



**McMaster
Children's Hospital**

Consumer Health Information: What do Patients Think is Important?

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- The field work was completed by Leah Jutzi, B. Hsc., as part of an independent study project.

Objectives

At the conclusion of this presentation you should know:

- What are the important attributes or characteristics of consumer health information?
- How might you design CHI services to improve patient utilization?

Initial Questions

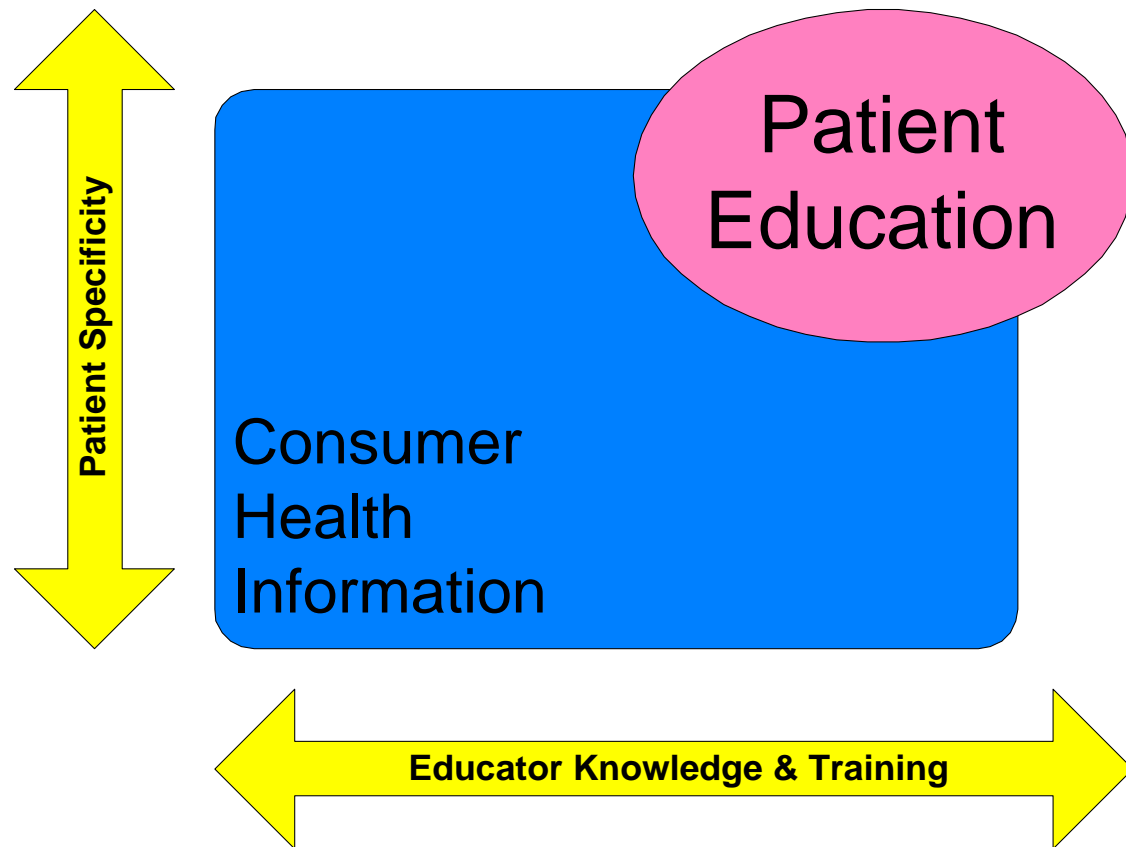
- What is consumer health information?
- What do we think are important attributes of consumer health information?
- How do these attributes affect utilization of consumer health information?

What is Consumer Health Information?

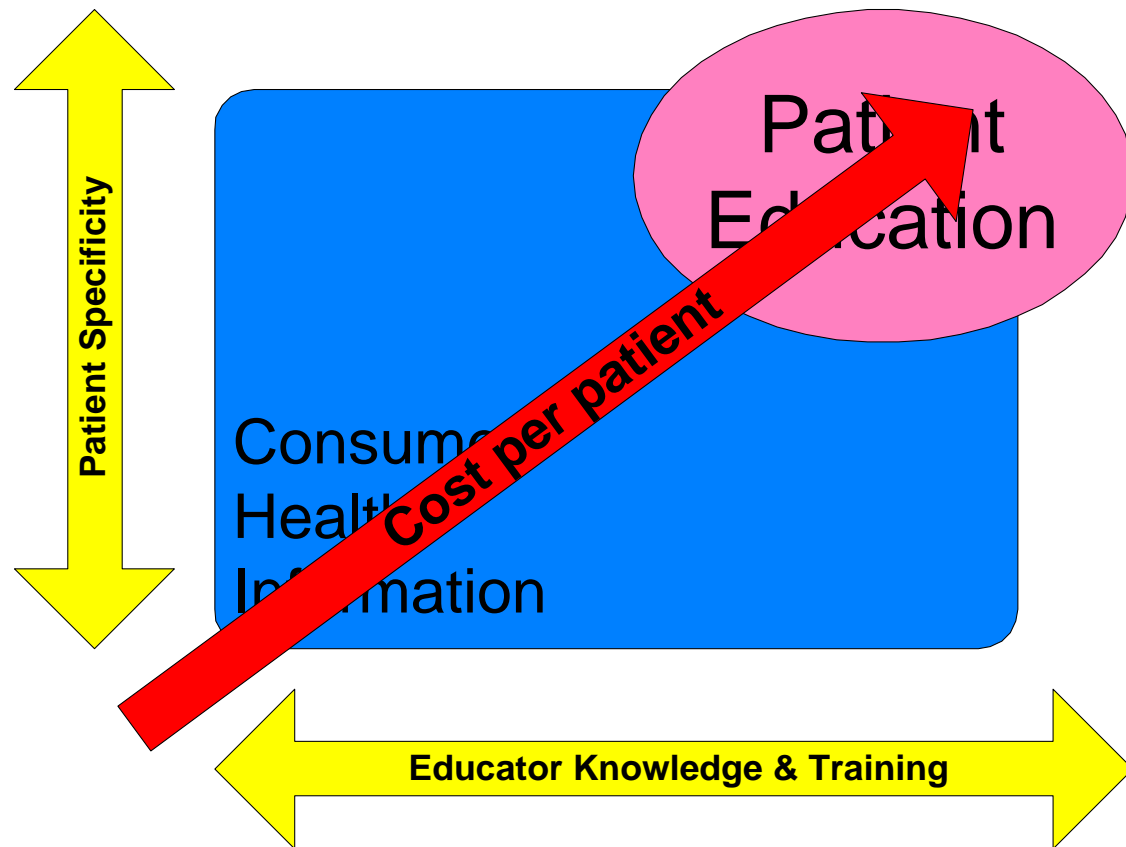
“any information that enables individuals to understand their health and make health-related decisions for themselves or their family”

Patrick, Koss 1995

The range of Consumer Health Information



The range of Consumer Health Information



What does the Literature say?

- Searched CINAHL (1982+), PsychINFO (1990+), and MEDLINE (1989+).
- Search terms:
 - *consumer and health information*
 - *consumer health information and health education*
 - *consumer health information and information seeking behavior*
 - *consumer health information and survey*

Search Limits

- Published in peer-reviewed journal.
- Only included studies in English.
- Must have used client survey or similar methodology to determine preferences.

Attributes in the Literature

- Information type
- Perceived benefit
- Source
- Accuracy
- Specificity
- Currency
- Endorsement
- Format
- Completeness
- Accessibility
- Cost - monetary
- Cost - time

Questions?

- What's the interaction between these attributes?
- Which attributes are most important in patients decisions to use CHI?
- What combinations of these attributes will improve utilization?

What is Conjoint Analysis?

- A method for determining the relative importance (or utility) of specific qualities (or attributes) that consumers use to select a product.
- Developed in the marketing field to determine product features.
- Can perform market simulations.

Why Use Conjoint Analysis

- Presents a “package” of features or attributes.
- Resembles “real-world” decisions and trade-offs that clients/patients make.
- Can also identify important sub-groups of clients, who have different values for the same attributes.

“Investigating Consumer Preferences for Health Information”

- Choice-based Conjoint Analysis
- 12 attributes, with 4 levels for each attribute
- Administered on lap-top computer in waiting areas of children’s hospital.
- Responses from 313 parents.

