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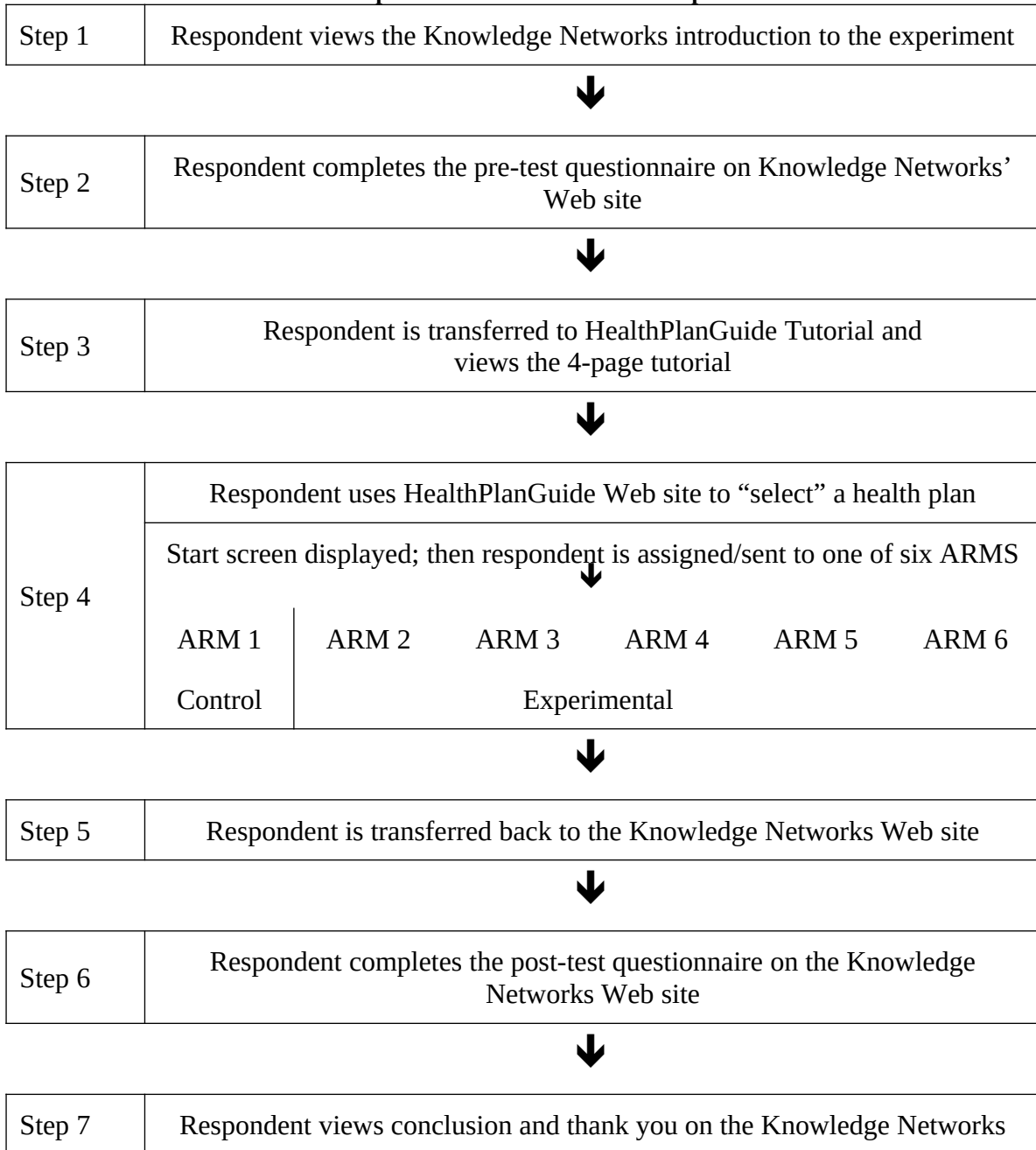
Appendix A: Data Selection Screens for all Six ARMS of the Experiment 20

Health Plan Choice Experiment(s)

Introduction

The Health Plan Choice Experiment consists of a series of steps in which respondents are transferred from the Knowledge Networks Web site to the HealthPlanGuide Web site and then back to Knowledge Networks. Table 1 summarizes the steps of the experiment.

Table 1 Steps of the Health Plan Choice Experiment



	Web site
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The Health Choice Experiment consists of six ARMS: one of which is a control ARM and five of which are experimental ARMS. (See Table 2.) The ARMS differ based on the types of information displayed to the respondents and on the number of health plans listed on the HealthPlanGuide Web site.

