

Third Annual Conference for Healthcare
Transparency and Patient Advocacy
November 13, 2009
Lexington, Kentucky



Actionable Health Data for All

Consumer Reports on Health

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Presentation Objectives

By the end of this presentation, you will be able to:

- Identify 3 challenges to data transparency
- List 3 policies instituted by Consumers Union (CU) that address these challenges
- Describe tool(s) for communicating data to support consumer choice

Transparency really is an achievable goal!

Goal!

Actionable data that meet these criteria:

Transparent

Independent

Stable

Sustainable

Credible

Relevant

Are we there yet?

The medical profession has sold its soul in exchange for what can only be described as bribes from manufacturers of drugs and medical devices.

New York Times editorial
(JAMA Blumenthal et al)
January 2006

It's A Long Way to Transparency

NEJM April 2007

- 1600 MD survey, 94% accepted gifts or \$\$
 - 83% meals
 - 78% free drug samples
 - 35% CME/travel
 - 28% consulting, speaking, research—especially cardiologists
 - 7 % tickets
 - MDs in small practices especially vulnerable

Conflicts of Interest Abound

- JAMA, January 2003, Scope and Impact of Financial Conflicts of Interest in Biomedical Research, Systematic Review, Bekelman et al
 - 25% of investigators have industry relationships
 - 66% of AMCs have equity positions in start ups sponsoring research at same institution
 - Industry sponsorship correlates with pro industry findings, restriction on publication and data sharing

Light at the End of the Tunnel

- Evidence-based practice centers
- Selected Cochrane groups
- Advertising free journals
- Academic Medical Centers with individual and institutional policies

And...

Consumers Union

Who we are

CONSUMER REPORTS is published by Consumers Union, the world's largest independent consumer-product-testing organization. We also survey millions of consumers about their experiences with products and services. We're based in Yonkers, N.Y., and are a nonprofit organization.

What we do We buy the products we rate anonymously and off the shelf, just like you do.

What we don't do We don't accept paid advertising; we get our money through subscriptions and donations. And we don't accept free test samples from manufacturers.

How to reach us Write to us at Consumer Reports, 101 Truman Ave., Yonkers, NY 10703-1057, attn: Customer Service.

- To send a letter to the editor, go to ConsumerReports.org/lettertoeditor.
- For news tips and story ideas, go to ConsumerReports.org/tips.
- E-mail submissions for Selling It to SellingIt@cro.consumer.org.
- For subscription information, go to ConsumerReports.org/magazine or call 800-666-5261. See page 72 for more details.

Ratings We rate products using these symbols:

● Excellent ● Very good ○ Good ◐ Fair ● Poor

- ✓ **CR Best Buy** Products with this icon offer the best combination of performance and price.
- ✓ **Recommended product** Models with this designation perform well and stand out for reasons we note.
- ✓ **Recommended car** These tested well, are reliable, and performed adequately if crash-tested or included in a federal rollover test.
- X **Don't Buy** We label products with this icon when we judge them to be safety risks or to have serious performance problems.

Consumers Union

The ShopSmart promise

WE WILL ALWAYS TELL YOU THE TRUTH. If our experts think a product is great, we'll tell you so. If it's not, we'll tell you that too. We can tell it like it is because we are nonprofit and we don't take money from advertisers or manufacturers. As part of the Consumer Reports family, we spend millions of dollars a year to buy products off the shelves, just like you do, so we can test them in our 50 labs and at our 327-acre auto test track. But we don't just test stuff—we also work for change in the marketplace to protect you from dangerous products and unfair practices. Our mission is simple: to help you make the best choice every time.

Consumers Union Conflict-of-Interest Guidelines

- Conflicts of interest defined in bylaws as “connections with commercial, business, manufacturing, or financial enterprises that would likely affect independent judgment.”
- Staff and Board subject to guidelines.
- Annual staff and Board disclosures including sources of income, patents and relationships.
- Reviewed by an outside conflict-of-interest monitor annually.

Consumers Union Ethical Guidelines

- We don't accept ads, free samples, or products or gifts of any kind.
- We pay our own way.
- We don't use CU's name or information for personal gain or to advance personal causes.
- We respect our customers' privacy.
- CU's name cannot be cited by those we rate in advertisements

You won't see this logo here...



