Best Practices for Presenting Quality Data

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Keys to success in presenting quality data

- A **user-centered approach**
  - (what works well for you may not be what your audience wants and needs)
- **Testing** with members of the intended audience

Goals for data displays

- Attract users' attention
- ***Hold*** their attention
- Make them feel respected and understood
- Help them ***understand*** the information
- Help them ***use*** the information

Source: adapted from McGee, Jeanne, *Toolkit for making written material clear and effective*

What makes a data display "user centered"?

- Approachable and appealing at first glance – not a wall of words or numbers
- Plain language
- No surprises or confusion or undue effort

What makes a data display "user centered"?

- Includes context and guidance that is geared to interests and needs of the audience
- The right amount of information at the right level of detail -- *for that audience*
- With web, the option to narrow what is shown

What makes a data display "user centered"?

- The information itself is simple enough for people to understand
- The display is intuitive and self-explanatory
- Appropriate comparisons and patterns of results stand out clearly

What makes a data display "user centered"?

- Special care to foster equitable comparisons
  - Careful labeling that explains reasons for missing data
  - Plain language explanations of risk adjustment

Results from a CAHPS II research study on data displays

- "Improving quality information in a consumer-driven era: Showing differences is crucial to informed consumer choice"
- A lab study led by Kristin Carman, PhD, the American Institutes for Research (AIR), done in collaboration with AIR CAHPS II team members Jeanne McGee, PhD (McGee & Evers Consulting, Inc.) and Judith Hibbard, DrPH (University of Oregon)

Lab study findings – what is helpful in data displays?

- These features help consumers understand and use the quality information:
  - Showing results in **rank order** (rather than alphabetically)
  - Using **symbols** (rather than numbers)
  - Including a **summary display**
  - Showing **fewer topics** (e.g., showing 5 topics rather than 9 topics)

Lab study – how was it done?

- A fictional quality report that uses data from a survey of patients to compare family physicians
- 10 versions of the report – each using a *different combination* of the 4 display features that were tested:
  - symbols v. numbers
  - rank or alpha order
  - Summary display v. no summary display
  - Number of topics (5 v. 9)

More evaluable
Less evaluable
Chart version
Fewer topics
Summary
Symbols
Rank order
More topics
No summary
Numbers
Alpha order
1
2
3
4
5
6
7
8
9
10
5
9

More evaluable
Less evaluable
Chart version
Fewer topics
Summary
Symbols
Rank order
More topics
No summary
Numbers
Alpha order
1
5
2
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Chart #1 = most evaluable version

(has all 4 of the features that make a data display easier to understand and use)

Fewer (5) topics	~~More (9) topics~~
Summary	~~No summary~~
Symbols	~~Numbers~~
Rank order	~~Alphabetical~~

Comparing local family doctors from the patient's point of view

Finding a good family doctor just got easier.

When you want to find a good doctor, you ask your friends and family for advice, but why stop there—use the chart on this page, too. The information in this chart makes it quick and easy to compare local doctors on things that matter a lot. And this information comes from a source you can trust—people like you, who are patients of the doctors listed on the chart.

What do the scores mean?

better — scored **above (better than)** the average score for all doctors on the chart

average — scored **about the same as the average** score for all doctors on the chart

below — scored **below (worse than)** the average score for all doctors on the chart

Where do these scores come from?

These scores are based on results from a patient survey of 2,400 people in the local community. The survey asked these people to tell about their recent experiences at the doctor's office. As you can see in the chart, the survey asked about things that matter a lot to patients. These include how well the doctor gives help or advice on the phone, provides good follow-up care, and gives explanations that are easy to understand.

The survey and this chart were done by the Community Health Care Quality Partnership. The Quality Partnership is a non-profit group that works to improve health care in the local community.

How can you use this chart?

You can use this chart to help choose a good doctor, or to see how well your current doctor is doing compared to other doctors in the area. Use the scores to compare doctors on things that are important to you.

Remember, this chart gives you information about the doctors that comes from people who received care from these doctors during the past year. The chart may include some good doctors that your family and friends haven't heard about. So, to find a doctor you're happy with, use this chart together with the advice you get from friends and family.

Do you want more information?

If you have any questions, or if you would like more information about the survey or this report, please call us at the Quality Partnership at 213-4433.

Ratings from a survey of patients on how well the doctor scored on:

	Summary (Longer bars = better overall score compared to other doctors on this chart)	giving help or advice on the phone	being thorough and skillful in examining patients	providing good follow-up care	giving explanations that are easy to understand	spending enough time with patients
Dr. D. Mallin, 5220 Lemay Road		better	better	better	better	average
Dr. S. Egan, 792 Hadley Street		average	better	better	average	better
Dr. Y. Latimer, 166 Cass Avenue		below	better	better	better	better
Dr. B. Layco, 1004 Duffy Street		average	average	average	average	better
Dr. E. Melnick, 2043 Brinker Road		average	average	average	better	average
Dr. K. Williams, 3804 Taylor Street		better	average	below	average	better
Dr. T. Vosti, 101 Emerson Avenue		below	better	average	better	average
Dr. L. Durso, 2206 Kennedy Street		average	better	average	below	better
Dr. R. Connelly, 556 Fullerton Street		average	average	average	average	average
Dr. G. Hutchinson, 3314 Krebs Street		below	average	average	average	better
Dr. J. Aplin, 225 Sheridan Avenue		below	average	average	average	better
Dr. H. Tomley, 786 Watson Road		better	average	better	below	below
Dr. C. Pearson, 1858 Maple Street		below	below	better	better	average
Dr. P. Brem, 5446 Crandon Avenue		below	average	average	below	better
Dr. A. Greer, 4425 Wendelin Road		better	average	below	below	average
Dr. V. Rema, 516 Bayford Road		better	below	average	average	below
Dr. M. Hensley, 1202 Hampton Avenue		better	below	average	average	below
Dr. F. Stecker, 2097 Ridge Road		below	below	average	average	below
Dr. W. Neiman, 83 Alameda Street		better	below	below	below	below
Dr. N. Felix, 397 Clayton Road		below	below	average	below	below

