

# Patient Perspectives Making PMI more Effective

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## **Key Questions**

- How do patients want to receive PMI?
- What are the considerations for delivering PMI to special populations (eg, non-English speakers, lowhealth-literacy, and disabled)?
- What are potential mechanisms to measure and monitor PMI distribution strategies?
- How can consumer groups help to measure and monitor PMI?



## How do patients want to receive PMI?

## From professionals they trust

- Pharmacy
- -Physicians

## From organizations they have relationships with

- Consumer Reports publications
- Other publications (eg, Washington Post, etc)
- -National Urban League
- National Center for Farmworker Health
- -National Caucus for Black Aged
- National Association for Area Agencies on Aging
- -Medicare Rights
- PBMs/Insurance Companies

### **Formats and Channels**

#### **Formats**

- Print
  - Stand-alone reports (long versions and short 2-page)
  - Magazine/newsletter article
  - Newspaper
  - Letter to target audience
- Electronic
  - HTML (web pages)
  - Pdf
  - Database (tool web or mobile)
  - E-newsletter
  - Video

#### **Channels - Push**

- In person
  - Live meetings/events
  - Community organizations
  - Counselors
  - From professionals
- E-newsletters
- CU Publications (CR Magazine, etc)
- Personalized mailed communications (eg, PBM)

#### **Channels - Pull**

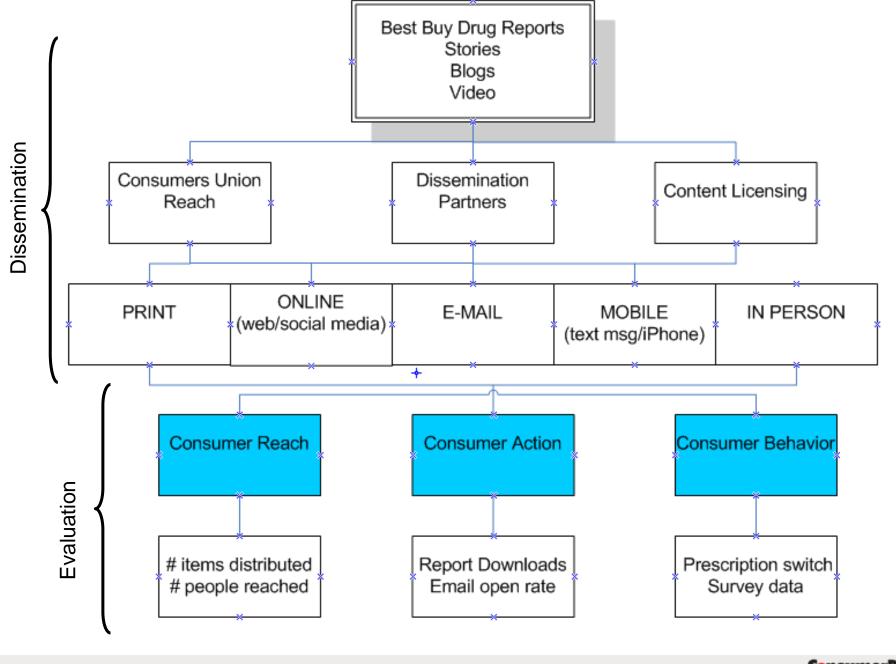
- Web site (HTML, pdf, web tool)
  - SEO and SEM
- Mobile applications

## **Dissemination Recommendations**

- Avoid an over-reliance on electronic formats and channels (eg, smartphones) for distribution.
- Encourage a secondary channel of communication (eg, verbal instruction); effective in producing a number of health behavior changes
- Rely on a secondary distribution mechanism that utilizes consumer groups
- Include distribution of information by payers; the success of this approach may rely upon third-party content generation.

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## **Measuring and Monitoring PMI distribution**

- Providers and payers- monitor the effectiveness of PMI distribution and content through consumer experience surveys.
  - HCAHPS survey communication about new medicines
  - Health plan CAHPS and clinician and group CAHPS should address communication about medications.
  - Include a performance metric for Medicare Part D plans

## HCAHPS – Poor performance in communicating about new medications



Communication About New Medications	# Hospitals	Percent
•	2	0.06
•	55	1.54
0	304	8.49
•	999	27.91
•	2219	62

## **Measuring and Monitoring PMI distribution**

- Provider performance indicator (process measure) for both in- and out-patient settings; monitor with respect to outcomes data on medication-related adverse events.
- Use of Sentinel in an outcomes study that pilots dissemination of PMI for a particular class of drugs in a particular geographic area
- "Secret shoppers"
- Patient surveys/polls done by external evaluators

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## How can consumer groups help measure and monitor PMI?

- Convene focus groups and execute surveys to evaluate the effectiveness of PMI content and delivery
- Deploy "secret shoppers"
- Analyze and publicly report performance measures related to PMI dissemination and PMI effectiveness.