But you might see...

- HealthGrades
- J.D. Power and Associates
- Data Advantage, LLC
- Modern Healthcare magazine
- US News and World Report
- Joint Commission
- Professional Societies

"Holy Name gets top grades for care"*

—The Record, October 15, 2009

**2009 Hospital Performance Report released by New Jersey's Department of Health and Senior Services*

Holy Name Hospital

718 Teaneck Road | L877.HOLYNAME | microbot



Commercial Independence

- A number of high profile abuses point to the need for separation of consumer and market interests.
- Commercial independence allows us to select our topics based on their importance to consumers (not their profit potential).
- Our brand is trusted by so many for so long because of its independence and adherence to these high standards.

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)
- 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

Source: Simmons & Nielsen/NetRatings



How CU Adds Value to Content

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

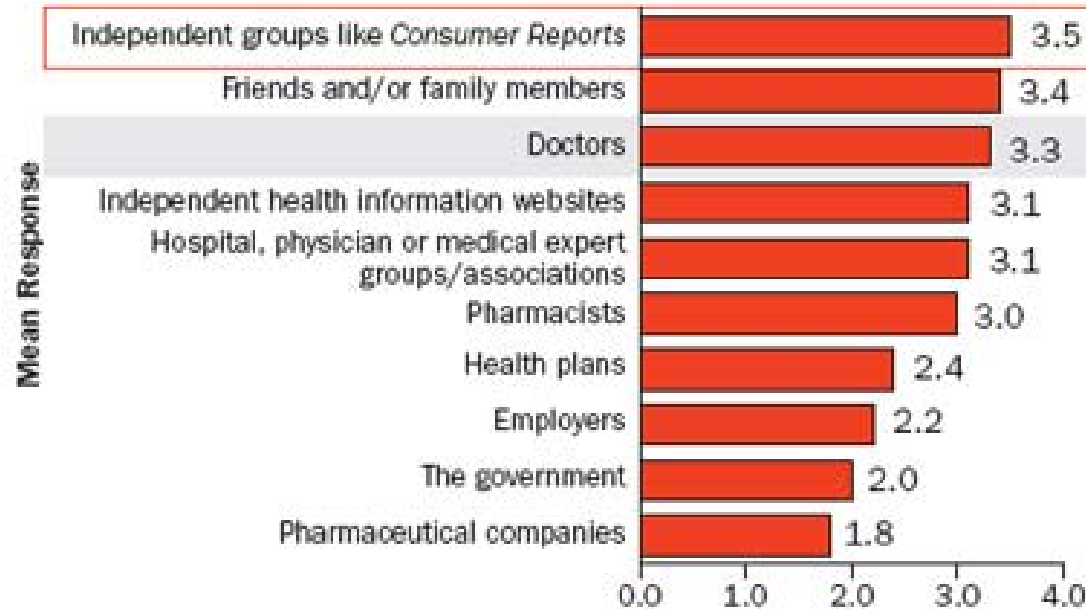
Informed, invested consumers who are early adopters of health care quality information

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.

Hospital Ratings

	Saint Joseph Hospital Lexington, KY	Central Baptist Hospital Lexington, KY	Saint Joseph Hospital East Lexington, KY	University of Kentucky Lexington, KY
General Hospital Information				
Joint Commission Accreditation:	Yes	Yes	No	
Teaching hospital:	Yes	No	Yes	
Operated by:	Non-profit	Non-profit	Non-profit	State/Local
Number of beds:	366	347	144	
Full-time registered nurses:	487	529	261	
Patient Ratings				
Overall Patient Rating	0 100	0 100	0 100	0 100
Doctor Communication				
Nurse Communication				
Room Cleanliness				
Attentiveness of Hospital Staff				
Communication about Medications				
Pain Control				
Discharge Instructions				
Quietness				
Approach to Chronic Care				
Aggressive or Conservative Too much of care can harm you. Learn more >>	54%	57%	50%	