As many as four types of information will be shown depending upon the ARM involved. The information types are as follows:

- Performance Overview: Summary of the information available in the ARM. (Shown to all, but with varying content.)
- Service Quality: Survey data using CAHPS items; fabricated CAHPS data.
- Treatment Quality: Fabricated HEDIS-like data
- Enrollee Reviews: Mimics volunteered enrollee comments about health plans combined with fabricated rates of enrollee complaints.

ARMS numbered 1-3 present different sets of information to respondents. ARM 4 presents the same information as ARM 3 but offers a larger choice set – the number of health plans listed doubles from 4 (ARM 3) to 8 (ARM 4). ARMs 5 and 6 presents the same information as two previous arms (ARMS 2 and 4 respectively), but having first primed negative emotions in respondents to assess how anxiety alters consumers’ propensity to process complex information sets and choice options.

The ARMS are described in detail in Table 2.

Table 2 ARMS of the Health Plan Choice Experiment

ARM Numbers	Tabs				Choice Set Size (Number of Health Plans)
	Performance Overview	Service Quality (CAHPS scores)	Treatment Quality (HEDIS scores)	Enrollee Reviews (Volunteered comments and complaint rates)	
Control					
1	✓	✓			4
Experimental					
2	✓	✓	✓		4
3	✓	✓	✓	✓	4
4	✓	✓	✓	✓	8
Experimental, Emotional Priming					
5	✓	✓	✓		4
6	✓	✓	✓	✓	8

About This Document

This document shows example screenshots for one of the ARMS of the experiment. The selected example is ARM #4 because it presents the largest amount of data. (ARM 4 is highlighted in Table 2.) All of the screenshots come from Steps 3 and 4 of the experiment.

To see the HealthPlanGuide Web site, please go to:

<http://www.healthplanguide.org/site/intro/>.

User name: wowza

Password: cahps15

The experiment opens with an introduction from Knowledge Networks followed by a Pre-test Questionnaire. Upon completion of the Pre-test Questionnaire, respondents are provided with an introduction to the HealthPlanGuide tutorial pages and transferred to the HealthPlanGuide Web site. The respondents view the tutorial pages and then enter the main HealthPlanGuide site.

Tutorial Page 1 (Phase 3)

Figure 1 is the first tutorial screen respondents will see. It is intended to explain what they will find on the HealthPlanGuide web site and to familiarize them with the labels the site will use. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 1 Tutorial Page 1

HealthPlanGuide
.ORG
Choose the plan that's right for you

What You'll See on the Health Plan Guide website

compare
Service Quality

Health plan customer service Getting medical care at the plan

How enrollees rate their experience with the health plan:
This information comes from a scientific poll of each health plan's enrollees. Many of the health plan's plan enrollees were asked the same set of questions about the care they received. The scores summarize their responses.

compare
Treatment Quality

Keeping enrollees healthy Helping sick enrollees get better

Whether the health plan provides effective care:
This information comes from the health plan's records of the care they've provided to plan members. These scores reflect how often the doctors affiliated with the plan provided services that are important to plan members with certain common medical problems. All health plans have a large number of enrollees with these conditions.

compare
Enrollee Reviews

Number of complaints Comments from enrollees

What some enrollees say about the health plan:
These comments are volunteered by some enrollees who have taken the time to provide feedback about their health plan. Enrollees may comment on whatever they think is important. This section also reports on the number of complaints that enrollees filed with the state about this health plan in the previous year.

Continue to Next Page

Tutorial Page 2 (Phase 3)

Figure 2 is the second screen of the tutorial. It is intended to introduce respondents to the various things they can do while they are on the HealthPlanGuide Web site. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 2 Tutorial Page 2

HealthPlanGuide
.ORG
Choose the plan that's right for you

What You Can Do on the Health Plan Guide website

Review and compare summary scores for each health plan.
These scores show you how well the health plan did overall. The summary score combines information about several aspects of care into a single rating.

A summary of scores for each health plan
Performance Overview

Review and compare detailed scores.
These scores show you how well the health plan did on each aspect of care that went into the summary score.

- Click on the tabs at the top of the page (for all health plans):
- Click on the [View details](#) link (for one health plan).

compare **Service Quality**
Health plan customer service | Getting medical care at the plan

compare **Treatment Quality**
Keeping enrollees healthy | Helping sick enrollees get better

Read comments from enrollees about each health plan.