More evaluable
Less evaluable
Chart version
Fewer topics
Summary
Symbols
Rank order
More topics
No summary
Numbers
Alpha order
1
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Chart #10 = least evaluable version

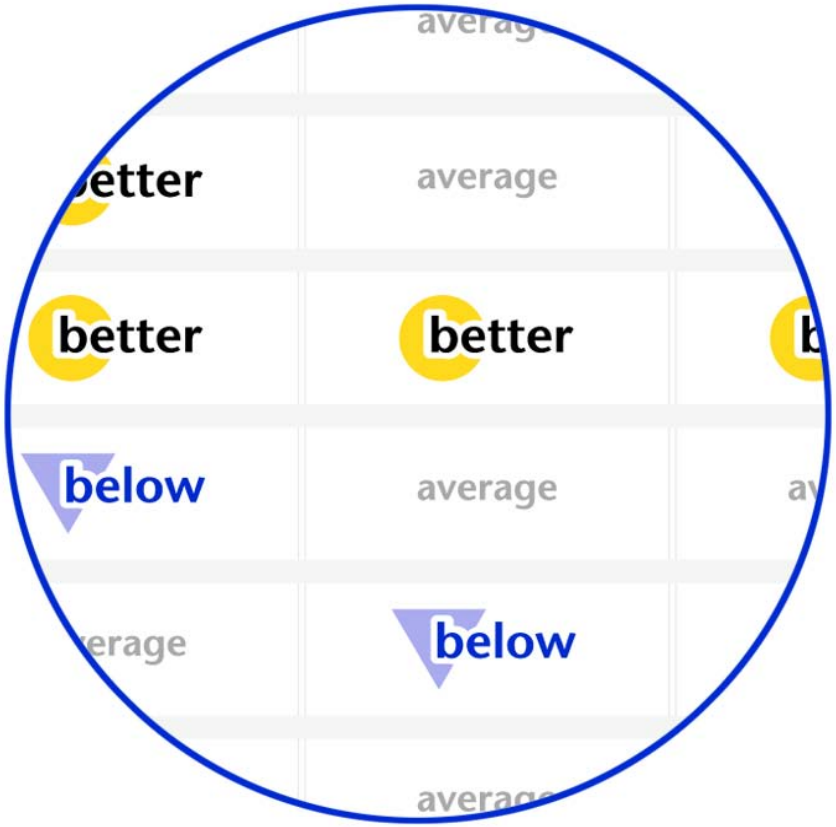
(has none of the 4 features that make a data display easier to understand and use)

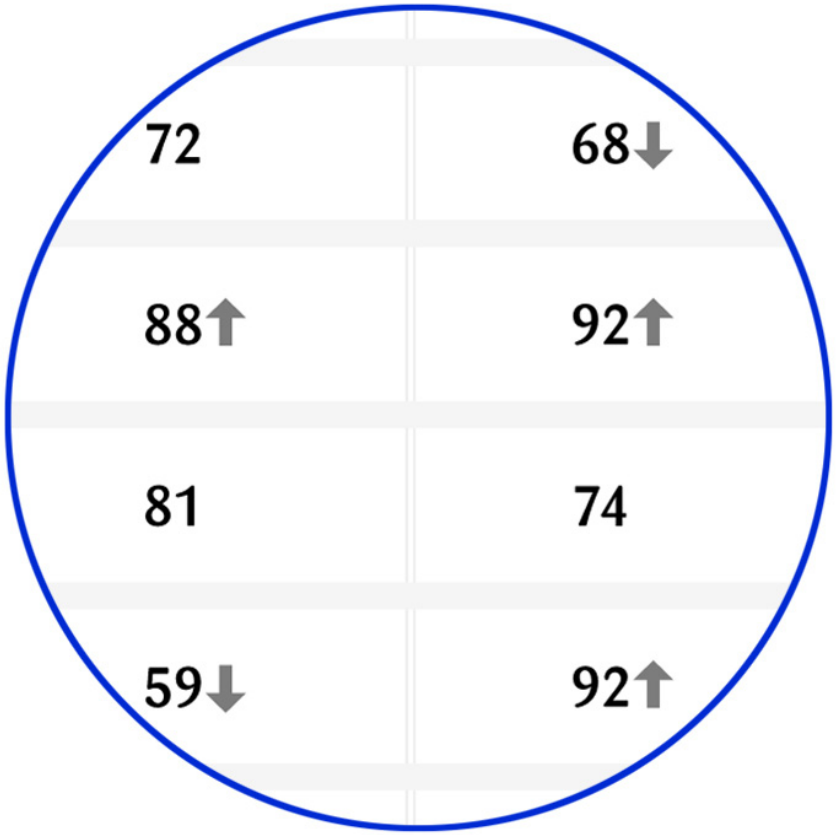
~~Fewer (5) topics~~ **More (9) topics**
~~Summary~~ **No summary**
~~Symbols~~ **Numbers**
~~Rank order~~ **Alphabetical**

Ratings from a survey of patients on how well the doctor scored on:

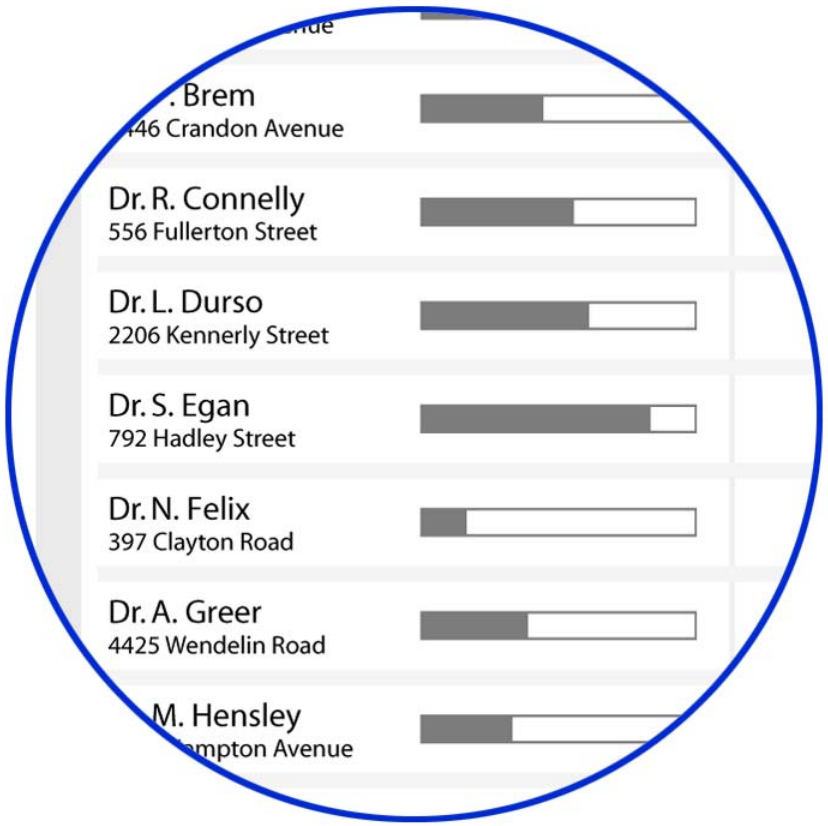
	giving help or advice on the phone	being informed and up-to-date on how to treat medical conditions	being thorough and skillful in examining patients	providing good follow-up care	giving patients encouragement and practical advice on staying healthy	giving explanations that are easy to understand	listening carefully to patients	spending enough time with patients	treating patients with courtesy and respect
Dr. J. Aplin 225 Sheridan Avenue	67↓	41	82	77	78	85	82	90↑	89
Dr. P. Brem 5446 Crandon Avenue	68↓	24↓	95	70	69↓	74↓	94↑	95↑	97↑
Dr. R. Connelly 556 Fullerton Street	79	48	85	67	80	84	94↑	82	83
Dr. L. Durso 2208 Kennedy Street	80	62↑	99↑	72	68↓	72↓	96↑	89↑	79
Dr. S. Egan 792 Hadley Street	72	65↑	97↑	88↑	92↑	88	88	89↑	95↑
Dr. N. Felix 397 Clayton Road	66↓	25↓	75↓	81	74	71↓	68↓	65↓	80
Dr. A. Greer 4425 Wendelin Road	95↑	45	86	59↓	92↑	70↓	66↓	86	67↓
Dr. M. Hensley 1202 Hampton Avenue	90↑	27↓	76↓	77	65↓	86	80	66↓	77
Dr. G. Hutchinson 3314 Krebs Street	61↓	55↑	85	73	62↓	82	90	95↑	94↑
Dr. Y. Latimer 166 Cass Avenue	69↓	45	99↑	91↑	95↑	95↑	93↑	88↑	94↑
Dr. B. Layco 1004 Duffy Street	84	59↑	83	82	82	83	97↑	91↑	98↑
Dr. D. Mallin 5229 Lemay Road	92↑	60↑	98↑	96↑	86	96↑	94↑	79	95↑
Dr. E. Melnick 2043 Brinker Road	88	28↓	94	82	93↑	98↑	95↑	73	95↑
Dr. W. Neiman 83 Alameda Street	93↑	27↓	70↓	61↓	89	65↓	70↓	61↓	91
Dr. C. Pearson 1858 Maple Street	59↓	38	72↓	92↑	85	95↑	79	86	71↓
Dr. V. Rema 516 Bayford Road	92↑	25↓	70↓	80	93↑	92	75	60↓	72↓
Dr. F. Stecker 2097 Ridge Road	60↓	43	68↓	79	71↓	89	84	67↓	70↓
Dr. H. Tonsley 786 Watson Road	91↑	35	91	86↑	94↑	69↓	68↓	67↓	82
Dr. T. Vosti 301 Emerson Avenue	66↓	51↑	98↑	78	88	97↑	68↓	73	96↑
Dr. K. Williams 3804 Taylor Street	96↑	33	92	63↓	97↑	79	98↑	97↑	85