HCAHPS data

Transparent – but no patient level data

Independent – but vendors and discrepancies

Stable – March 2008 on to the future

Sustainable – free data source

Credible – documented, inclusive, thorough
discovery process

Relevant – tremendous media pick-up

CRTV NURSES' SURVEY



Nurses vs. Patients

Some Key Steps to Getting Better Care: Nurses' Advice vs. Patients' Actions	Nurses	Patients
	% help very much	% took this step
Working closely with health advocate, social worker, or case manager to coordinate care	52	12
Checking to ensure that staff routinely washes hands before treatment	52	15
Checking medication administered during stay	46	31
Base: All	731	12,598
<i>Survey Source</i>	<i>2009 Flash</i>	<i>2008 AQ</i>

Problems Identified by Nurses

Selected Problems Nurses Observed During Most Recent Workweek	Nurses %
Lack of coordination among hospital staff (e.g. conflicting information provided)	38
Issues with hospital cleanliness	28
Incorrectly administered medication or dosage	11
Doctor prescribed incorrect medication or dosage	9
Base: All	731
Survey Source	2009 Flash

Health Care Surveys

- How the “real-world works”
- How people choose and change treatments
- Not clinical trials
- Longer time-frame
- Large samples
- Also panel studies (conditions and professionals) and nationally representative samples
- No corporate sponsorship

About how many consumers did we survey about health topics in the last year?

- A. 15,000**
- B. 125,000**
- C. 195,000**
- D. 400,000**

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

Survey Topics

Published:

- Attention Deficit Disorder
- Back Pain/Back Surgery
- Diabetes
- Flu/Swine Flu
- Hearing Aids
- Helmet Use
- Laser Vision Correction
- Hospital Nurses
- Sex
- Sunscreen

Awaiting publication:

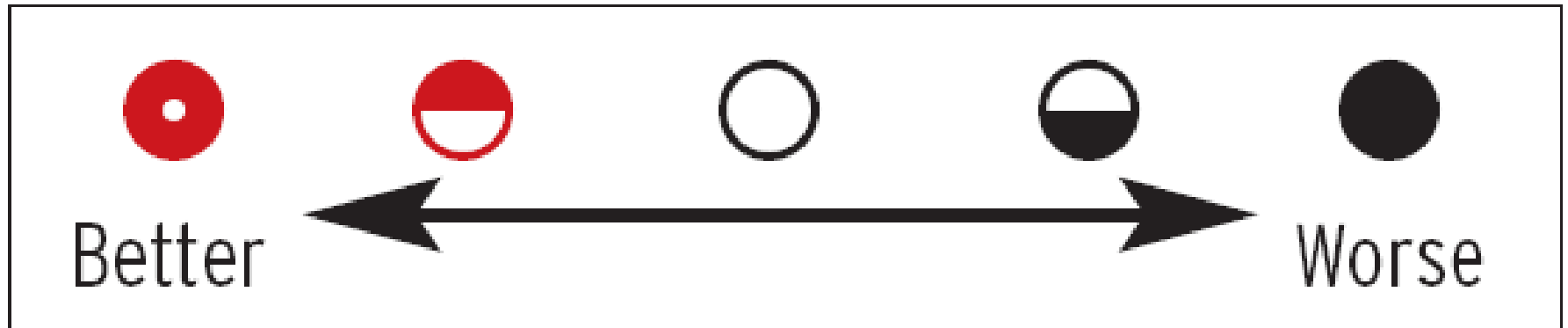
- Allergies
- Doctors
- Eyeglasses
- Mental Health



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

The screenshot shows a PDF document titled "Satisfaction with the Plan". It contains two survey questions, 20 and 21, each with a Likert scale. Question 20 asks about satisfaction with the choice of doctors, and question 21 asks about satisfaction with the care received. Both questions use a 5-point scale from -1 to -3, with corresponding labels for each point.

Satisfaction with the Plan

20. In the past 12 months, how satisfied have you been with your CHOICE of doctors in this plan?

Completely satisfied... ▶ -1 Somewhat dissatisfied ▶
Very satisfied ▶ -2 Very dissatisfied ▶
Fairly well satisfied ▶ -3 Completely dissatisfied... ▶

21. In the past 12 months, how satisfied have you been with the CARE you've received from doctors in this plan?

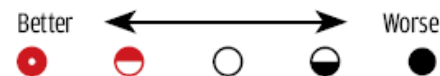
Completely satisfied... ▶ -1 Somewhat dissatisfied ▶
Very satisfied ▶ -2 Very dissatisfied ▶
Fairly well satisfied ▶ -3 Completely dissatisfied... ▶

Generally combine completely and very as “highly”



Ratings PPO health plans

In order of reader score.