- Click on the tab at the top of the page (for all health plans):
- Click on [Read more](#) (for one health plan).

compare **Enrollee Reviews**
Number of complaints | Comments from enrollees

Continue to Next Page

Tutorial Page 3 (Phase 3)

Figure 3 shows a screenshot of the third page of the tutorial. It introduces the respondent to the sorting and filtering functions available on the site. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 3 Tutorial Page 3

The screenshot displays the Health Plan Guide website interface. At the top left is the logo for HealthPlanGuide.ORG with the tagline "Choose the plan that's right for you". The main heading is "What You Can Do on the Health Plan Guide website". Below this, three sections describe filtering options:

- Sort the list of health plans** to put the highest scoring plans at the top. A dropdown menu is set to "Service Quality".
- Limit your choices** by viewing only plans that have been in the community for a certain length of time. A dropdown menu is set to "Less than 10 years in your community".
- Narrow down your choices** by highlighting a few health plans you'd like to consider. Then click the tab to see scores and comments for the highlighted plans only. A "Highlight for Consideration" button with a green plus icon is shown next to an arrow pointing to a "SHOW:" menu with two tabs: "All health plans" and "Only highlighted health plans".

At the bottom right, there is a light blue bar containing a button labeled "Continue to Next Page" with a green right-pointing arrow icon.

Tutorial Page 4 (Phase 3)

Figure 4 shows the fourth and final screen in the tutorial. It introduces the respondent to how they will “choose” a health plan. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page. This will bring the respondent to the Start page of the HealthPlanGuide Web site.

Figure 4 Tutorial Page 4



HealthPlanGuide Start Screen

(Phase 4)

Figure 5 is the Start screen for the HealthPlanGuide web site. All respondents will see this screen. All respondents will enter their zip code, and select the number of miles they are willing to travel. This screen is intended to increase the feeling of reality on the site. However, the data and options subsequently presented do not vary with the choices respondents make on this screen.

When respondents have finished making choices, they hit the submit button in the lower right hand corner of the screen.

Figure 5 Start Page of the Web Site

HealthPlanGuide
.ORG
Choose the plan that's right for you

Finding a health plan that is right for you.

Identifying the health plan that's right for you can be challenging - even overwhelming.
This site is designed to help you find a health plan whose practice will deliver the kind of high-quality care and service you want to receive.

When you choose a health plan you may want to consider the following:

- The type of health plan
- What patients say about their experiences with the health plan
- How well the health plan cares for people like you

**This site is a service of
The Better Health Coalition**
[Learn More >](#)

- 1 ▶ Please choose a type of health plan**
 - Prior approval plan**
Using Doctors Outside of Health Plan Requires Approval of Primary MD.
 - Additional Copay plan**
Using Doctors Outside of Health Plan Requires Paying 15% Of Bills Incurred from Outside MDs.
- 2 ▶ Now, please enter your ZIP code.**
- 3 ▶ And finally, indicate how far you're willing to travel to get to the office of a doctor who's affiliated with this plan.**

Submit →

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Data Selection Screens

(Phase 4)

Figure 6 shows what happens after respondents hit the “submit” button on the previous screen. The respondent is taken to one of six Data Selection screens, depending upon the ARM of the experiment in which they are participating. The screenshot shown below displays the Data Selection screen respondents will see if they are in ARM #4, the most complex ARM of the experiment. All the Data Selection Screens are shown in Appendix A.

Tabs displayed on the Data Selection screen for ARM #4 are:

- Performance Overview
- Service Quality (CAHPS scores)
- Treatment Quality (HEDIS scores)
- Enrollee Reviews (Patient comments and complaints)

Respondents will select among the tabs. The next few pages will show what is displayed when the respondent selects each tab. Respondents may select any of the tabs in any order and can display only one tab at a time. They must select at least one tab in order to choose a health plan.

Figure 6 Data Selection Screen ARM #4



Performance Overview Screen

(Phase 4)

Figure 7 is a screenshot of what respondents see when they select the Performance Overview Tab. The screen is scrollable and includes a total of eight plans for ARMs 4 and 6, four plans for all other ARMs. The plans are initially listed in alphabetical order, but they can be sorted, highlighted, or filtered by the respondents.

For ARM #4, the Performance Overview provides a summary of the measures of Service Quality (CAHPS), Treatment Quality (HEDIS) and Enrollee Reviews (Comments and Complaints) for four health plans. (See Figure 7.)