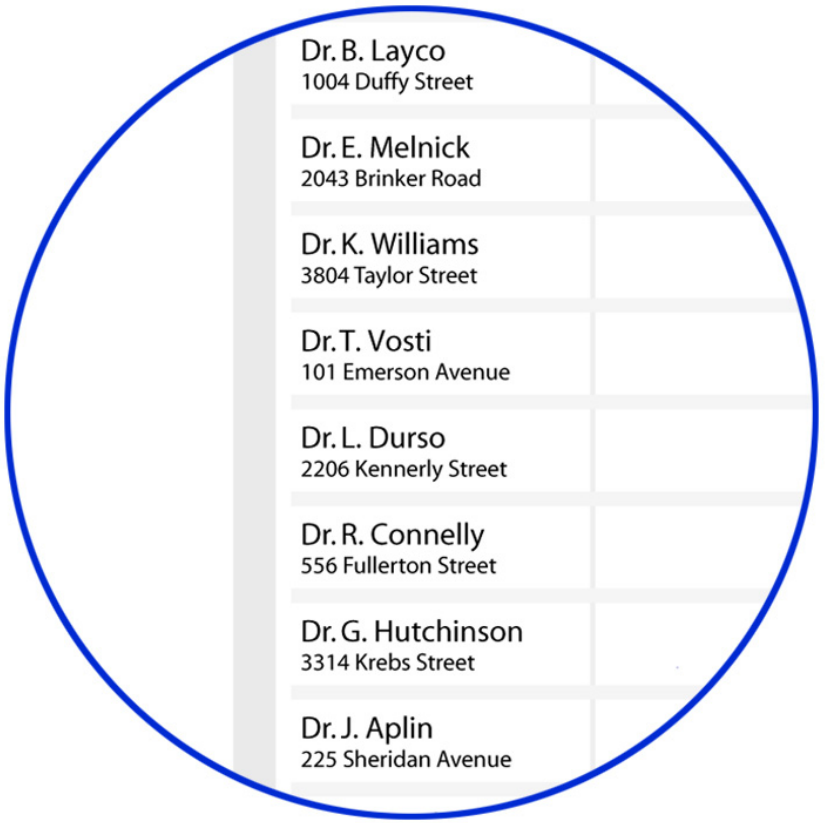
Symbols v. numbers



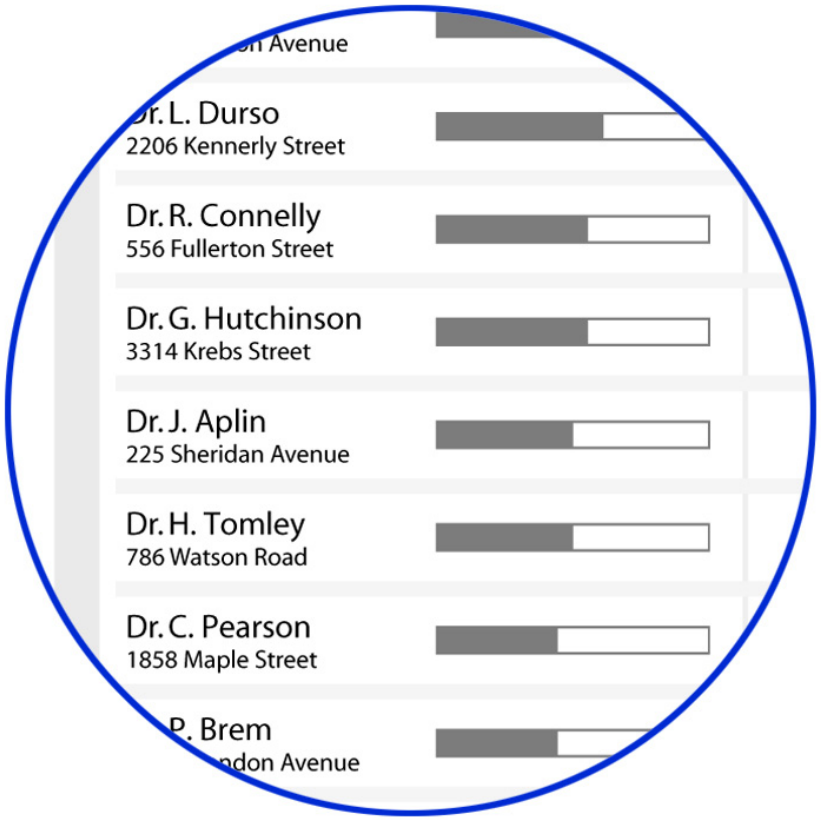


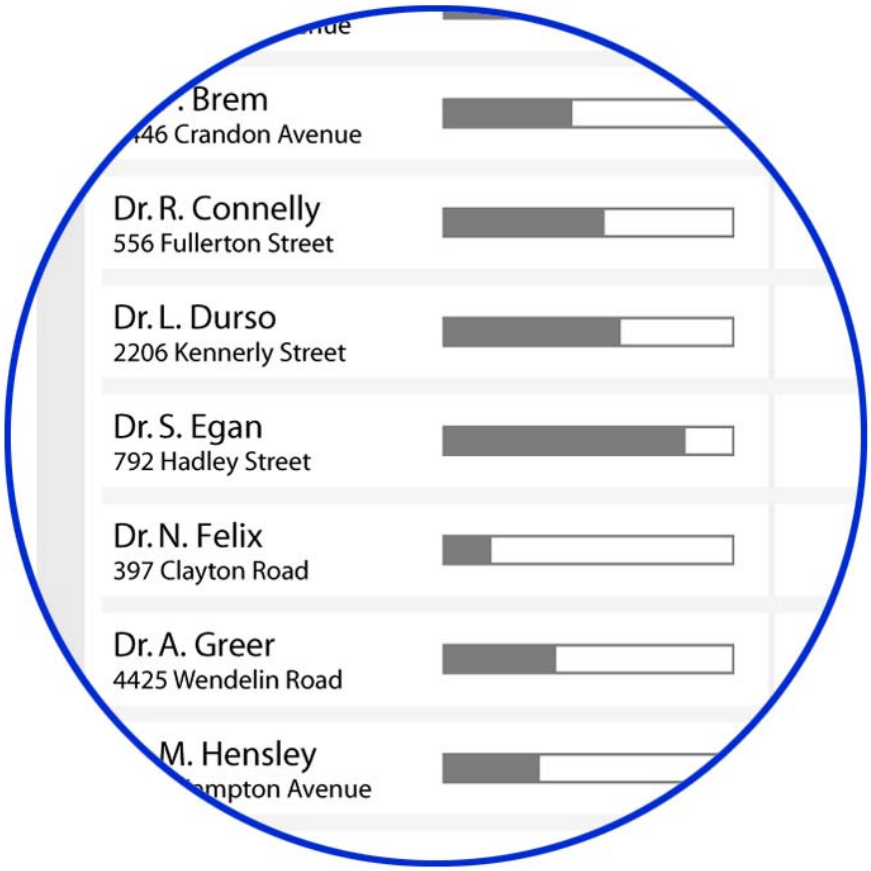
Summary display v. no summary display





Rank order v. alphabetical order





Legends -- symbols v. numbers

What do the scores mean?

better scored **above (better than)** the average score for all doctors on the chart

average scored **about the same as the average** score for all doctors on the chart

below scored **below (worse than)** the average score for all doctors on the chart

