

Getting Tools Used

Lessons for Health Care from Successful Consumer Decision Aids



NOTE: THIS IS ONLY A PORTION OF THE GETTING TOOLS USED RESEARCH REPORT. FOR THE FULL DOCUMENT AND OTHER INFORMATION VISIT WWW.CFAH.ORG.

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GTU research was supported by The Changes in Health Care Financing and Organization (HCFO) initiative, a program of the Robert Wood Johnson Foundation, the California Healthcare Foundation and the Foundation for Informed Medical Decision Making.

Getting Tools Used Research Team Bios

Molly French

Molly is president of Potomac Health Consulting, which specializes in helping prominent national nonprofits understand and communicate health, health care, and social policy issues to decision makers. Prior to establishing her consulting business in 2004, Molly directed policy research at Partnership for Prevention. She led numerous initiatives to build the case for public and business investments to prevent disease and injury and promote health. Her state policy experience stems from tenures as director of medical affairs for the California Physician Groups' Council, director of the California Telehealth & Telemedicine Center, and program manager for the California Primary Care Association.

Molly earned her MS in community and regional planning at The University of Texas at Austin; a certificate in management from the University of California, Davis; and a BA in international relations from Drake University. She currently serves as vice chair on the Community Chaplaincy, Inc., board of directors.

Jessie Gruman, PhD

Jessie Gruman is the founder and president of the Center for Advancing Health, an independent, nonpartisan, Washington-based policy institute funded by the Annenberg Foundation, the W.K. Kellogg Foundation and other foundations and individuals.

Since it was established in 1992, CFAH has worked to ensure that we are all prepared to live a healthy life and make good choices about our health and health care. Increasing the quality and years of healthy life and eliminating health disparities is only possible if people have the knowledge, confidence and skills to make informed decisions and interact productively with health care providers.

Dr. Gruman has worked on this same set of concerns in the private sector (AT&T), the public sector (National Institutes of Health) and the voluntary health sector (American Cancer Society). She holds a BA from Vassar College and a PhD in Social Psychology from Columbia University. She is a Professorial Lecturer in the School of Public Health and Health Services at

The George Washington University and serves on the boards of trustees of the Center for Medical Technology Policy, the Advisory Panel on Medicare Education of the U.S. Department of Health and Human Services and the Public Health Institute.

Dr. Gruman was honored by Research!America for her leadership in advocacy for health research and received honorary doctorates from Brown University, Carnegie Mellon University, Georgetown University, New York University, Northeastern University, Salve Regina University, and Tulane University and the Presidential Medal of The George Washington University. She is a member of the Society for Behavioral Medicine, the Association for Psychological Science and the Council on Foreign Relations.

Dr. Gruman is the author of *The Experience of the American Patient: Risk, Trust and Choice* (Health Behavior Media, 2009); *Behavior Matters* (Health Behavior Media, 2008) and *AfterShock: What to Do When the Doctor Gives You - or Someone You Love - a Devastating Diagnosis* (Walker Publishing, 2007), as well as scientific papers and opinion essays and articles published in the national media.

For further biographical information, see *Who's Who in America* (60th Edition).

Margaret Holmes-Rovner, PhD

Research Interests

Decision support systems (computerized and paper), decision analysis, cost effectiveness analysis, translating research for low literacy populations, electronic medical record.

Biographical information

Margaret Holmes-Rovner is Professor of Health Services Research in the Department of Medicine, at Michigan State University. Her research focuses on descriptive and prescriptive studies of patient and physician decision-making. Dr. Holmes-Rovner has developed decision aids and decision aid evaluation measures, participated in systematic reviews of decision aids, and conducted field studies of interactive video-based shared decision-making tools in hospital systems in Michigan. Other on-going research is in health literacy, chronic disease management, and use of the electronic medical record to enhance patient participation in health care. She has served as President of the Society for Medical Decision Making, and a member, and later, Chair, of the Health Care Technology and Decision Sciences Study Section of the Agency for Healthcare Research and Quality, and Chair of the Centers for Disease Control Special Emphasis Panel on Patient Participation in Screening. She is also a founding member of the Shared Decision Making Forum-2000, funded by the Nuffield Trust to increase

collaboration between North America and the United Kingdom (UK) in development, evaluation and implementation of shared decision-making.