Figure 7 Performance Overview Screen

HealthPlanGuide.ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
★★★★ Above average for health plans in this area
★★★ About the same as the average for health plans in this area
★★ Below average for health plans in this area
★ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality compare Treatment Quality compare Enrollee Reviews

A summary of scores for each health plan
Performance Overview

Health plan customer service Getting medical care at the plan Keeping enrollees healthy Helping sick enrollees get better Number of complaints Comments from enrollees

Only show health plans that have been operating for: Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans Only highlighted health plans Sort by: Health plan name

Health Plan #1
3 years in your community
Highlight for Consideration

PATIENT SURVEY RESULTS		TREATMENT QUALITY SCORES		ENROLLEE REVIEWS	
Health Plan Customer Service	Getting Medical Care at the Plan	Keeping Enrollees Healthy	Helping Sick Enrollees Get Better	Number of Complaints	Comments from Enrollees
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	There are 4
View details	View details	View details	View details	Read more	Read more

Choose this health plan

Health Plan #2
23 years in your community
Highlight for Consideration

PATIENT SURVEY RESULTS		TREATMENT QUALITY SCORES		ENROLLEE REVIEWS	
Health Plan Customer Service	Getting Medical Care at the Plan	Keeping Enrollees Healthy	Helping Sick Enrollees Get Better	Number of Complaints	Comments from Enrollees
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	There are 4
View details	View details	View details	View details	Read more	Read more

Choose this health plan

Health Plan #3
6 years in your community
Highlight for Consideration

PATIENT SURVEY RESULTS		TREATMENT QUALITY SCORES		ENROLLEE REVIEWS	
Health Plan Customer Service	Getting Medical Care at the Plan	Keeping Enrollees Healthy	Helping Sick Enrollees Get Better	Number of Complaints	Comments from Enrollees
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	There are 5
View details	View details	View details	View details	Read more	Read more

Choose this health plan

Health Plan #4
8 years in your community
Highlight for Consideration

PATIENT SURVEY RESULTS		TREATMENT QUALITY SCORES		ENROLLEE REVIEWS	
Health Plan Customer Service	Getting Medical Care at the Plan	Keeping Enrollees Healthy	Helping Sick Enrollees Get Better	Number of Complaints	Comments from Enrollees
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	
View details	View details	View details	View details	Read more	Read more

Choose this health plan

This page is scrollable
Only a portion of the page is shown here.

For ARMS with less data, the Performance Overview page will include summaries of the data that is included that ARM. For example, the Performance Overview for ARM #2 will include summaries of the Service Quality and Treatment Quality data, but no Enrollee Reviews information will appear. (See Figure 8.)

This page is scrollable. Health plans initially appear in alphabetical order, but can be sorted, highlighted, or filtered by respondents.

Figure 8 Performance Overview ARM #2

HealthPlanGuide .ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
★★★★ Above average for health plans in this area
★★★ About the same as the average for health plans in this area
★★ Below average for health plans in this area
★ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality compare Treatment Quality

A summary of scores for each health plan
Performance Overview

Health plan customer service Getting medical care at the plan Keeping enrollees healthy Helping sick enrollees get better

Only show health plans that have been operating for:
Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans Only highlighted health plans Sort by: Health plan name

Health Plan #1
3 years in your community
Highlight for Consideration ↑

PATIENT SURVEY RESULTS TREATMENT QUALITY SCORES

Health Plan Customer Service ★★★★★ View details	Getting Medical Care at the Plan ★★★★★ View details	Keeping Enrollees Healthy ★★★★☆ View details	Helping Sick Enrollees Get Better ★★★★☆ View details	Choose this health plan
---	---	--	--	-------------------------

Health Plan #2
23 years in your community
Highlight for Consideration ↑

Health Plan Customer Service ★★★★☆ View details	Getting Medical Care at the Plan ★★★★★ View details	Keeping Enrollees Healthy ★★★★☆ View details	Helping Sick Enrollees Get Better ★★★★★ View details	Choose this health plan
---	---	--	--	-------------------------

Health Plan #3
6 years in your community
Highlight for Consideration ↑

Health Plan Customer Service ★★★★☆ View details	Getting Medical Care at the Plan ★★★★☆ View details	Keeping Enrollees Healthy ★★★★★ View details	Helping Sick Enrollees Get Better ★★★★☆ View details	Choose this health plan
---	---	--	--	-------------------------

Health Plan #4 PATIENT SURVEY RESULTS TREATMENT QUALITY SCORES

This page is scrollable
Only a portion of the page is shown here.

