

Health Care Transformation: The Georgia Health Care Transparency Web site

Presentation to
HITT Advisory Board
by
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DCH Mission

ACCESS



Access
to affordable,
quality health
care in our
communities

RESPONSIBLE



Responsible
health planning
and use of
health care
resources

HEALTHY



Healthy
behaviors and
improved
health
outcomes

DCH Initiatives

FY 2007 and FY 2008

FY 2007

Medicaid Transformation

Integrity of our Programs & Safety Net

Consumerism

Health Improvement & Resolving Disparities

Uninsured: Community Solutions

FY 2008

Medicaid Transformation

Financial Integrity

Health Improvement

Solutions for the Uninsured

Medicaid Program Integrity

Workforce Development

PeachCare for Kids™ Program Stability

SHBP Evolution

Consumer Service and Communication

Health Care Consumerism



What is Health Care Consumerism?

- Consumerism in health care means that individuals should have greater control over decisions affecting their health care
- Consumer-directed health care addresses two of the largest health care system challenges: controlling costs and improving access to affordable, high-quality care



Transparency Consumerism Initiative

- To assure consumer feedback about what information they need to make good health care decisions, and what the best format would be – the Transparency Standing Committee held a series of community forums in June 2007
- Local partner organizations hosted each forum
- The Forum questions and format were developed by the Transparency Standing Committee, Technical Advisory Groups (TAG) and Georgia Department of Community Health (DCH) staff

Forum Demographics

Forums were held in:

- Rome
- Savannah
- Moultrie
- Columbus
- Cobb County
- Macon
- Royston

- 133 participants completed questionnaires
- 65 percent of the participants were female
- There was an age, financial and ethnic mix amongst participants, although Hispanic, poorer and less educated participants were underrepresented
- Only six percent of participants were uninsured, with 62 percent receiving insurance through employment. Only 18 percent were self insured in some way
- 51 percent of participants said they were helping make health decisions for someone with a chronic disease



Forum Structure

- Participants divided into tables of three to 10 people
- Following an introduction, participants were led through a series of general questions about Internet preferences, use habits and what they considered “user-friendly” in general and on health-related sites
- Participants were asked questions on topic areas to determine how they search the Internet for this type of information and explore the types of information they consider important to make health decisions
- Topic areas included:
 - Nursing home care and alternatives (assisted living, home health, adult day care, hospice)
 - Hospital and ambulatory care
 - Pharmacy
 - Health Plans



Critical Features Requested

- Excellent search capacity
- Clear headlines, buttons, open space, visually attractive, clear, readable
- Easy to navigate, streamlined use. Search tool easily located
- Limited verbiage on home page (focus on navigating to correct information)
- More than two-three clicks to navigate is considered excessive
- Printer friendly
- Easily understood language with readable font size
- Information presented at fifth to eighth grade reading level
- Terms defined
- Links to relevant sites (links to credibility and usefulness of site)
- Multiple ways to obtain information (highlighted links, search, tabs, site map)
- Focus on basic design that does not distract from content
- Need for system to work in dial-up environment and for old/slow machines



Consistently Cited Dislikes

- Too much information on a page
- Too much text before getting to information wanted
- No contact information
- Links that take readers out of site with no option for return
- Pop-ups, cookies, advertising
- Difficult language, directions, poor search function
- Having to register or only obtain information after filling out data or using password
- Too much information at once
- Having to go all the way in and out of site, rather than across topics



Specific Topic Area Recommendations

- Each topic area had specific content oriented feedback (see full report)
- Consistent themes across forum locations
- Content recommendations have been shared with each TAG and will be shared with vendor
- TAGs are using information to help define site content and identify data sources to respond to recommendations
- Forum participants who indicated they would help us in our ongoing efforts were recently asked to respond to a survey to help pick a Web site name

HITT Transparency

- Consumer recommendations informed the writing of the RFP. The user recommendations were translated into vendor requirements
- The Vendor contract will require extensive consumer testing of site before going live



Continuing Efforts

- Plan for Beta test with consumers
- TAG groups continue to elicit input in site content. This is particularly important as consumer educational materials, and links are identified and recommended
- Information that is not currently available, but requested by consumers, will be sought through voluntary reporting and legislative initiatives
- Forum participants will be sent write-up of results and continue to be contacted for feedback and input