Dorothy Jeffress, MBA, MSW, MA

Dorothy Jeffress, CFAH executive director, joined CFAH in March 2008. Prior positions include vice president, Center for Information Therapy, 2005-2008, where she assisted with the IxAction Alliance membership program, the annual Ix Conference and finance/administration for the IxCenter; and as the assistant vice president of Value Based Purchasing for the National Business Coalition on Health (NBCH) from 2003 to 2005, where she directed the eValue8 Request for Information (RFI) program. She also worked with NCQA from 1999 to 2002 where she was the director of constituent relations and a senior health care analyst in HEDIS performance measure development. In addition, she has worked for the Massachusetts Department of Public Health as the director of a CDC/state-funded women's health promotion and chronic disease prevention program. She has managed a TPA for self-funded employee benefit programs and also been a benefit manager for a mid-sized employer. Dorothy has an MBA from Clemson University and an MSW in clinical social work and an MA in theology from Boston College.

David E. Kanouse, PhD

David E. Kanouse is a social psychologist with many years experience conducting research on the design and dissemination of informational materials to inform decisions by actors in the health field, including consumers, physicians, and others. For the past 13 years, he has led the RAND CAHPS reports in the design, testing and evaluation of reports on health care quality. For three years, he has also led the RAND reporting team for the Medicare Design and Statistical Analysis project. In previous research, he led an evaluation of the NIH Consensus Development Program and an FDA sponsored evaluation of the behavioral effects of patient package inserts.

David has a PhD in Psychology from Yale University.

Stephen T. Parente, PhD, MPH, MS

Stephen T. Parente is the Director of the Medical Industry Leadership Institute and an Associate Professor in the Finance Department at the Carlson School of Management, University of Minnesota where he specializes in health economics, health information technology, outcomes research, and managed care. He has extensive experience directing empirical analyses utilizing primary and secondary data bases and is acknowledged as a

national expert on using administrative databases, particularly private insurance, Medicare and employer benefit data, for health policy research. He has served as a consultant to several of the largest organizations in health care delivery including: UnitedHealth Group, Blue Cross Blue Shield, the Center for Medicare and Medicaid Services, the American Association of Health Plans, Pfizer, Janssen Pharmaceutical, Johns Hopkins Hospital, and various state governments as well as biotechnology firms. Dr. Parente is the principal investigator for an evaluation of consumer directed health plans using claims data from large employers. He is also examining the productivity and cost impact of information technology investments in hospitals and has recently concluded several studies on topics including: innovations from health savings accounts and medical banking technologies; the return on investment of disease management programs; identifying patterns of controlled substance misuse within managed care plans as a patient safety tool, and the impact of elderly consumer health benefit knowledge of medical care demand and cost.

Dr. Parente teaches graduate level courses in health information technology, the health economics, and medical technology evaluation. He actively collaborates on health policy research with other faculty at the University of Minnesota and he holds an appointment as adjunct faculty member at Johns Hopkins University. Prior to joining the University of Minnesota faculty, Dr. Parente gained a broad range of private and public sector health finance and policy experience by serving as a Legislative Fellow in the office of Senator John D. Rockefeller IV (D-WV) during the Bush and Clinton Administrations' health reform initiatives, and designing provider and health plan profiles of service utilization, financial performance and quality of care for public and private insurers. He is a health policy advisor for the McCain 2008 Presidential Campaign. He has a doctorate from Johns Hopkins University, and both a Masters of Science in public policy analysis and a Masters of Public Health from the University of Rochester.

Denis J. Prager, PhD

Denis J. Prager is president of Strategic Consulting Services, a private consulting practice established in 1994 to help a wide range of organizations think, plan, and act more strategically.