Service Quality Screen #1

(Phase 4)

Figure 9 displays a screenshot of what the respondents will see when the Customer Service tab is chosen. The Customer Service tab presents CAHPS data attributed to individual health plans. The data shown for individual plans will not vary across ARMS; however, more data is presented for ARMS 4 and 6 because these ARMS list eight plans rather than the four plans in ARMS 1-3 and 5 will list 12 physicians. The page is scrollable. Plans are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 9 Customer Service Tab

Health Plan Guide .ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
★★★★ Above average for health plans in this area
★★★ About the same as the average for health plans in this area
★★ Below average for health plans in this area
★ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality | compare Treatment Quality | compare Enrollee Reviews

Only show health plans that have been operating for: Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans | Only highlighted health plans | Sort by: Health plan name

Health plan customer service: What enrollees typically report when surveyed about their care and experience with this health plan and office staff. Source: Better Health Coalition patient survey 2008	Information and Help	Courtesy and Respect	Overall Plan Rating	
Health Plan #1 3 years in your community Highlight for Consideration	★★★★★	★★★★★	★★★★★	Choose this health plan
Health Plan #2 23 years in your community Highlight for Consideration	★★★★☆	★★★★☆	★★★★☆	Choose this health plan
Health Plan #3 6 years in your community Highlight for Consideration	★★★☆☆	★★★☆☆	★★★☆☆	Choose this health plan
Health Plan #4	★★★☆☆	★★★☆☆	★★★☆☆	Choose this health plan

This page is scrollable
Only a portion of the page is shown here.

Service Quality Screen #2 (Phase 4)

Figure 910 displays a screenshot of what the respondents will see when the Getting Medical Care tab is chosen. The Getting Medical Care tab presents CAHPS data attributed to individual health plans. The data shown for individual plan will not vary across ARMS. The page is scrollable. Health plans are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 10 Getting Medical Care Tab

Health Plan Guide .ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
★★★★ Above average for health plans in this area
★★★ About the same as the average for health plans in this area
★★ Below average for health plans in this area
★ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality | compare Treatment Quality | compare Enrollee Reviews

Performance Overview | Health plan customer service | Getting medical care at the plan | Keeping enrollees healthy | Helping sick enrollees get better | Number of complaints | Comments from enrollees

Only show health plans that have been operating for: Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans | Only highlighted health plans | Sort by: Health plan name

Getting medical care at the plan: What enrollees typically report when surveyed about their care and experience with this health plan and office staff. Source: Better Health Coalition patient survey 2008	Can Get Needed Services	Timely Access to Care	Good MD Communication	Overall Quality	
Health Plan #1 3 years in your community Highlight for Consideration	★★★★☆	★★★★☆	★★★★☆	★★★★☆	Choose this health plan
Health Plan #2 23 years in your community Highlight for Consideration	★★★★☆	★★★★★	★★★★★	★★★★☆	Choose this health plan
Health Plan #3 6 years in your community Highlight for Consideration	★★★☆☆	★★★☆☆	★★★☆☆	★★★☆☆	Choose this health plan

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Only a portion of the page is shown here

Treatment Quality Screen #1

(Phase 4)

Figure 101 displays a screenshot of what the respondents will see when the Keeping Enrollees Healthy tab is chosen. The data shown on this screen is intended to mimic HEDIS data. Data for individual plans will not vary across ARMS. However, for ARMS 1-3 and 5, four plans will be listed, whereas for ARMS 4 and 6 eight plans will be listed. The page is scrollable. Health plans are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 101 Keeping Enrollees Healthy Tab

Health Plan Guide .ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
 ★★★★☆ Above average for health plans in this area
 ★★★☆☆ About the same as the average for health plans in this area
 ★★☆☆☆ Below average for health plans in this area
 ★☆☆☆☆ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality: A summary of scores for each health plan
 compare Treatment Quality: Keeping enrollees healthy, Helping sick enrollees get better
 compare Enrollee Reviews: Number of complaints, Comments from enrollees

Only show health plans that have been operating for: Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans | Only highlighted health plans | Sort by: Health plan name

Keeping enrollees healthy: How closely this health plan's treatment matches the care provided by the best health plans. Source: Better Health Coalition study of medical records 2008	Blood Pressure Screening	Flu Shots	Cancer Screening (composite)	Smoking	
Health Plan #1 3 years in your community Highlight for Consideration	★★★★☆	★★★★★	★★★★☆	★★★★☆	Choose this health plan
Health Plan #2 23 years in your community Highlight for Consideration	★★★★☆	★★★★☆	★★★★☆	★★★★☆	Choose this health plan
Health Plan #3 6 years in your community Highlight for Consideration	★★★★★	★★★★☆	★★★★☆	★★★★★	Choose this health plan
Health Plan #4	★★★★☆	★★★★☆	★★★★☆	★★★★☆	Choose this health plan

This page is scrollable
Only a portion of the page is shown here.