Survey Example

Question Preview: Choice_TaskA

Preview Resolution: [default] Choice Task Layout... OK Cancel

The information:

will allow me to better understand a health concern	will make me more prepared to meet with my physician	will allow me to provide information to someone else
is for someone of my age, gender, education and lifestyle	is for someone of my age and gender	is for the general population
answers some of my questions	answers most of my questions	answers a few of my questions
1	2	3

Selectively apply these settings to other Choice Task questions in the study

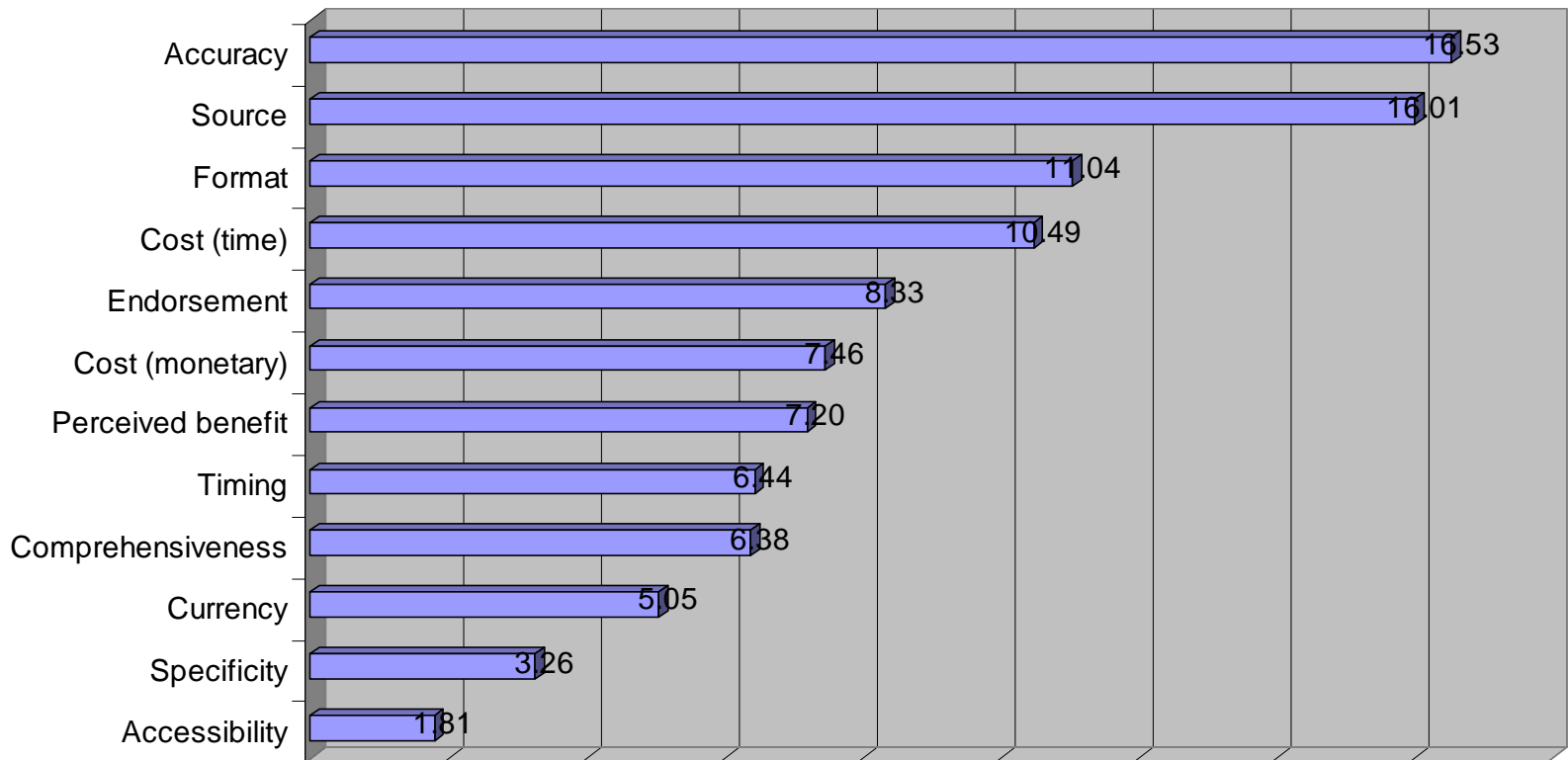
June 3, 2008

Health Information

Average Importances

- Average importance measures how much a particular attribute contributes toward decision-making in the sample.
- Sum to 100.