From 1983 to 1994, Dr. Prager was with the John D. and Catherine T. MacArthur Foundation, first as Deputy Director, then Director of the Foundation's Health Program. There, he was responsible for the development, implementation, and oversight of programs of collaborative research in mental health and human development, and in tropical diseases.

Immediately prior to joining the MacArthur Foundation, Dr. Prager served as a visiting fellow at the National Academy of Sciences, establishing a new, ongoing forum focused on understanding and advancing the intersecting interests of government, university, and industry in the support and conduct of academic research and training.

From 1978 to 1983, Dr. Prager was senior staff member, then Associate Director, of the White House Office of Science and Technology Policy, responsible for the formulation and implementation of national science and technology policies in the areas of health, agricultural, and environmental sciences.

Dr. Prager began his career in 1960 as a research scientist at the National Institutes of Health (NIH), working on the development of biomedical instrumentation. From 1965-1968, he was a U.S. Public Health Service Fellow at Stanford University where he conducted research on the dynamics of the immune system. In 1969 he returned to NIH, where he was named chief of the Contraceptive Development Branch in the National Institute of Child Health and Human Development, directing a program of contract research in reproductive biology and fertility control. From there he moved to the Battelle Memorial Institute, where he was the Director of the Battelle Population Research Center, then associate director of the Battelle Seminars and Studies Program and corporate research fellow. He returned to NIH in 1976, as Senior Scientist in the Office of the Director of the National Heart, Lung, and Blood Institute.

Dr. Prager received his bachelor's degree in electrical engineering from the University of Cincinnati and his Ph.D. in physiology from Stanford University.

Dale Shaller

Dale Shaller is Principal of Shaller Consulting, a health policy analysis and management consulting practice based in Stillwater, Minnesota. He has over 25 years of experience in the design, implementation, and evaluation of health care quality measurement and reporting programs.

Mr. Shaller has directed the National CAHPS[®] Benchmarking Database funded by the Agency for Healthcare Research and Quality since its inception in 1998. He was a member of the Harvard Medical School's CAHPS II research team, and is currently serving as the Reports Team leader for the Yale CAHPS III research and development initiative. He has managed numerous projects aimed at measuring and improving patient-centered care, including a series of case studies on high-performing patient-centered primary care practices and hospitals.

Mr. Shaller has worked with over 50 public and private health coalitions to support their value-based purchasing efforts. As the founding Executive Director of the Minnesota Health Data Institute, he led the development of the nation's first statewide effort to measure and report standardized health plan performance information. Mr. Shaller co-facilitated the federal Work Group on Consumer Health Information charged with developing information and tools for groups wanting to communicate health care quality information directly to consumers, including the TalkingQuality.gov web site. He also served as senior consultant to the Cleveland Health Quality Choice Program, the nation's first voluntary effort among employers, hospitals, and physicians to create a community-wide hospital quality measurement system.

Before establishing his consulting practice in 1989, Mr. Shaller was with the Center for Policy Studies in Minneapolis for seven years, and became its president in 1988. He received his B.A. from Kalamazoo College and holds a Master's degree in public affairs from the Humphrey Institute of Public Affairs at the University of Minnesota.

Shoshanna Sofaer, DrPH

Shoshanna Sofaer is the Robert P. Luciano Professor of Health Care Policy at the School of Public Affairs, Baruch College. She previously held academic positions at George Washington University Medical Center and the UCLA School of Public Health. She completed her MPH and DrPH degrees at the UC Berkeley School of Public Health. Dr. Sofaer conducts research and publishes on topics including: the development of quality measures that resonate with consumers and patients; the design and dissemination of public reports on comparative health care quality; ways to improve the effectiveness of health care professionals in caring for older people; and the development of state and local partnerships to pursue community health and health care improvement objectives. She also conducts evaluations of both individual health care programs and clusters of programs. Dr. Sofaer is nationally known for her expertise in qualitative and mixed methods research and consults and trains widely on these issues.