Treatment Quality Screen #2 (Phase 4)

Figure 102 displays a screenshot of what the respondents will see when the Helping Sick Enrollees Get Better tab is chosen. The data shown on this screen is intended to mimic HEDIS data. Data for individual health plans will not vary across ARMS, but the number of plans presented does, in the manner described above. The page is scrollable. Physicians are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 112 Helping Sick Enrollees Get Better Tab

Health Plan Guide .ORG
Choose the plan that's right for you

★★★★★ Well above average for health plans in this area
★★★★ Above average for health plans in this area
★★★ About the same as the average for health plans in this area
★★ Below average for health plans in this area
★ Well below average for health plans in this area

Once you've decided on a health plan, click on one of the "Choose this health plan" buttons below.

compare Service Quality compare Treatment Quality compare Enrollee Reviews

Performance Overview: A summary of scores for each health plan. Health plan customer service, Getting medical care at the plan, Keeping enrollees healthy, Helping sick enrollees get better, Number of complaints, Comments from enrollees.

Only show health plans that have been operating for: Any amount of time

Viewing Health Plans with any amount of experience in your community.

Show: All health plans | Only highlighted health plans Sort by: Health plan name

Helping sick enrollees get better: How closely this health plan's treatment matches the care provided by the best health plans. Source: Better Health Coalition study of medical records 2008	Care for Heart Problems	Care for Diabetes	Care for Lower Back Pain	Care for Asthma	
Health Plan #1 3 years in your community Highlight for Consideration	★★★☆☆	★★★★☆	★★★☆☆	★★★★☆	Choose this health plan
Health Plan #2 23 years in your community Highlight for Consideration	★★★★★	★★★★☆	★★★★★	★★★★★	Choose this health plan
Health Plan #3 6 years in your community Highlight for Consideration	★★★★☆	★★★★☆	★★★★☆	★★★★★	Choose this health plan

This page is scrollable
Only a portion of the page is shown here.

Enrollee Reviews Screen #1 (Phase 4)

Figure 123 displays a screenshot of what the respondents will see when the Enrollee Reviews tab is chosen. The data shown for individual plans is the same for all ARMS in which it is displayed, though again the number of plans varies across the different ARMs. The page is scrollable. .

The first Enrollee Reviews screen reports on the number of complaints (hypothetical data) files against each health plan at the relevant state agency, Data for two different years (2007 and 2008) are presented to users.

Figure 123 Enrollee Reviews Tab: Complaints

The screenshot shows the HealthPlanGuide.org interface. At the top, there's a navigation bar with tabs for 'Performance Overview', 'Service Quality', 'Treatment Quality', and 'Enrollee Reviews'. The 'Enrollee Reviews' tab is selected. Below the navigation bar, there's a table with columns for 'Number of Complaints Filed in 2008 (per 100,000 Enrollees)' and 'Number of Complaints Filed in 2007 (per 100,000 Enrollees)'. The table lists four health plans, each with a 'Choose this health plan' button. A legend at the top right explains the star ratings: 5 stars (Well above average), 4 stars (Above average), 3 stars (About the same as the average), 2 stars (Below average), and 1 star (Well below average). A search filter is set to 'Any amount of time' and the results are sorted by 'Health plan name'.

Number of Complaints: Remarks about this health plan volunteered by individual enrollees. Source: Better Health Coalition study of medical records 2008	Number of Complaints Filed in 2008 (per 100,000 Enrollees)	Number of Complaints Filed in 2007 (per 100,000 Enrollees)	
Health Plan #1 3 years in your community Highlight for Consideration	6	8	Choose this health plan
Health Plan #2 23 years in your community Highlight for Consideration	16	19	Choose this health plan
Health Plan #3 6 years in your community Highlight for Consideration	15	14	Choose this health plan
Health Plan #4	7	7	Choose this health plan

This page is scrollable
Only a portion of the page is shown here.