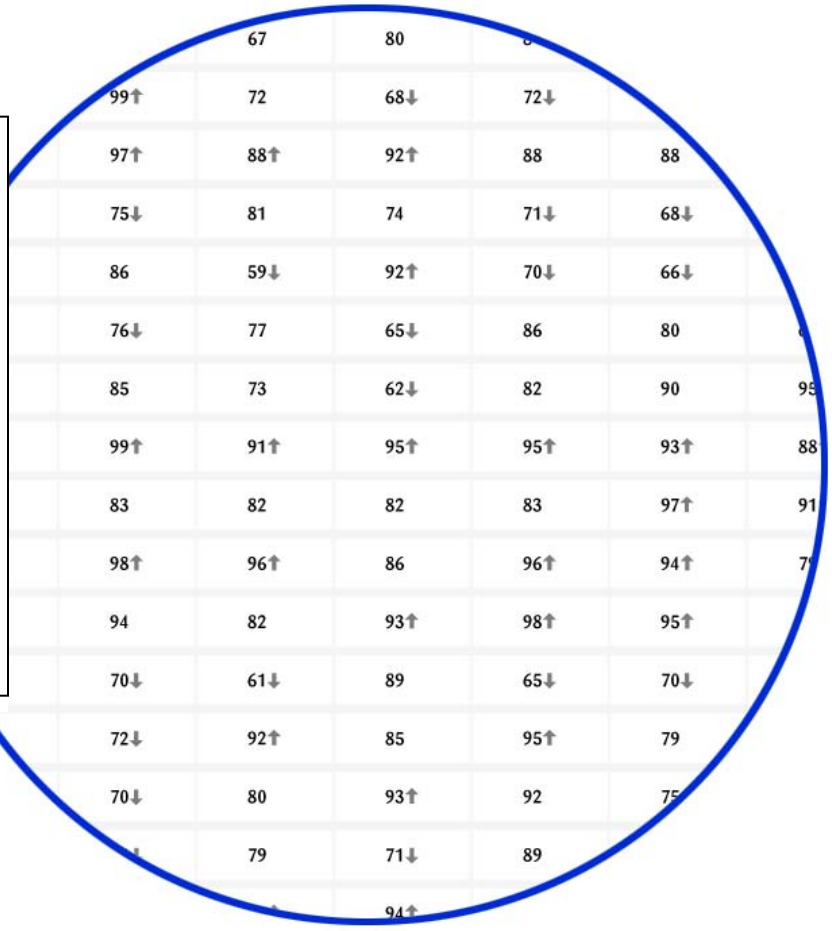
Legends -- symbols v. numbers

What do the scores mean?

↑ scored **above (better than)**
the average score for all doctors on the chart

no arrow scored **about the same as the average**
score for all doctors on the chart

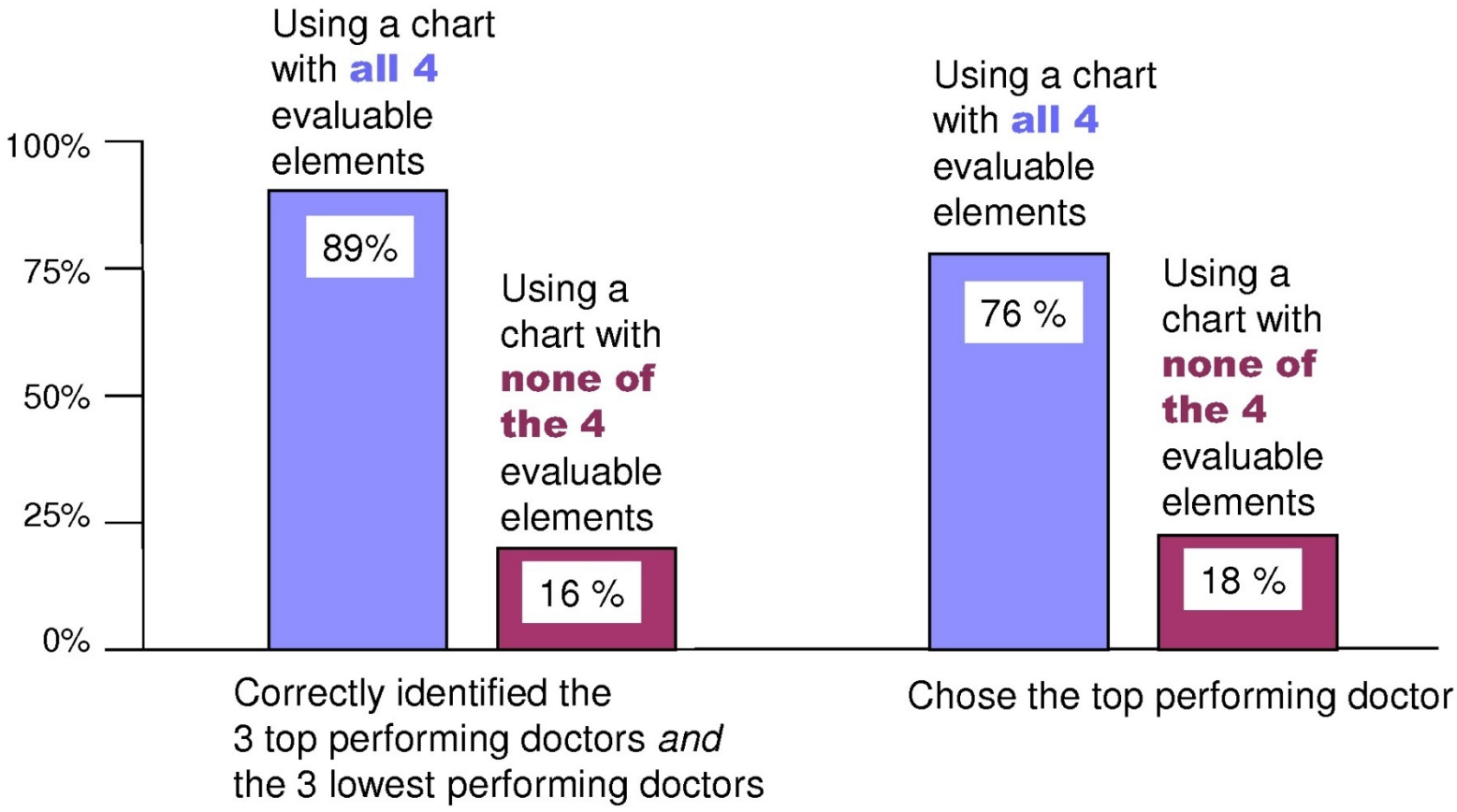
↓ scored **below (worse than)**
the average score for all doctors on the chart



	67	80		
99↑	72	68↓	72↓	
97↑	88↑	92↑	88	88
75↓	81	74	71↓	68↓
86	59↓	92↑	70↓	66↓
76↓	77	65↓	86	80
85	73	62↓	82	90
99↑	91↑	95↑	95↑	93↑
83	82	82	83	97↑
98↑	96↑	86	96↑	94↑
94	82	93↑	98↑	95↑
70↓	61↓	89	65↓	70↓
72↓	92↑	85	95↑	79
70↓	80	93↑	92	
	79	71↓	89	
		94↑		