Order	Health plan	Reader score	Survey results						
			Care from doctors	Choice of doctors	Percentage w/problems getting access to care	Access to doctors	Billing	Web site and online service	Phone customer service
		0 100							
1	Anthem Blue Cross and Blue Shield (CT)	82	○	○	4%	○	○	-	-
2	Blue Cross and Blue Shield (AL)	82	○	○	4	○	○	○	○
3	Blue Cross and Blue Shield (IL)	80	○	○	5	○	○	○	○
4	Blue Cross and Blue Shield (MA)	80	○	○	4	○	○	○	○
5	Excellus Blue Cross Blue Shield (NY)	80	○	○	8	○	○	-	-
6	Independence Blue Cross (PA)	80	○	○	6	○	○	-	-
7	Blue Cross and Blue Shield (AZ)	79	○	○	7	○	○	-	○
8	CareFirst BlueCross BlueShield (MD)	79	○	○	5	○	○	○	○
9	Regence BlueCross BlueShield (OR)	79	○	○	6	○	○	-	○

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

Consumer Reports Health.org™

News Blogs Video Health

Healthy Living Conditions & Treatments Prescription Drugs Natural Health Doctors & Hospital

Exercise & Fitness Diet & Nutrition Beauty & Personal Care Home Medical Supplies Safety

Home > Healthy Living > Beauty & Personal Care > Lasik Eye Surgery > Will you be satisfied?

Consumer Reports Health.org™

Consumer Reports.org Cars Appliances Home & Garden Electronics Babies & Kids

Customer Service My Account Donate

News Blogs

Healthy Living Conditions & Treatments Prescription Drugs Natural Health Doctors & Hospital

Exercise & Fitness Diet & Nutrition Beauty & Personal Care Home Medical Supplies Safety

Home > Healthy Living > Beauty & Personal Care > Lasik Eye Surgery

Lasik Eye Surgery

Lasik Eye Surgery

Print Email Share

PATIENT POWER TOOL KIT

LASIK SURGERY

Our exclusive tool kit will help you decide

In This Article	
Patient Power Tool Kit	
Overview	
Where to start	CRH
What you must know	CRH
What consumers say	CRH
How to choose	CRH
What to expect	CRH
Costs and insurance	CRH
For more info	CRH
Behind the survey	
Tools	
Will you be satisfied? ▶	CRH
Will your vision improve?	CRH

PATIENT POWER TOOL KIT

TEXT SIZE - +

Are your expectations realistic?

How old are you?

What do you expect from LASIK or other vision correction surgery?

- 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.
- I don't want to have any side effects.

[See Results >](#)

In This Article

Patient Power Tool Kit

Overview

Where to start

What you must know

What consumers say

How to choose

What to expect

Costs and insurance

For more info

Behind the survey

Tools

Will you be satisfied?

Will your vision improve?

Having Lasik eye surgery is a big decision...
Before you spend thousands, use our essential tool kit to make an informed decision. Exclusive to subscribers, the tool kit will answer questions such as:

What do others say?
We surveyed 793 people who have had the surgery. What benefits did they see? How bad were the side effects? Who had regrets?

How much should it cost and how do I pay for it?
Shopping tips, average costs, and tips to pay for surgery.

How do I know if I have the right surgeon?
What to ask, and red flags to watch out for.

Will my vision improve? Do I have realistic expectations?
Use our personalized tools to find your odds for success.

Subscribers
Log in now to start using the Patient Power Tool Kit.

Not a subscriber?
Subscribe now to use the Patient Power Tool Kit to ensure you're making the right decision about Lasik eye surgery.

INSIDE OUR RATINGS

We create unbiased health ratings to help you make informed decisions. [Learn more](#)

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Who We Are: About Us | Our mission | Our Health Ratings | Career Opportunities | Bookstore | Email Newsletters | RSS | Pressroom | Donate

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