Enrollee Reviews Screen #2 (Phase 4)

Figure 124 displays a screenshot of what the respondents will see when the Enrollee Reviews tab is chosen. The data shown for individual plans is the same for all ARMS in which it is displayed, though again the number of plans varies across the different ARMs. The page is scrollable. .

The second Enrollee Reviews are comments volunteered by patients. They were constructed in part from actual patient comments found on web sites. These comments were modified and masked so that real names or identifying information is removed. The other source of comments is a set of fabricated comments created by the researchers using words and phrases with known emotional valence.

Figure 134 Enrollee Reviews Tab: Comments

The screenshot shows the HealthPlanGuide website interface. At the top left is the logo "HealthPlanGuide.ORG" with the tagline "Choose the plan that's right for you". To the right of the logo is a star rating legend: 5 stars for "Well above average", 4 stars for "Above average", 3 stars for "About the same as the average", 2 stars for "Below average", and 1 star for "Well below average". Further right is a call to action: "Once you've decided on a health plan, click on one of the 'Choose this health plan' buttons below." with a green checkmark icon and the text "Choose this health plan".

The main navigation bar includes "Performance Overview" (summary of scores), "Service Quality" (Health plan customer service), "Treatment Quality" (Getting medical care at the plan, Keeping enrollees healthy, Helping sick enrollees get better), "Enrollee Reviews" (Number of complaints, Comments from enrollees), and a filter for "Only show health plans that have been operating for: Any amount of time".

Below the navigation bar, it says "Viewing Health Plans with any amount of experience in your community." and "Show: All health plans Only highlighted health plans" with a "Sort by: Health plan name" dropdown.

The "Comments from enrollees" section includes a description: "Remarks about this health plan volunteered by individual enrollees. Source: Better Health Coalition study of medical records 2008".

Three comments are displayed:

- Health Plan #1**: 3 years in your community. Comment: "When I had shingles and my pain meds stopped working, Plan #1 authorized an out of plan referral." - N.V -- DECEMBER 9, 2007 (smiley face icon). Includes a "Choose this health plan" button with a green checkmark.
- Health Plan #2**: 23 years in your community. Comment: "All doctors at this plan are pretty good. Doctor's pretty easy to get an appointment with. Don't spend too long in waiting room. You sometimes see nurse practitioner first. They're all easy to talk to. They explain things well. Listen when you ask questions. Always make sure you understand answers. Nurse or doc reviews instructions before you leave." - S.R -- DECEMBER 17, 2007 (smiley face icon).
- Health Plan #3**: 6 years in your community. Comment: "This plan is pretty easy to deal with. The doctors pretty much all seem respectful and clear; the staff are friendly and get their jobs done. I guess that I'd recommend Plan #1 to friends, if they asked about it." - M.U -- OCTOBER 27, 2007 (smiley face icon).

Each comment has a "Highlight for Consideration" button with a green arrow icon.

This page is scrollable
Only a portion of the page is shown here.

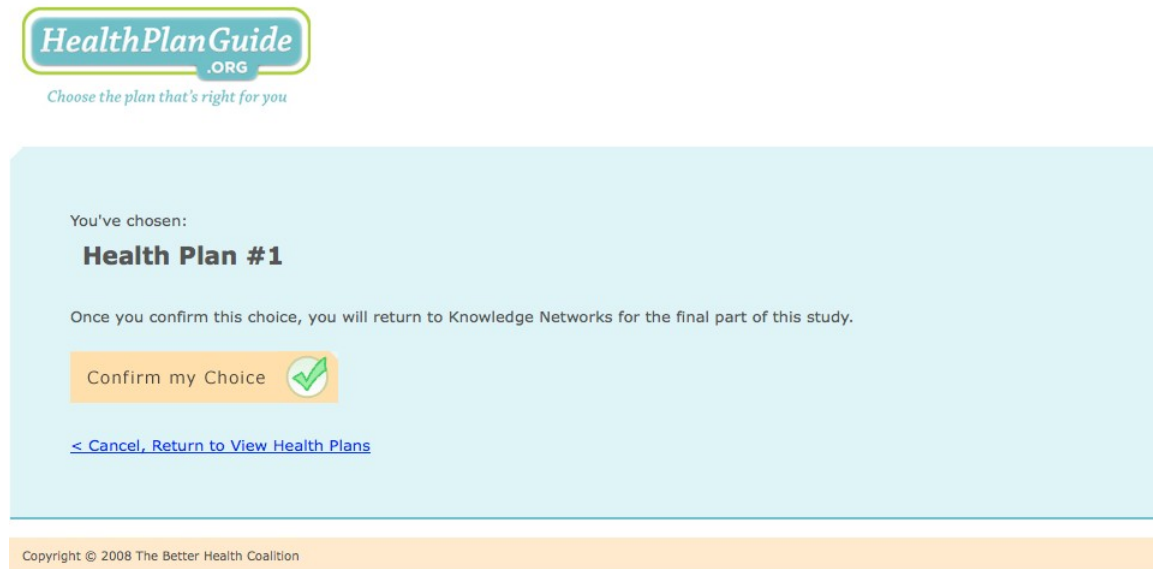
Plan Choice Confirmation Screen

(Phase 4)