Biggest impact:

combining all four evaluable elements



This chart (#1) has ***all 4*** evaluable elements

Ratings from a survey of patients on how well the doctor scored on:

	Summary Longer bars = better overall score compared to other doctors on this chart	giving help or advice on the phone	being thorough and skillful in examining patients	providing good follow-up care	giving explanations that are easy to understand	spending enough time with patients
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Dr. Y. Latimer 166 Cass Avenue		below	better	better	better	better
Dr. B. Layco 1004 Duffy Street		average	average	average	average	better
Dr. E. Melnick 2043 Brinker Road		average	average	average	better	average
Dr. K. Williams 3804 Taylor Street		better	average	below	average	better
Dr. T. Vosti 101 Emerson Avenue		below	better	average	better	average
Dr. L. Durso 2206 Kennerly Street		average	better	average	below	better
Dr. R. Connelly 556 Fullerton Street		average	average	average	average	average
Dr. G. Hutchinson 3314 Krebs Street		below	average	average	average	better
Dr. J. Aplin 225 Sheridan Avenue		below	average	average	average	better
Dr. H. Tomley 786 Watson Road		better	average	better	below	below
Dr. C. Pearson 1858 Maple Street		below	below	better	better	average
Dr. P. Brem 5446 Crandon Avenue		below	average	average	below	better
Dr. A. Greer 4425 Wendelin Road		better	average	below	below	average
Dr. V. Rema 516 Bayford Road		better	below	average	average	below
Dr. M. Hensley 1202 Hampton Avenue		better	below	average	average	below
Dr. F. Stecker 2097 Ridge Road		below	below	average	average	below
Dr. W. Neiman 83 Alameda Street		better	below	below	below	below
Dr. N. Felix 397 Clayton Road		below	below	average	below	below

This chart (#10) has ***none of the 4*** evaluable elements

Ratings from a survey of patients on how well the doctor scored on:

	giving help or advice on the phone	being informed and up-to-date on how to treat medical conditions	being thorough and skillful in examining patients	providing good follow-up care	giving patients encouragement and practical advice on staying healthy	giving explanations that are easy to understand	listening carefully to patients	spending enough time with patients	treating patients with courtesy and respect
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Dr. H. Tomley 786 Watson Road	91↑	35	91	86↑	94↑	69↓	68↓	67↓	82
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Dr. K. Williams 3804 Taylor Street	96↑	33	92	63↓	97↑	79	98↑	97↑	85

Lessons from the lab study

- For consumers, poorly displayed information can create a false sense of informed choice or result in random choices
- Evaluable elements can help consumers make choices that reflect their true values and preferences

Lessons from the lab study

- Using all 4 elements is the most helpful
- But, if you ***can't*** (or don't want to) combine all four, the elements are ***substitutable***, to some degree:
  - Rank order + symbols (2nd best)
  - Rank order (3rd)
  - Symbols (4th)
  - Summary bar - - or - - fewer topics (5th)

Tips for using symbols

- Choose your symbols carefully
  - Don’t assume people will read the legend
  - Ideally, use symbols that are self-explanatory (e.g., word icons)
  - At a minimum, use symbols that are hard to misinterpret in terms of best and worst (e.g., stars)
  - Avoid symbols that are ambiguous or potentially confusing (such as using a minus sign or using circles that are empty or half filled or filled in)

Tips for using symbols, *continued*

- Use ***high contrast*** for ease of reading and to help the pattern pop out
  - For effective contrast, use a combination of differences in design elements (e.g., color, shape, words)
  - Use color in a consistent and meaningful way
  - If there is a neutral or middle category or a “no rating” category, format it in ways that make it fade into the background

Examples of word icons

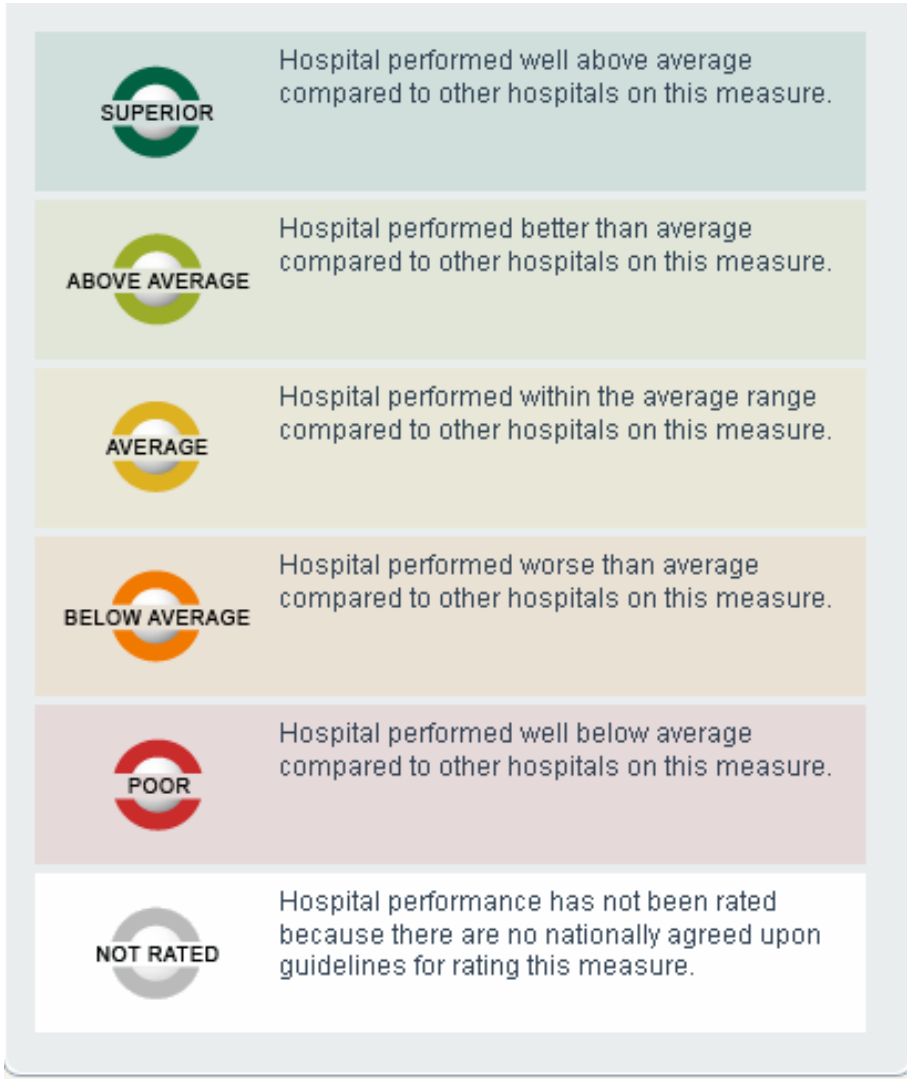
CalHospitalCompare.org →

CAHPS II Lab study

↓

What do the scores mean?