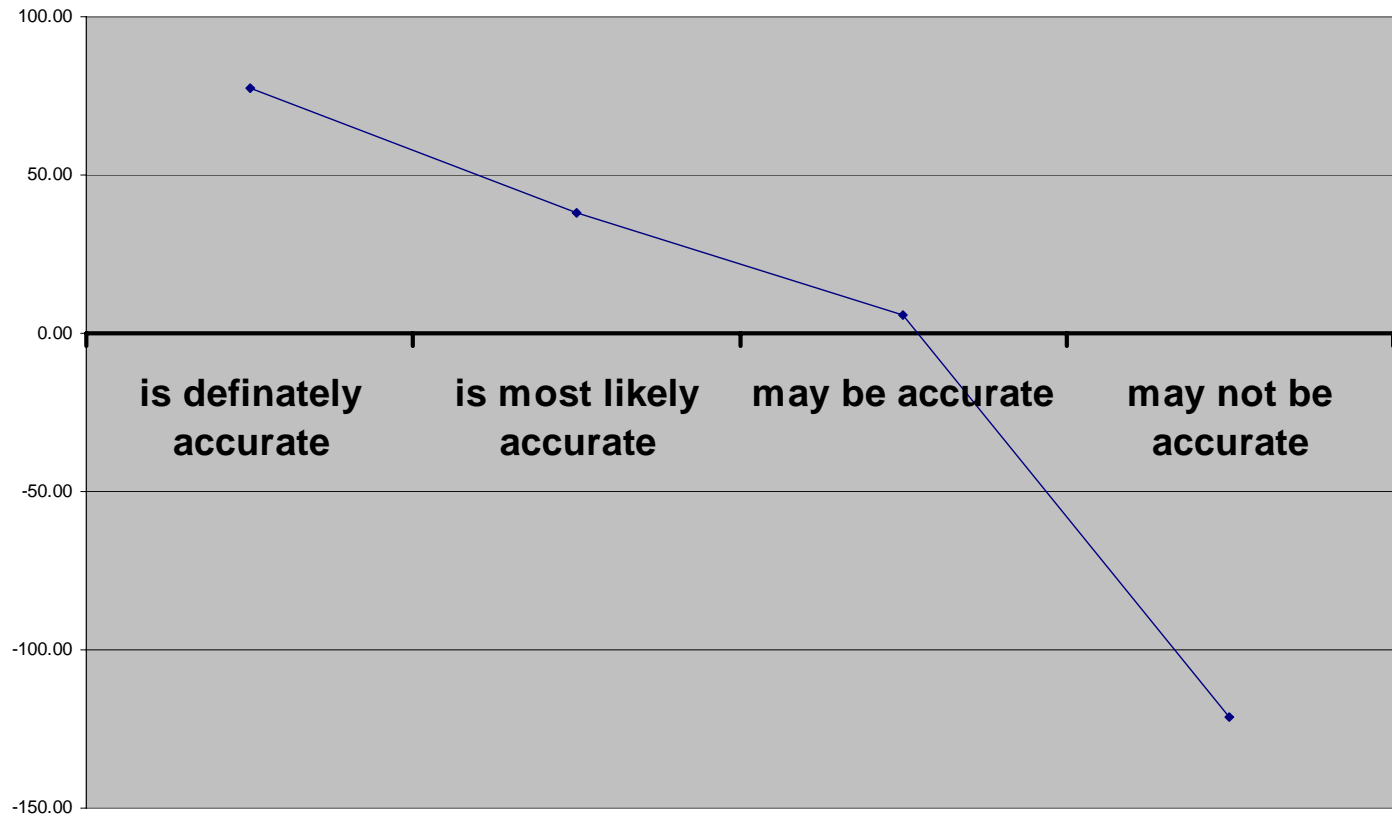
Average Importances



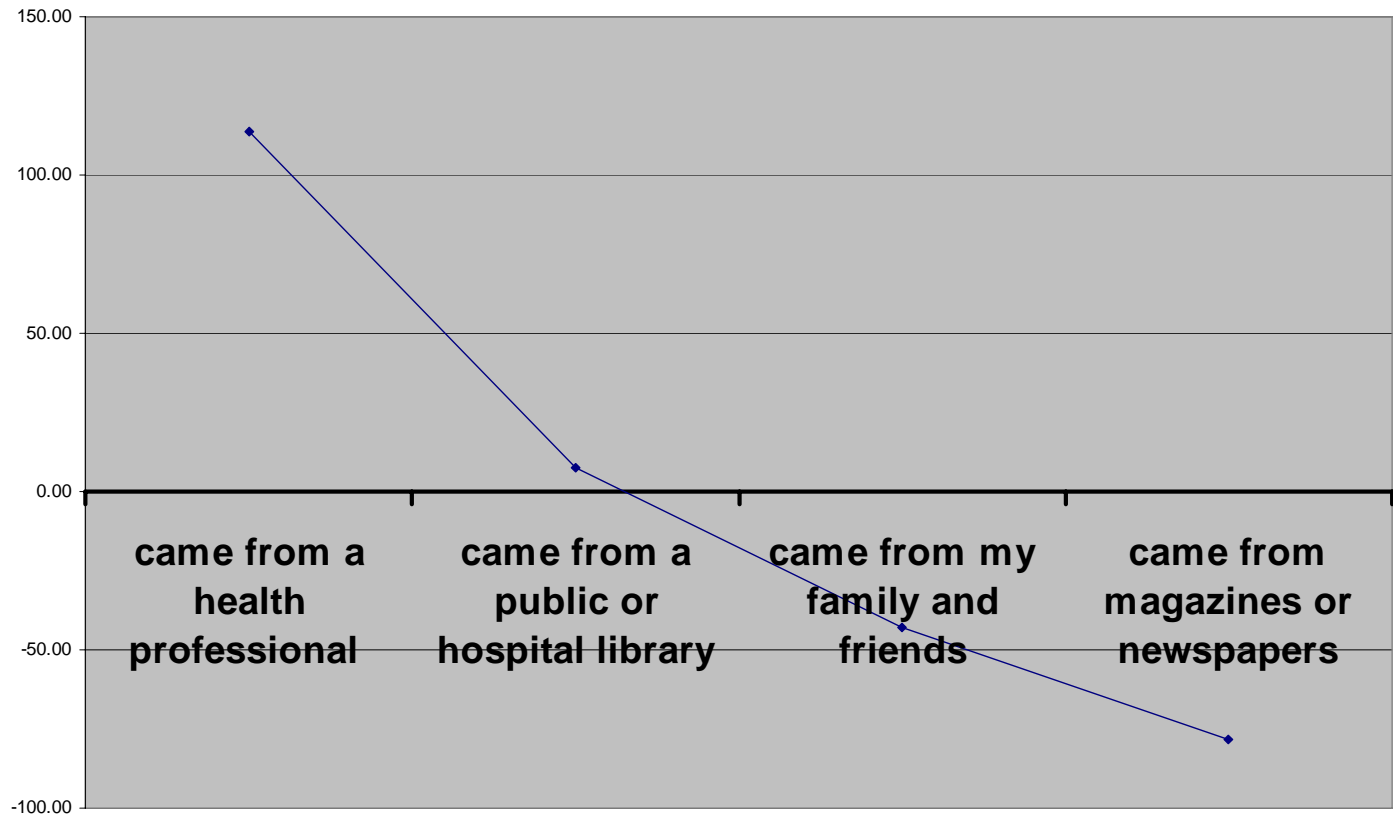
Utility Values

- Utility values measure the relative preference for each condition within a particular attribute
- Zero-sum scores, with the overall range reflecting the importance.