Figure 145 shows a screenshot of the screen that is displayed once a respondent has chosen a health plan. The respondent is asked to confirm their choice. If respondents confirm their choices, they are returned to the Knowledge Networks system to fill out the Post-Test questionnaire. If respondents do not confirm their choices, they are returned to viewing health plans.

Respondents must choose a health plan before they can go on the Post Test questionnaire. However, they may choose a plan at any point in the experiment after they land on a tab. Respondents do not have to view all of tabs before selecting a health plan. Indeed, they may pick any tab, review the plans only with the information available through that tab, and make their choice at that point. Or they may look at other tabs if they wish.

Figure 145 Plan Choice Confirmation



Appendix A: Data Selection Screens for all Six ARMS of the Experiment

Arm #1 Tabs Displayed:

- Performance Overview
- Service Quality (CAHPS scores)

ARM Number	Title	Description
1	Control Arm	CAHPS Scores Only [Two Drill-Down Pages/Tab, 4 plans Listed]

The screenshot displays the HealthPlanGuide.org website. At the top left is the logo with the tagline "Choose the plan that's right for you". To the right is the heading "Finding a health plan that is right for you." Below this, a question asks "Where would you like to begin?". Two main options are presented in light blue boxes:

- Performance Overview:** A summary of scores for each health plan.
- compare Service Quality:** Health plan customer service and Getting medical care at the plan. Below this, it states: "What enrollees typically report when surveyed about their care and experience with this health plan and office staff."

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Arm #2 and Arm #5 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Treatment Quality (HEDIS scores)**

ARM Number	Title	Description
2	Experimental Arm 1	CAHPS Plus HEDIS Scores [Four Drill-Down Pages/Tabs, 4 plans Listed]
5	Experimental Arm 4	CAHPS Plus HEDIS Scores [Four Drill-Down Pages/Tabs, 4 plans Listed] <i>Emotional Priming</i>

HealthPlanGuide
.ORG
Choose the plan that's right for you.

Finding a health plan that is right for you.

Where would you like to begin?

A summary of scores for each health plan

Performance Overview

A summary of scores for each health plan.

compare
Service Quality

Health plan customer service
Getting medical care at the plan

What enrollees typically report when surveyed about their care and experience with this health plan and office staff.

compare
Treatment Quality

Keeping enrollees healthy
Helping sick enrollees get better

How closely this health plan's treatment matches the care provided by the best health plans.

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Arms #3, #4, and #6 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Treatment Quality (HEDIS scores)**
- **Patient Reviews (Patient Comments)**

ARM Number	Title	Description
3	Experimental Arm 2	CAHPS Plus HEDIS Scores Plus Comments [Five Drill-Down Pages/Tabs, 4 Health Plans Listed]
4	Experimental Arm 3	CAHPS Plus HEDIS Scores Plus Comments [Five Drill-Down Pages/Tabs, 8 Health Plans Listed]
6	Experimental Arm 5	CAHPS Plus HEDIS Scores Plus Comments [Five Drill-Down Pages/Tabs, 8 Health Plans Listed] <i>Emotional Priming</i>



Finding a health plan that is right for you.

Where would you like to begin?

<p>A summary of scores for each health plan</p> <p>Performance Overview</p> <p>A summary of scores for each health plan.</p>	<p>compare Service Quality</p> <p>Health plan customer service Getting medical care at the plan</p> <p>What enrollees typically report when surveyed about their care and experience with this health plan and office staff.</p>	<p>compare Treatment Quality</p> <p>Keeping enrollees healthy Helping sick enrollees get better</p> <p>How closely this health plan's treatment matches the care provided by the best health plans.</p>	<p>compare Enrollee Reviews</p> <p>Number of complaints Comments from enrollees</p> <p>Remarks about this health plan volunteered by individual enrollees.</p>
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