better	scored **above (better than)** the average score for all doctors on the chart
average	scored **about the same as the average** score for all doctors on the chart
below	scored **below (worse than)** the average score for all doctors on the chart



Tips for using symbols, *continued*

- Put your legend and other crucial reference material in a prominent place
- Always use left alignment for symbols such as stars
- Consider using very soft and subtle bands of shading to help people track across a page
- Keep tweaking until your display works well

	More evaluable				Less evaluable			
Chart version	Fewer topics	Summary	Symbols	Rank order	More topics	No summary	Numbers	Alpha order
# 1	5	+	+	+	-	-	-	-
# 2	5	+	+	-	-	-	-	+
# 3	5	-	+	+	-	+	-	-
# 4	5	-	+	-	-	+	-	+
# 5	-	+	+	+	9	-	-	-
# 6	-	+	+	-	9	-	-	+
# 7	-	-	+	+	9	+	-	-
# 8	-	-	+	-	9	+	-	+
# 9	-	+	-	+	9	-	+	-
# 10	-	-	-	-	9	+	+	+

Chart version	More evaluable				Less evaluable			
	Fewer topics	Summary	Symbols	Rank order	More topics	No summary	Numbers	Alpha order
# 1	yes	yes	yes	yes	no	no	no	no
# 2	yes	yes	yes	no	no	no	no	yes
# 3	yes	no	yes	yes	no	no	no	no
# 4	yes	no	yes	no	no	yes	no	yes
# 5	no	yes	yes	yes	yes	no	no	no
# 6	no	yes	yes	no	yes	no	no	yes
# 7	no	no	yes	yes	yes	yes	no	no
# 8	no	no	yes	no	yes	yes	no	yes
# 9	no	yes	no	yes	yes	no	yes	no
# 10	no	no	no	no	yes	yes	yes	yes

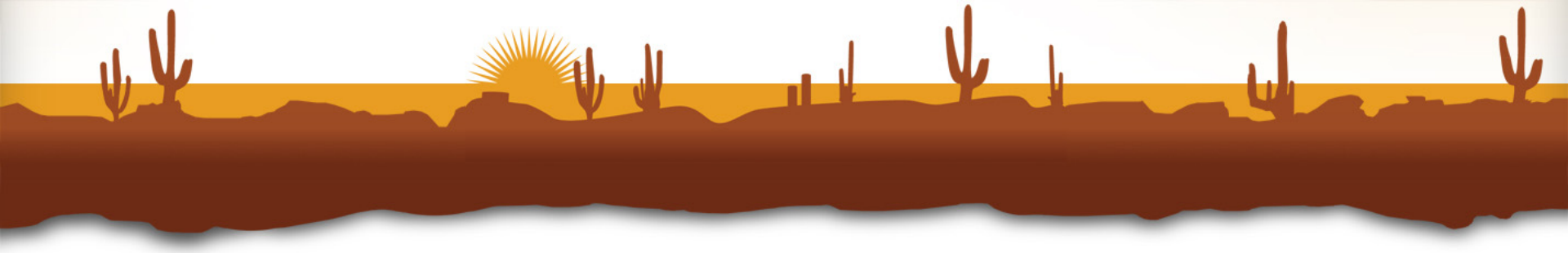


Chart version	More evaluable: Fewer topics	More evaluable: Summary	More evaluable: Symbols	More evaluable: Rank order	Less evaluable: More topics	Less evaluable: No summary	Less evaluable: Numbers	Less evaluable: Alpha order
# 1	5	✔	✔	✔				
# 2	5	✔	✔					✔
# 3	5		✔	✔		✔		
# 4	5		✔			✔		✔
# 5		✔	✔	✔	9			
# 6		✔	✔		9			✔
# 7			✔	✔	9	✔		
# 8			✔		9	✔		✔
# 9		✔		✔	9		✔	
# 10					9	✔	✔	✔

Opa.ca.gov (California Office of the Patient Advocate)

Eye Exam for Diabetes Patients

What Was Measured?

What percentage of HMO patients with diabetes had an eye exam to watch for disease that can lead to blindness?

These results are based on a sample of HMO patient administrative and medical records.