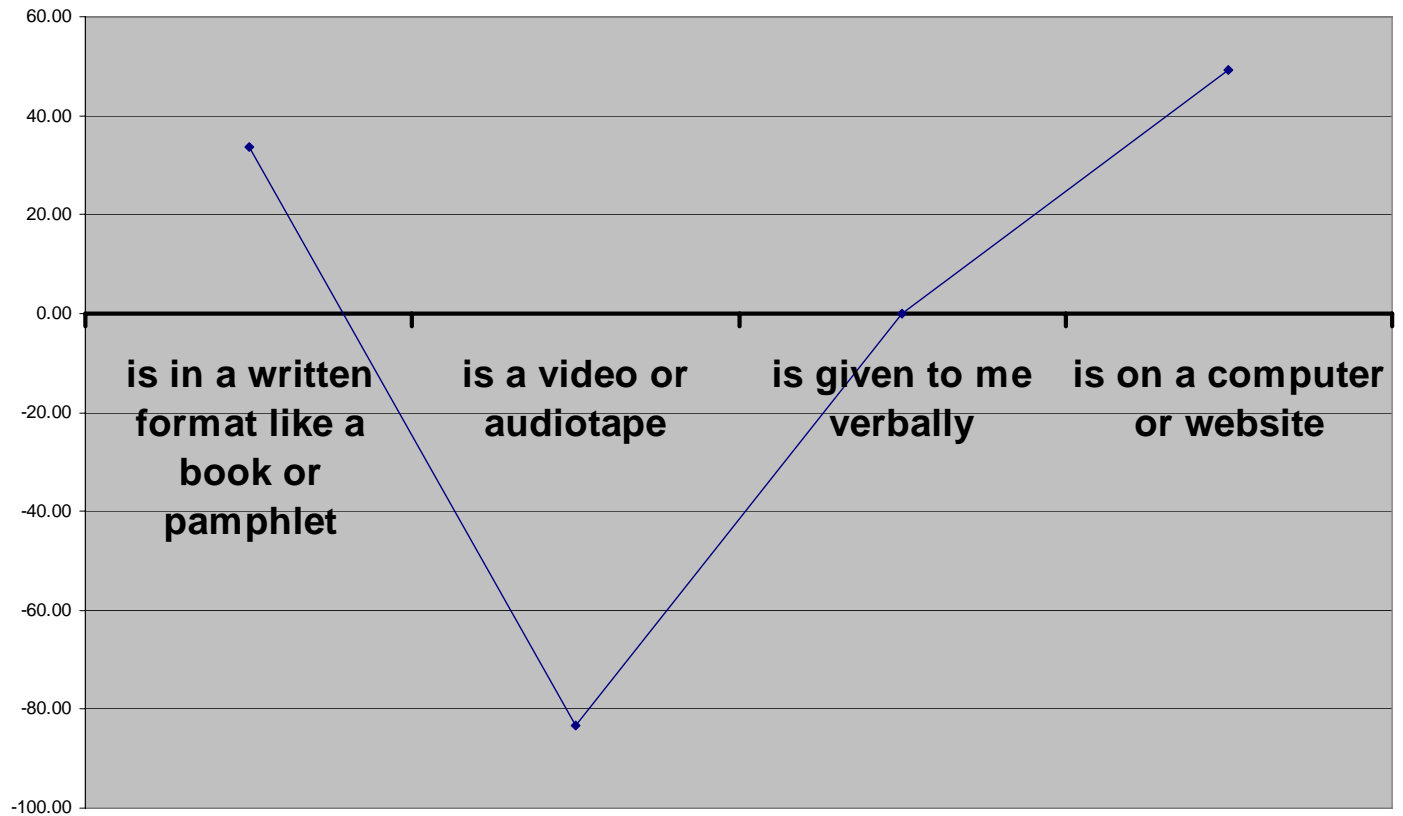
Accuracy



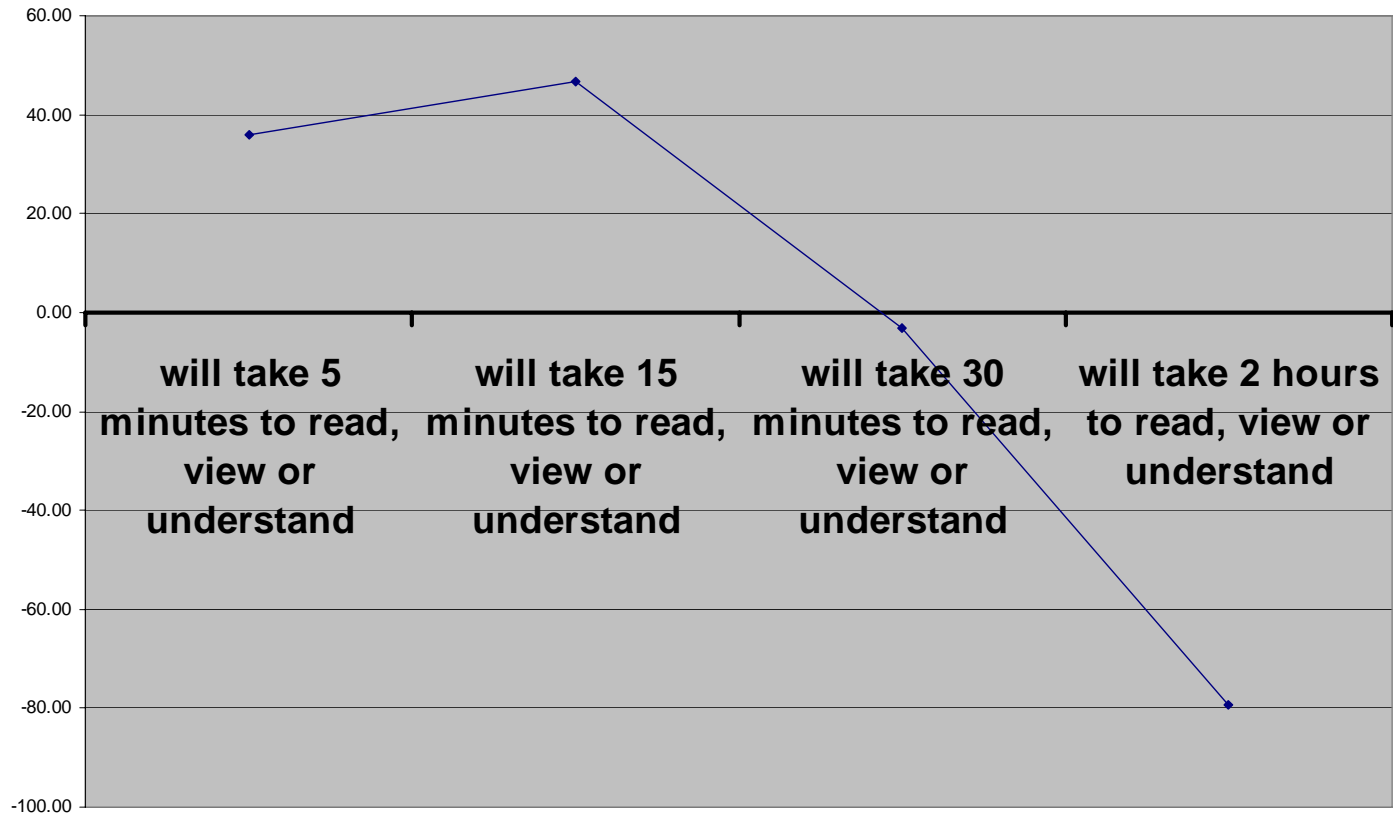
Source



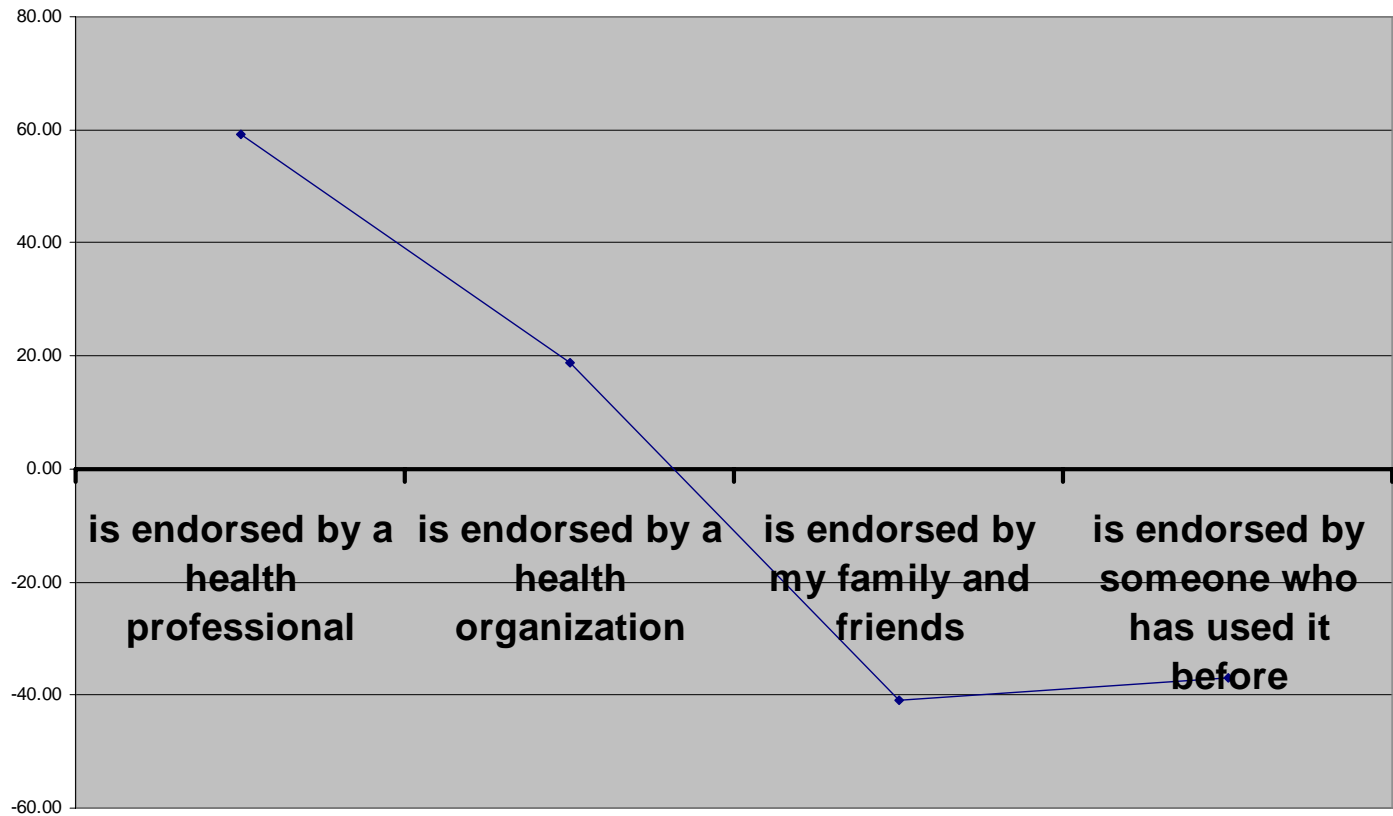
Format



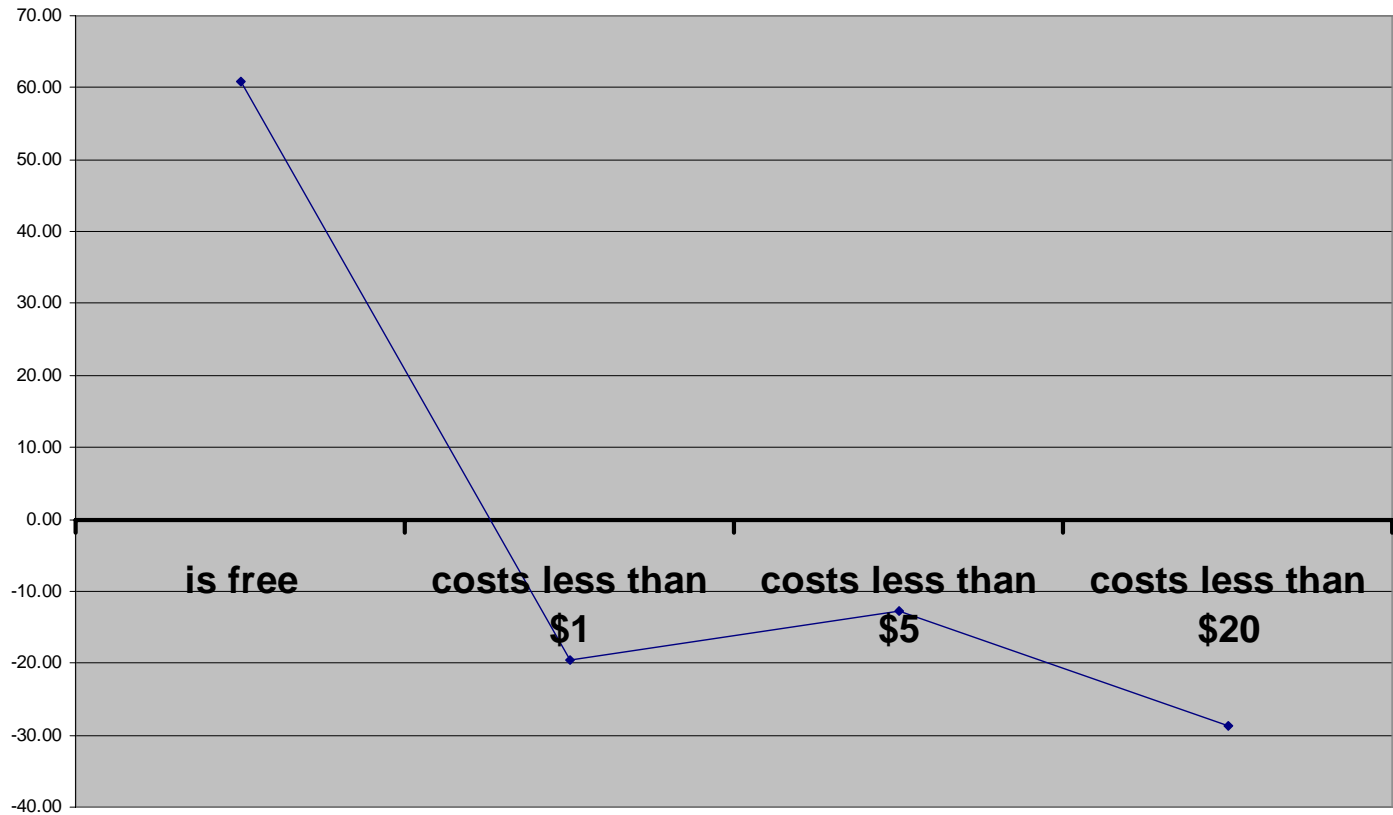
Cost - time



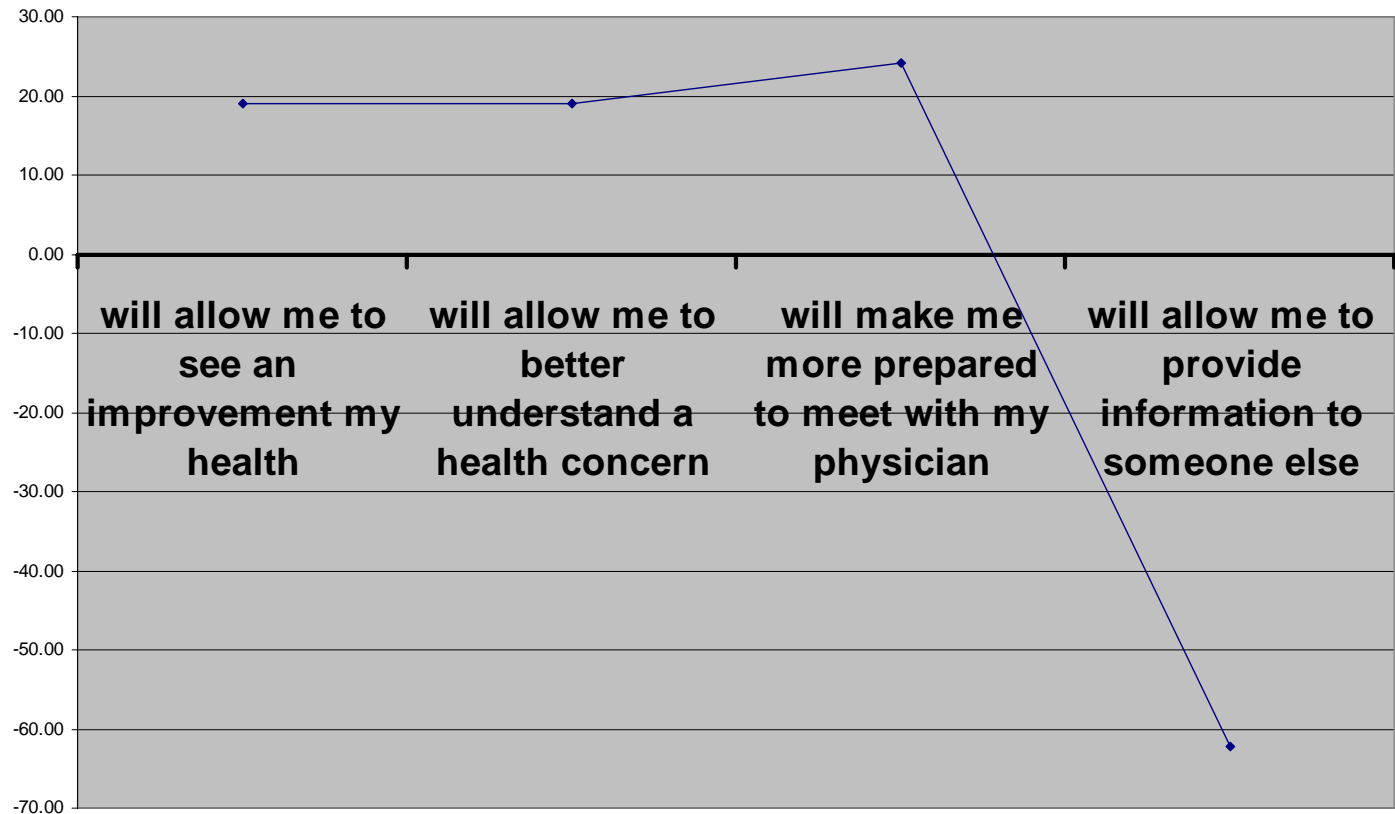
Endorsement



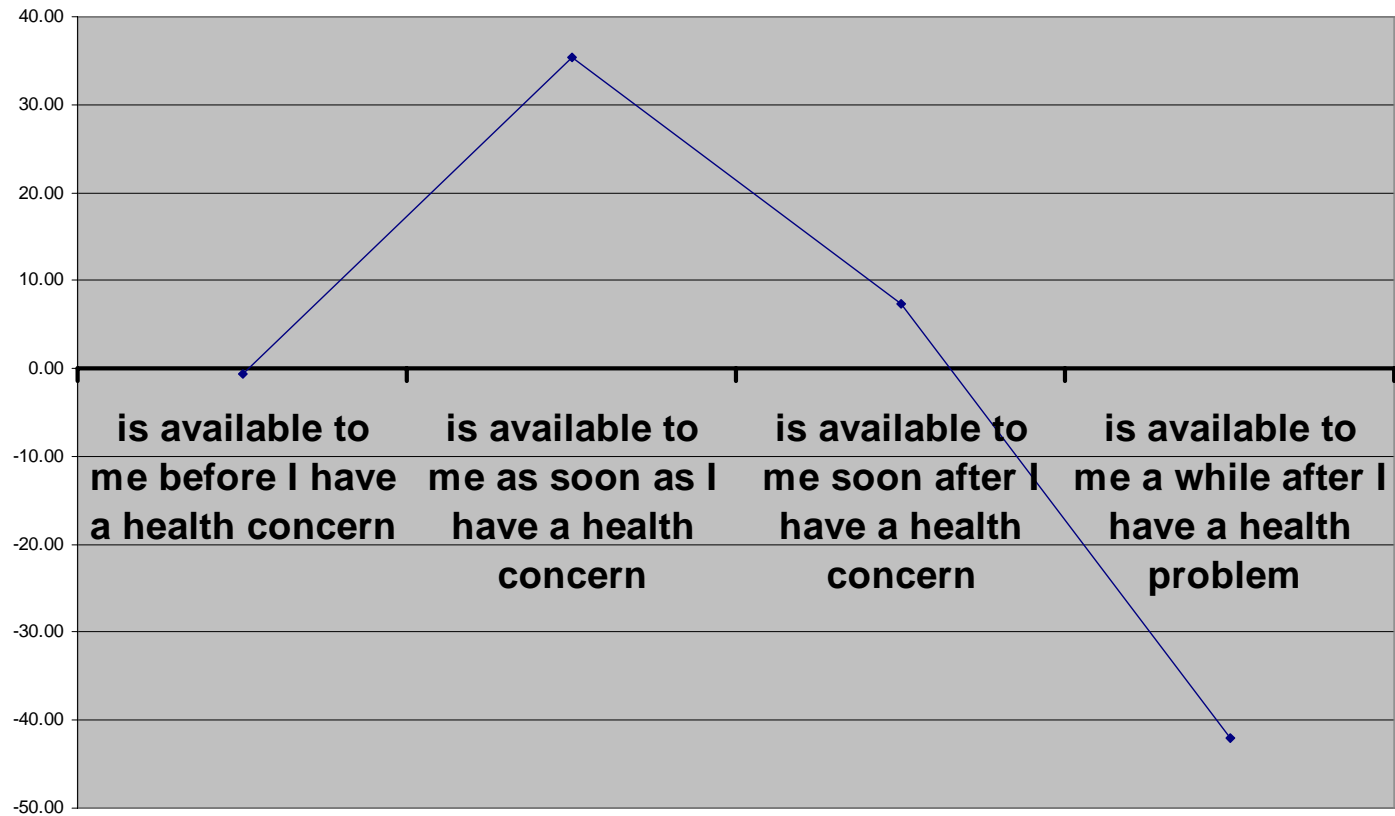
Cost - monetary



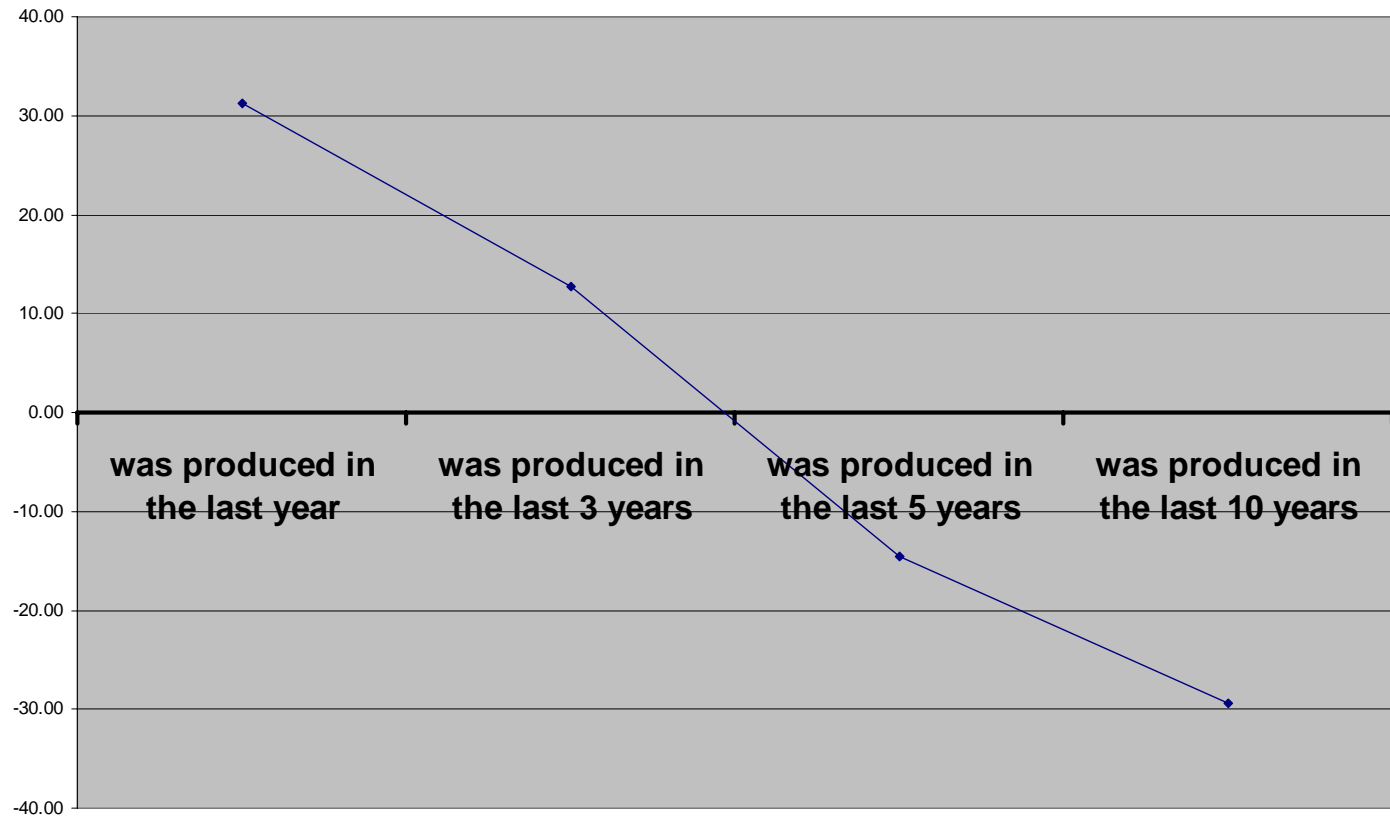
Perceived Benefit



