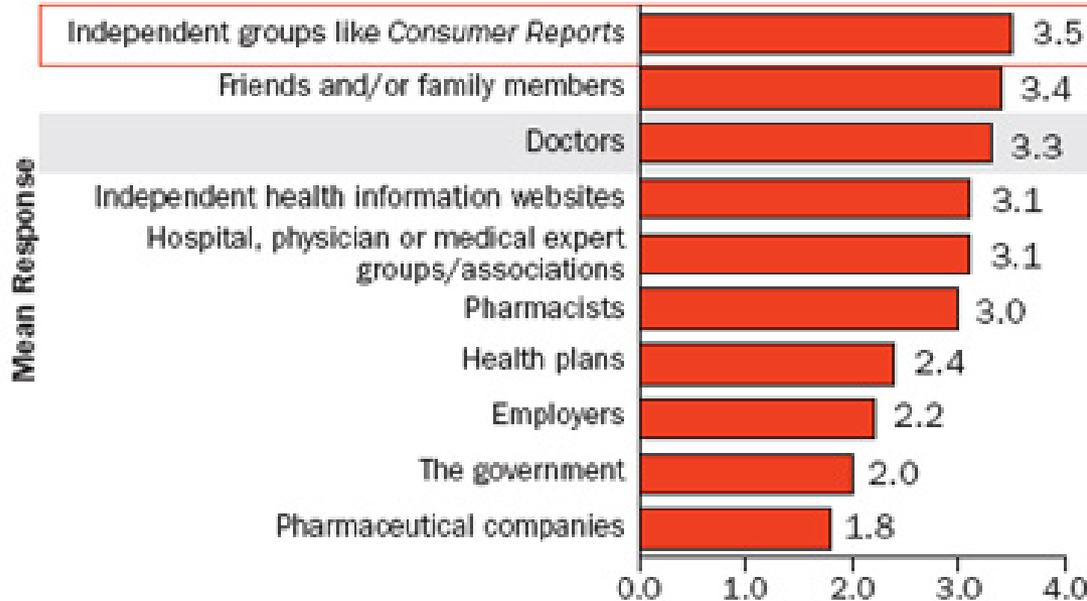
Experience presenting and developing ratings that are useful and understandable to consumers

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 Res



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

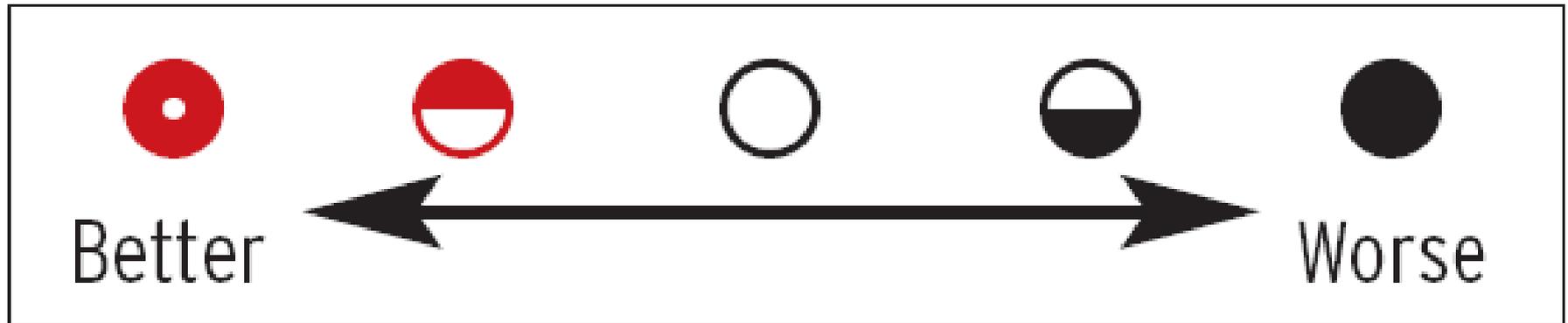
Source: CRNRC Health Segmentation Study October 2008