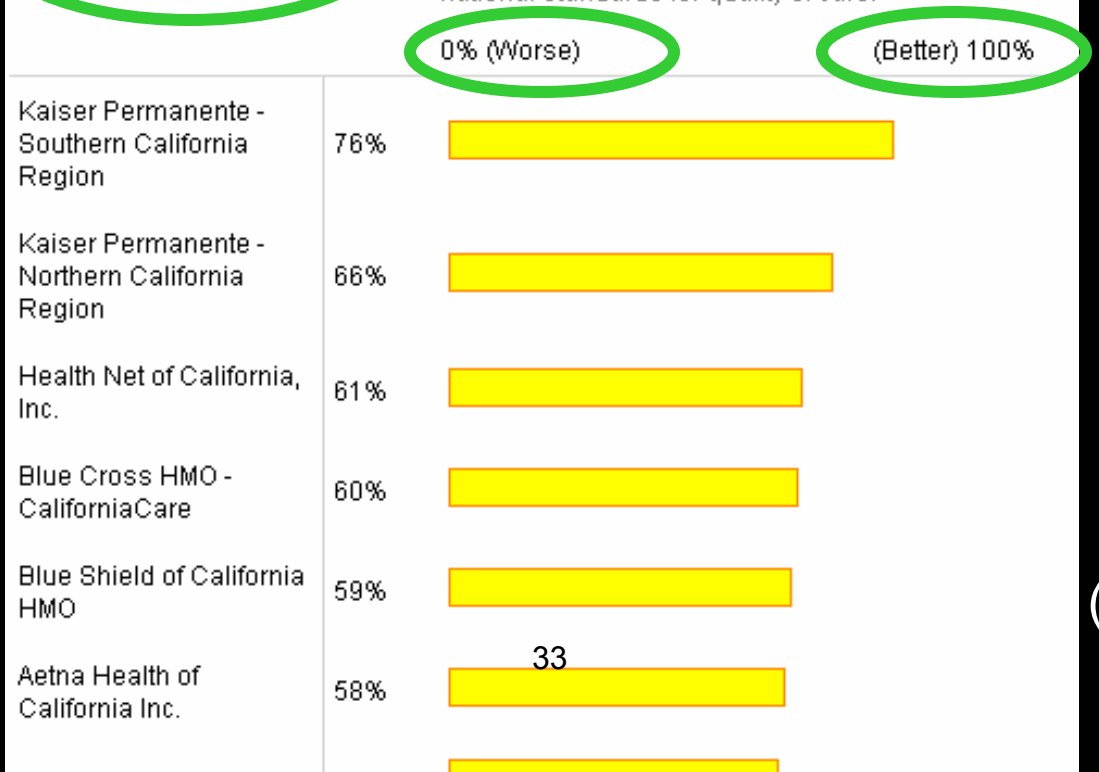
Why Is It Important?

High blood sugar can cause bleeding in the blood vessels in your eyes and lead to blindness. You should have annual eye exams, as part of your diabetes care, to watch for any signs of damage to the blood vessels in your eyes.

Look for differences of at least 4%. Smaller differences usually are not significant

Eye Exam for Diabetes Patients

We compared HMO members' records to a set of national standards for quality of care.



Opa.ca.gov (California Office of the Patient Advocate)

CalHospitalCompare.org

A service of the California HealthCare Foundation

Rating Hospital Quality in California

EN ESPAÑOL | HOME | RESOURCES & TOOLS | ABOUT US | CONTACT US

Search: Enter county, city, or Zip code GO

Search Results

View Ratings by:

- Heart Attack
- Heart Bypass Surgery
- Heart Failure
- Maternity
- Pneumonia
- Other Conditions
- Other Surgery

Your search for hospitals in **santa Barbara** for **Heart Attack** has found **2** results based on **Quality of Care**.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

Check up to 2 hospitals to COMPARE

		City
SUPERIOR	☐ Marian Medical Center	Santa Maria
ABOVE AVERAGE	☐ Santa Barbara Cottage Hospital	Santa Barbara

Check up to 2 hospitals to COMPARE

Updated January 2008

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Search Results

View Ratings by:

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- Heart Bypass Surgery
- Heart Failure
- Maternity
- Pneumonia
- Other Conditions
- Other Surgery

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Testing data displays with consumers

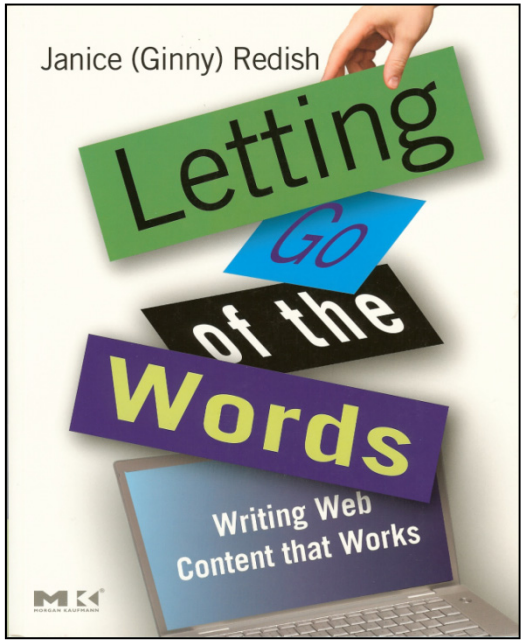
- Feedback from the intended users is the ultimate test of whether the data displays are working well
- Start getting feedback at an early stage
- Test for appeal, personal salience, comprehension, navigation, usability
- Which methods are best?
- What does it cost?

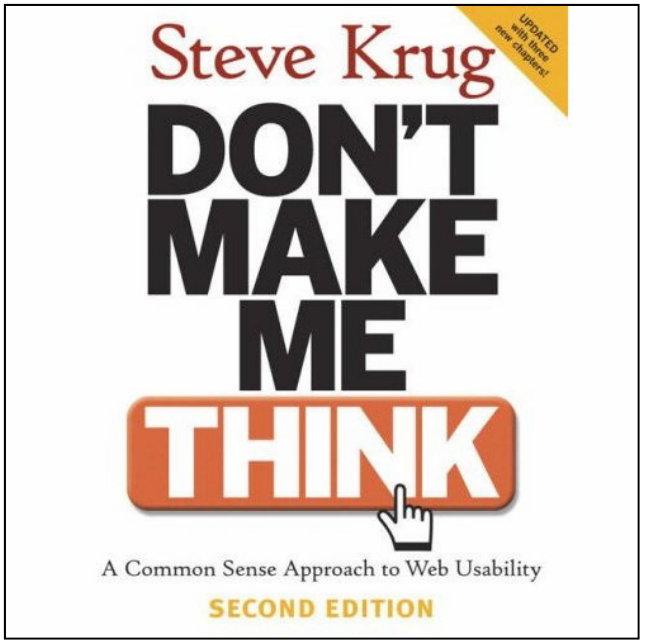
A resource -- forthcoming

Toolkit for making written material clear and effective

An 11-part web-based Toolkit written by Jeanne McGee for the Centers for Medicare and Medicaid Services. This Toolkit has detailed guidelines for writing, design, and translation. It includes a book-length practical guide on methods for testing written material with readers.

Two books that are great Web reporting resources





- Questions?
- Comments?