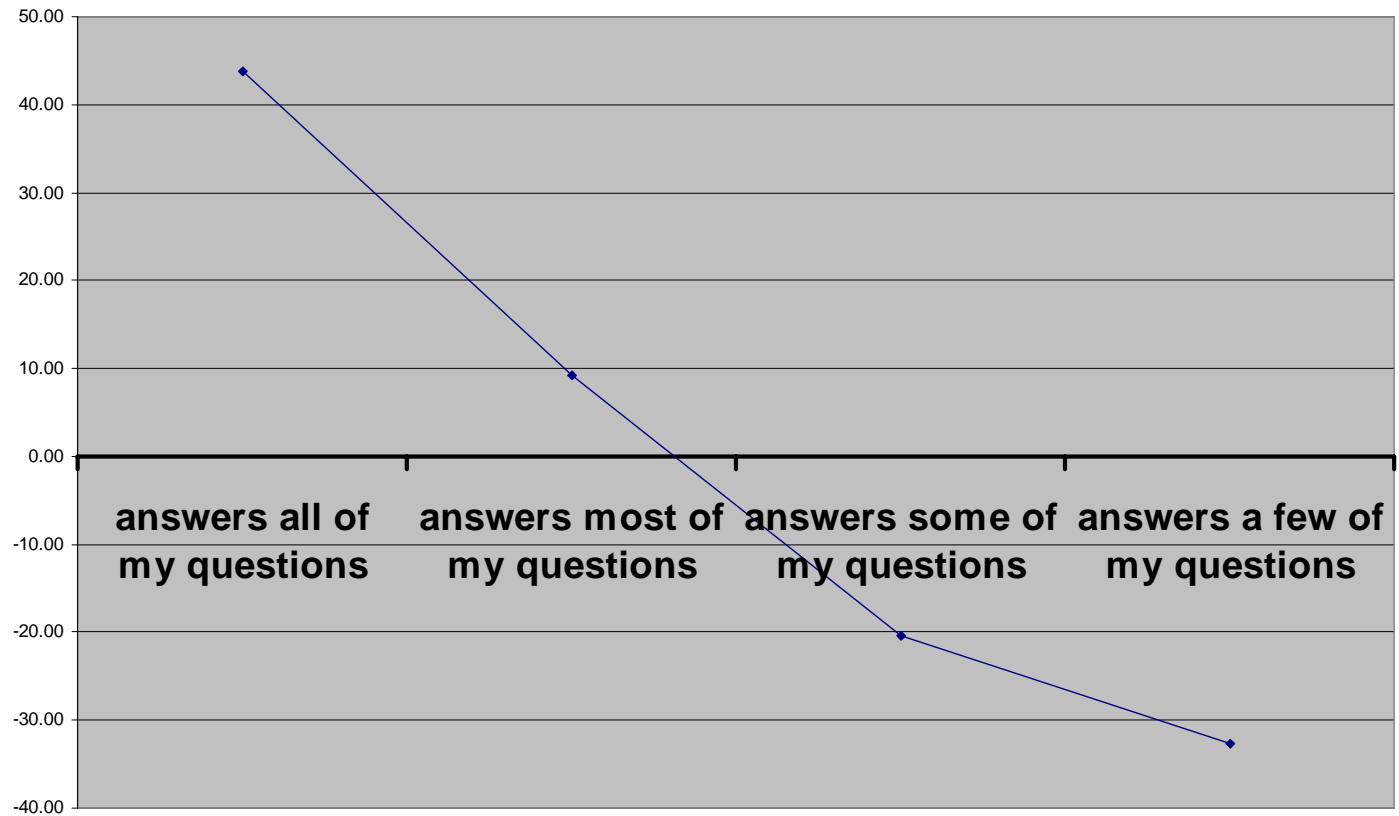
Timing



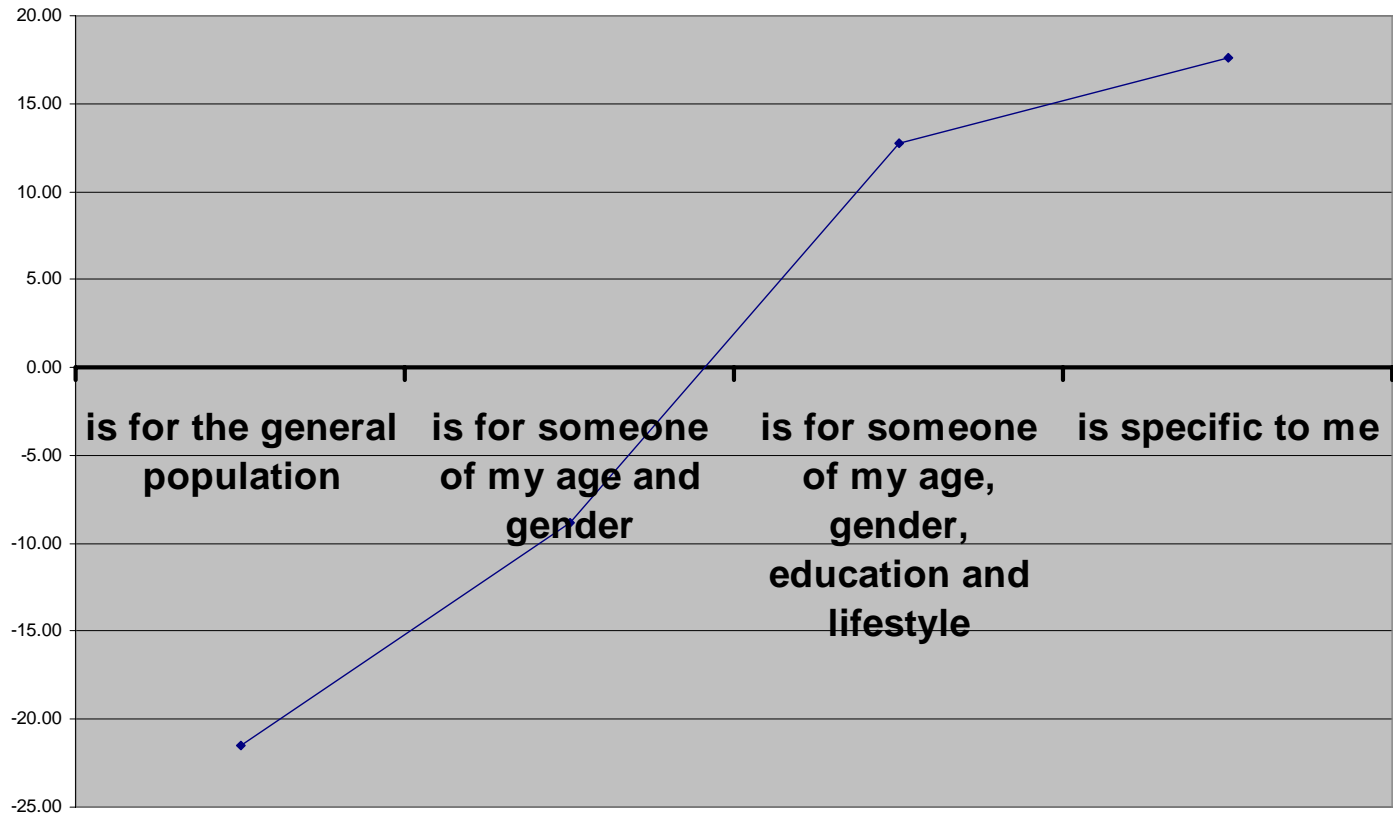
Currency



Comprehensiveness



Specificity



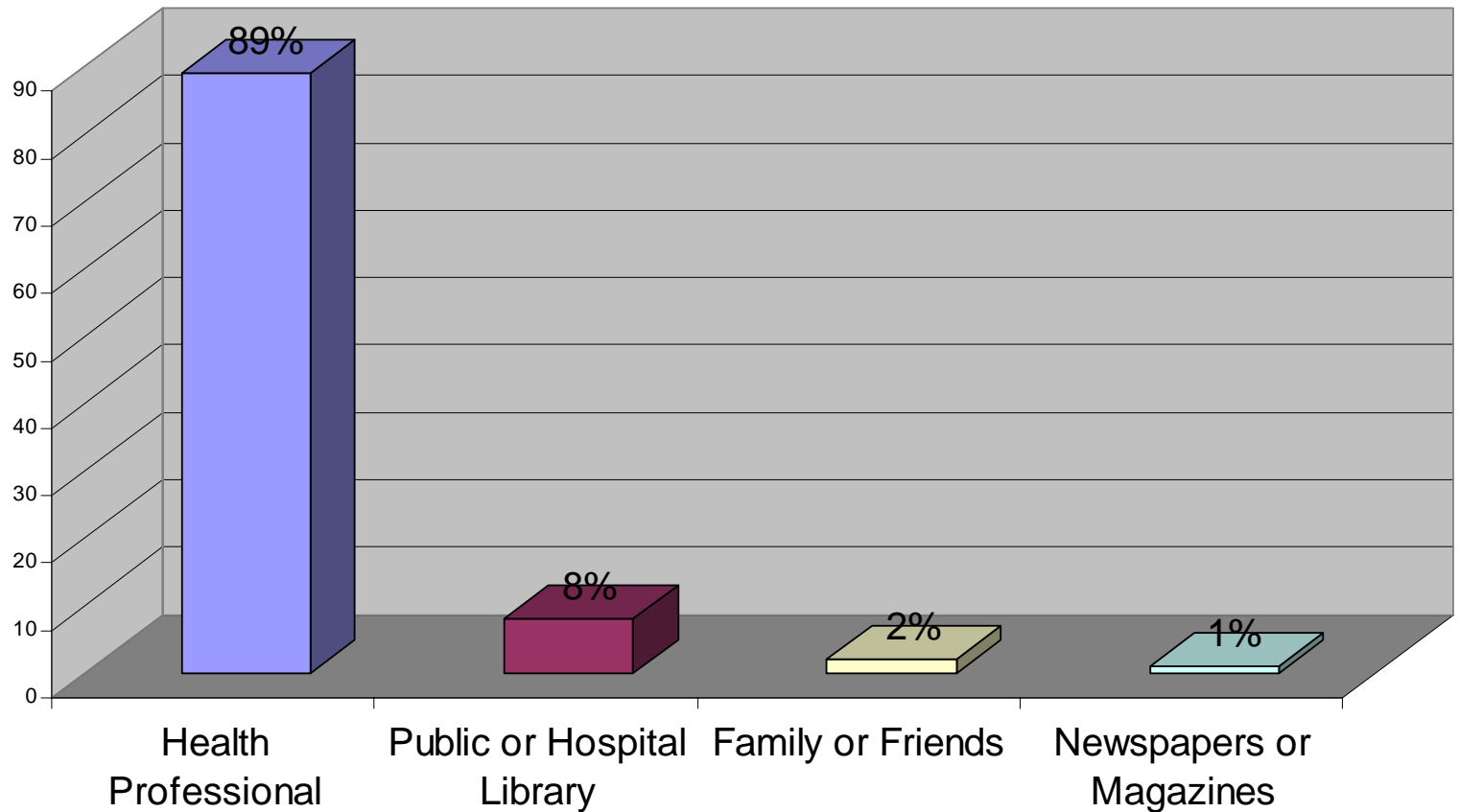
Market Simulations

- Conjoint analysis allows you to test new combinations of features, and measures the percentage of clients who would prefer that combination.
- Allows multiple factors to be optimized, and compared against “current practice”, or “best practice”.

