Application to Use Burden/Hours from Generic PRA Clearance for

Consumer Research on Public Reporting of Hospital Quality Measures

Information Collection #1
June 13, 2011

Division of Consumer Assessment & Plan Performance (DCAPP)
Centers for Medicare & Medicaid Services (CMS)

A. Background

One of the primary missions of the Centers for Medicare & Medicaid Services (CMS) is to improve the quality and efficiency of care in the Fee-for-Service (FFS) program, by publicly reporting of quality of care information on the *Hospital Compare* website. This vehicle also serves to provide Medicare beneficiaries and other consumers with the type of data needed to make informed decisions about which hospitals to use for their care. Insuring that consumers understand the data as intended, interpret them correctly, and make accurate inferences about their significance and implications helps the Agency to fulfill its mission.

As noted in the Supporting Statement to our generic, or "umbrella," request for information collection, CMS proposes to conduct two types of activities related to Consumer Research on Public Reporting of Hospital Quality Measures:

1. Formative research to explore how to best organize quality, safety, and efficiency information on the *Hospital Compare* website, using focus groups with consumers (patients and informal caregivers)

2. **Iterative rounds of research to elicit specific feedback on ways of displaying new measures to be added to *Hospital Compare***
    a. **Round 1: intensive individual interviews probing understanding of mock displays and eliciting feedback about them from**
        i. **consumers (patients and their informal family caregivers)**
        ii. health care providers (physicians who refer patients to hospitals or inform them about hospital quality).
    b. Round 2: intensive individual interviews probing understanding of revised displays (based on input from round 1) and eliciting feedback about them from
        i. consumers (patients and their informal family caregivers)
        ii. health care providers

Thiscurrent Information Collection Request (ICR) addresses the first round of the second activity outlined above, as it relates to **consumer respondents** (**section 2.a.i,** highlighted in boldface above). A second request, submitted along with this one, focuses on physician respondents (2.a.ii.). ICRs for the other activities outlined above will be submitted at a later date.

B. Description of Information Collection

The Information Collection requested here will serve to provide individual feedback from hospital patient consumers and informal family caregiver consumers about 3 new types of measures: Hospital Acquired Condition rates, Healthcare Associated Infections (Central Line-Associated Blood Stream Infections), and two measures of timely transfer of Emergency Department patients to admitted status. The research team will conduct

individual interviews with 6 to 8 hospital patient consumers, ranging in age from 40 to 70 years of age, and with 6 to 8 informal family caregiver consumers, ranging in age from 18 to 70 years of age, for a total of 14 consumer interviews. The stimulus materials will include explanatory text and draft displays of measure data, rates and benchmarks.

Interviewers will look for misinterpretations, unintended reactions or confusion, and what changes to the display or language might improve them. The goal of gathering such individual feedback about the mock-ups will be to determine how to best integrate the new information into the existing website using the display devices similar to those used for extant measures, but presenting the information clearly and in such a way that consumers could draw accurate and useful inferences from the data. Recommendations will be made to internal clients responsible for reporting of quality metrics to the public and to those responsible for maintaining the *Hospital Compare* website.

We will work with established, reliable market research firms to enlist the necessary participants, providing them tailored screeners for the recruitment process. We have attached a recruitment screener that includes a detailed script along with specific criteria to use when contacting potential participants. The script includes screening questions designed to target the specific audience required for this research, including such criteria as gender, age, race and ethnicity, and level of education. Our screening tool also takes into account certain exclusion criteria, screening out, for example, individuals who work in the health care industry, to avoid response bias.

For this information collection request, the following data collection tools are attached:

1) Recruitment screening forms to be used by the research facilities to match the participant pool to the recruitment goals of the research team (Attachment A);

2) A semi-structured guide for interviews with patient consumers and informal family caregivers (Attachments B);

3) Mock ups (Attachment C); and

4) Consent form (Attachment D)

C. Deviations from Generic Request

OMB currently approves incentive of up to $45/hour. As the individual interviews will entail at least 1 ½ hours of intensive cognitive work, CMS requests permission to provide subjects $67.50 for their participation. Lower remuneration may alter the subject pool in ways that could bias the results.

D. Burden Hour Deduction

This is a new collection of information. From the total of 186.64 burden hours in the original generic request, 3.33 hours are requested for screening of consumers using the hospital patient consumer screener and the informal family caregiver consumer screener. An

additional 42 hours are requested for interviews with 14 consumers. Hence, the deduction from the original requested burden hours is 45.33 hours.

E. Timeline

The current IC request is for use in June/July 2011, so that recommendations may be made to internal clients by the end of July 2011 for website language and display design.

The following attachments are provided for this information collection:

Attachment A – Screening forms

Attachment B – Intensive Individual interview guide

Attachment C – Testing Materials/Mockups

Attachment D – Consent form