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

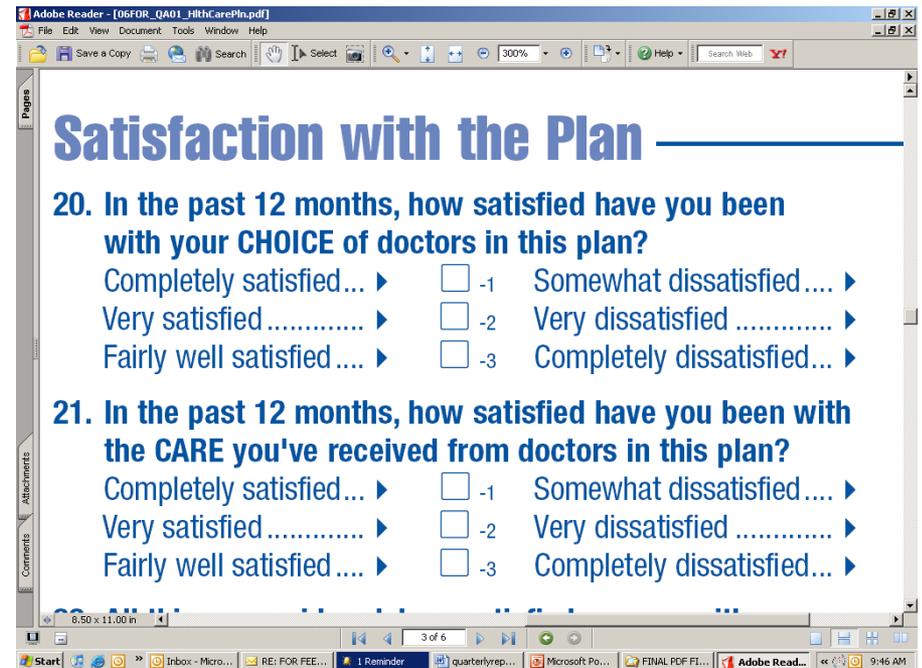
Ratings and Blobs



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



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	2 2 3 3 2 4 14
Kaiser Permanente Northwest (OR, WA)	84	3 3 4 2 1 9 11
Independent Health (Western NY)	84	2 3 3 3 1 5 15
Kaiser Permanente Northern California	83	3 3 3 3 1 8 10
Capital District Physicians' Health Plan (NY, VT)	83	2 3 3 2 1 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	Overall score					Megapixels	Weight (oz.)	Image quality	Dynamic range	Versatility	Ease of use	Viewfinder	Max. ISO with t	Battery life (sh)
			P	F	G	WG	E									
	Nikon D300	\$1700 COMPARE PRICES >	78					12	32	●	●	●	●	●	3200	1000
<input checked="" type="checkbox"/>	Canon EOS-40D Digit		76					10	28.8	●	●	●	●	○	800	800
	Olympus E-3 Digital		76					10	31.6	●	●	●	●	○	800	610
	Sony DSLR-A700	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	72					12	27.2	●	●	●	●	○	400	650
	Pentax K20D		70					14.6	28.2	●	●	○	●	○	800	530
	Fujifilm FinePix S5 Pro	\$1900 COMPARE PRICES >	69					12	32	●	●	●	●	○	1600	400
Basic			Overall score													
			P	F	G	WG	E									
<input checked="" type="checkbox"/>	Pentax K200D	\$720 COMPARE PRICES >	67					10	24.3	●	●	●	●	○	800	400
<input checked="" type="checkbox"/>	Canon EOS Rebel XSi	\$700 COMPARE PRICES >	66					12	18.5	●	●	○	●	○	800	500

Tailored Content for End Users

The screenshot displays the Consumer Reports Health.org website. At the top, there is a navigation bar with links for News, Blogs, Video, and Health. Below this is a search bar. The main navigation menu includes categories like Healthy Living, Conditions & Treatments, Prescription Drugs, Natural Health, and Doctors & Hospitals. A secondary menu lists sub-topics such as Exercise & Fitness, Diet & Nutrition, Beauty & Personal Care, Home Medical Supplies, and Safety. The breadcrumb trail reads: Home > Healthy Living > Beauty & Personal Care > Lasik Eye Surgery > Will you be satisfied? The main heading is "Lasik Eye Surgery". To the right of the heading are links for Print, Email, and Share, along with a text size adjustment control. On the left, an "In This Article" sidebar lists various sections, with "Will you be satisfied?" highlighted in yellow. The main content area features a "PATIENT POWER TOOL KIT" section with the title "Are your expectations realistic?". This section includes a dropdown menu for "How old are you?", a question "What do you expect from LASIK or other vision correction surgery?", and four radio button options: "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.", and "I don't want to have any side effects." A "See Results >" button is positioned below the options. A small image of a woman wearing glasses is visible in the bottom right corner of the tool kit section.

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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