Definition of “current practice”

- information received from a health professional,
- most likely accurate,
- produced in the past 5 years
- endorsed by a health organization
- delivered verbally,
- not developed specifically for that patient
- available within 20 minutes of home
- is free
- takes 5 minutes to receive or read

CHI Source Preference



June 3, 2005

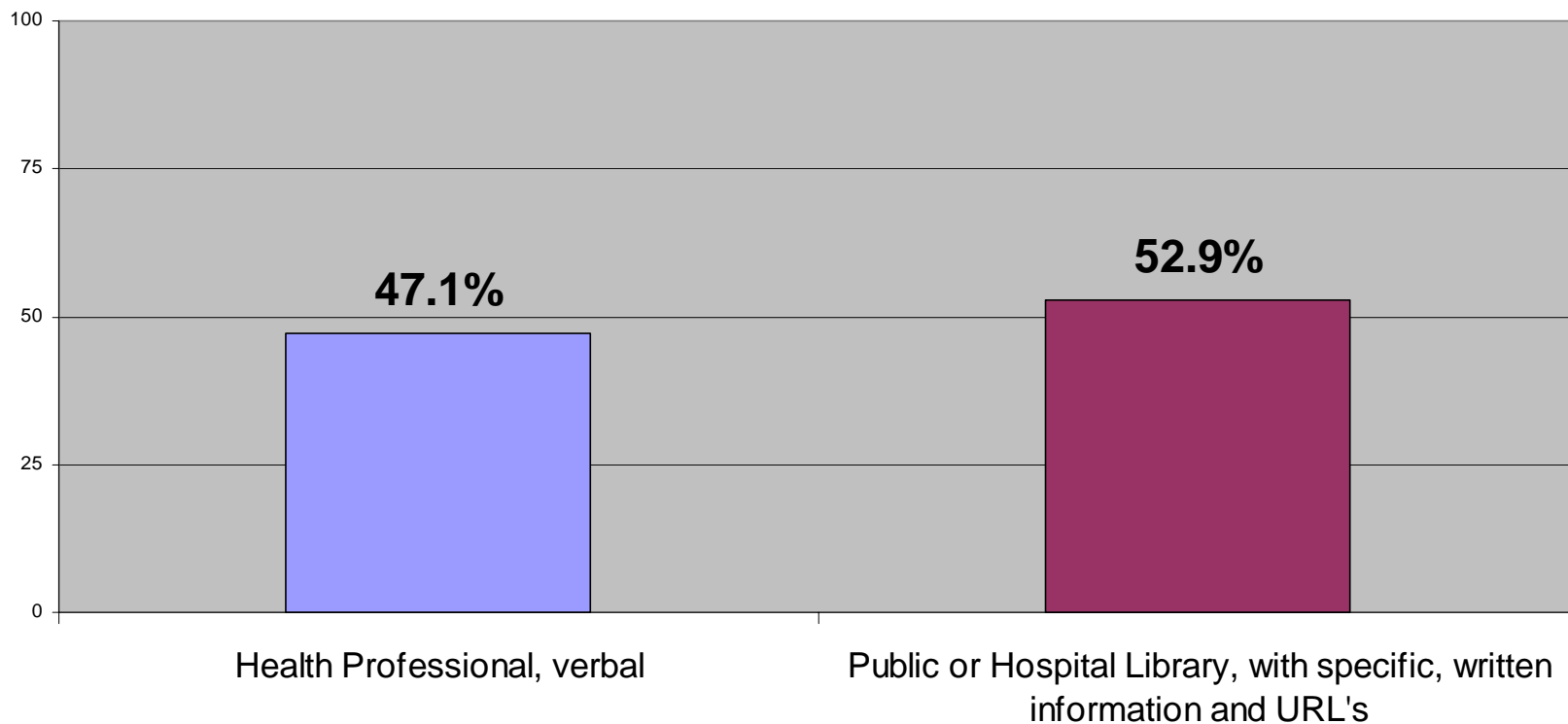
Important Attributes of Consumer Health Information

Can we improve library utilization?

- Add written materials.
- Tailor information to the client.
- Present interactive information on computer or web site.

Current practice vs. written CHI delivered in a library, developed specifically for the individual, and including web references.

Improving the preference for Library-delivered services

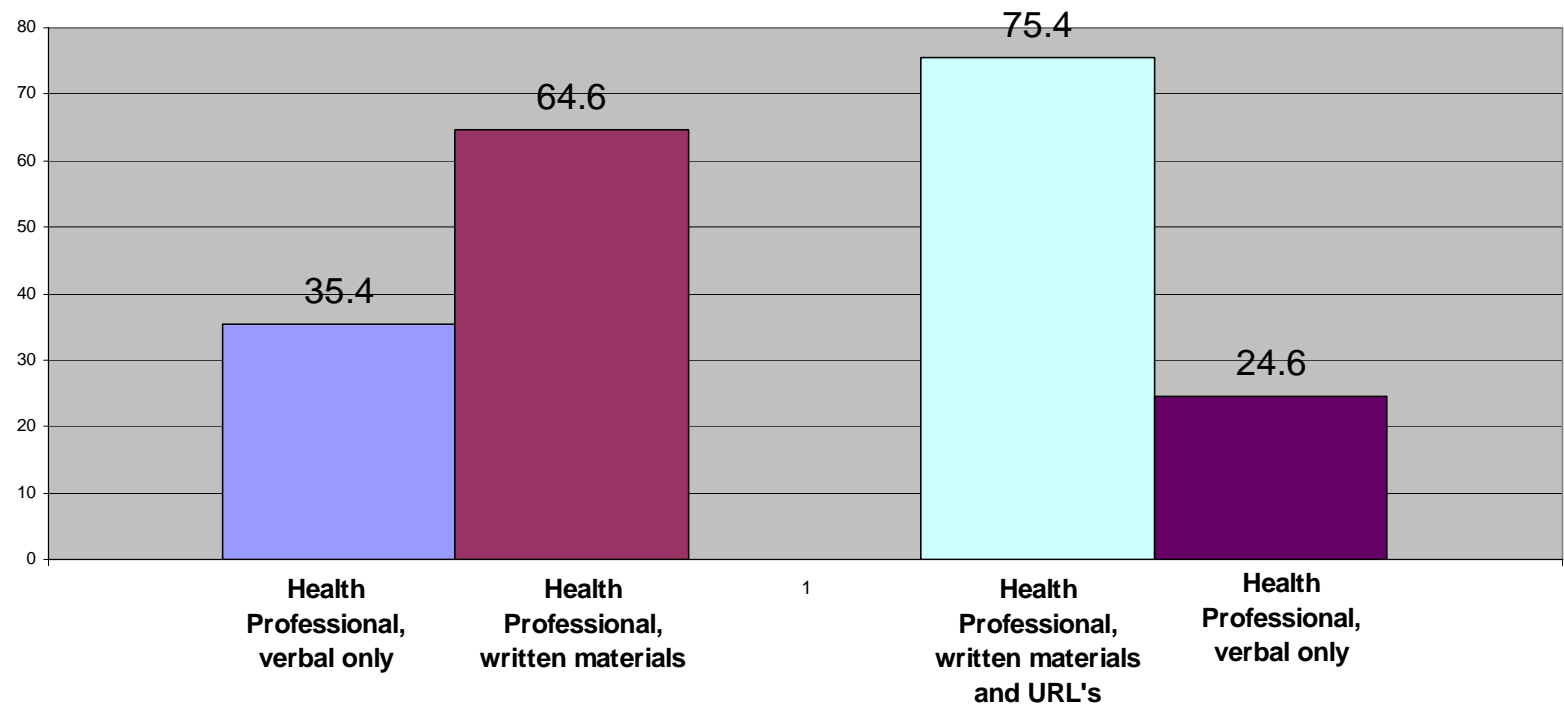


Can we improve professional practice?

- Add written materials.
- Present interactive information on computer or web site.

Current practice vs. “improved” practices by health professionals

Improvements, Health Care Professionals

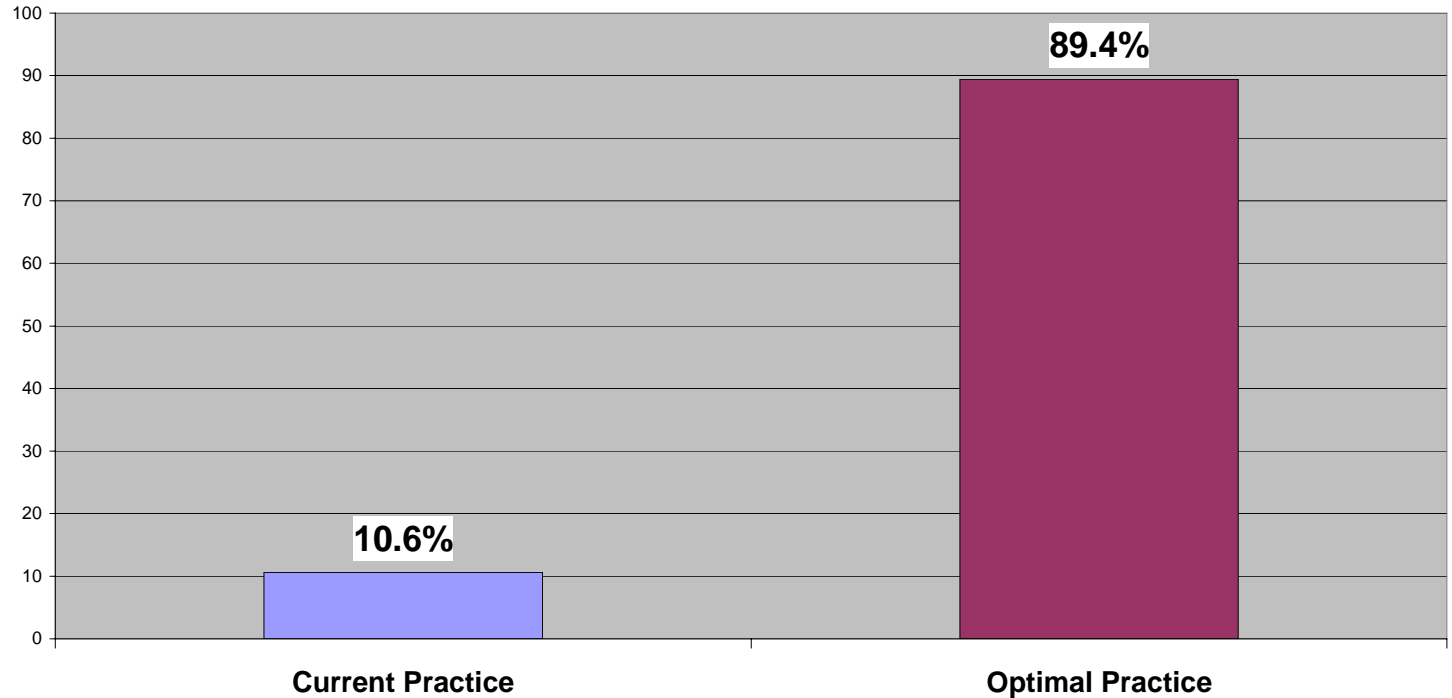


Optimal Delivery Model

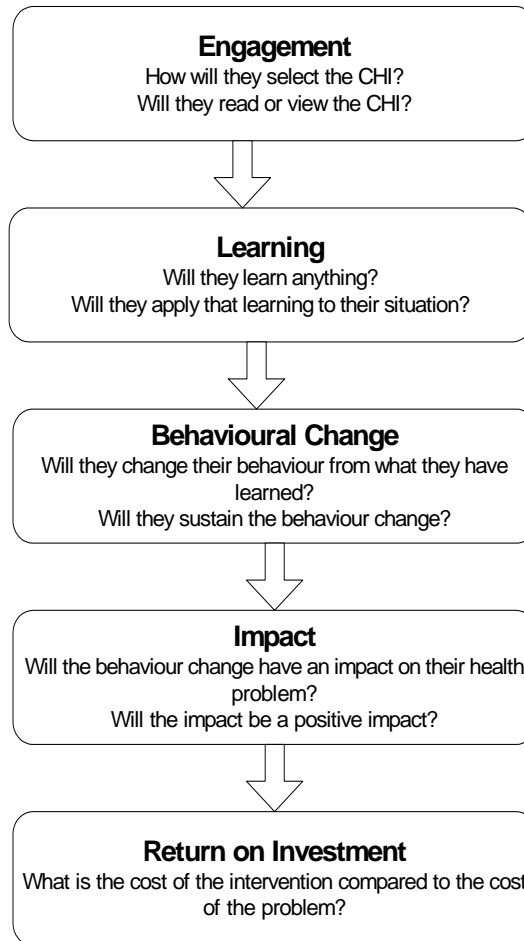
- definitely accurate
- produced within the last year
- endorsed by a health professional
- information was specific to the individual
- available on a computer or website
- information was available at home
- took 15 minutes to receive or read

Current practice vs. Optimal model

Optimal delivery model



A Framework for Evaluating Consumer Health Information





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