all. Neverthe read using a	less, portions of our fa	iles including chart Persons with disa	ts, tables, and grap bilities experienci	information available to bhics may be difficult to ing problems accessing a.gov.

# Empowering a More Informed Consumer (Part C & D Report Cards): Consumer

## Testing

# Medicare Advantage Quality Measurement & PerformanceAssessment Training Conference – April 8 and 9

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Centers for Medicare & Medicaid Services

# Consumer Testing Using Cognitive Testing Methodology

Cognitive testing involves:

- In-depth interviews with potential users of the website to determine understanding and usefulness
- showing mock-ups of health and drug plan information destined to go up on CMS' website
- modifying existing information in order to improve understandability

# Primary Goal of Cognitive Testing Part C and Part D Website Displays

■ To determine if the Part C and D plan displays, including the labels and explanations of the measures, were understood in the way that they were intended.

## Material for Cognitive Testing

- Materials organized around two areas:
  - Title and descriptive text for domains and the individual measures that make up each domain
  - A graphic representation of a star legend and a graphic example of use of the stars to rate plans

# Part C Cognitive Testing

# Part C Cognitive Testing

#### **Participant Demographic Information**

Male	22%	(n=13)
Female	78%	(n=45)
White	8%	(n=45)
African American	17%	(n=10)
Hispanic/African American	2%	(n=1)
Other	3%	(n=2)
Computer User	45%	(n=26)
Non-User	36%	(n=21)
Missing	19%	(n=11)
College Degree	16%	(n=9)
No College Degree	84%	(n=49)
	Female White African American Hispanic/African American Other Computer User Non-User Missing College Degree	Female 78% White 8% African American 17% Hispanic/African American 2% Other 3% Computer User 45% Non-User 36% Missing 19% College Degree 16%

Week of August 6, 2007 1- Hour Interviews 58 participants

### Part C Domains Tested

- Health Plan Customer Service
- Getting Care Through Your Health Plan
- Managing Disease
- Helping You Stay Healthy
- Your Rights

# Overarching Findings: Part C Testing

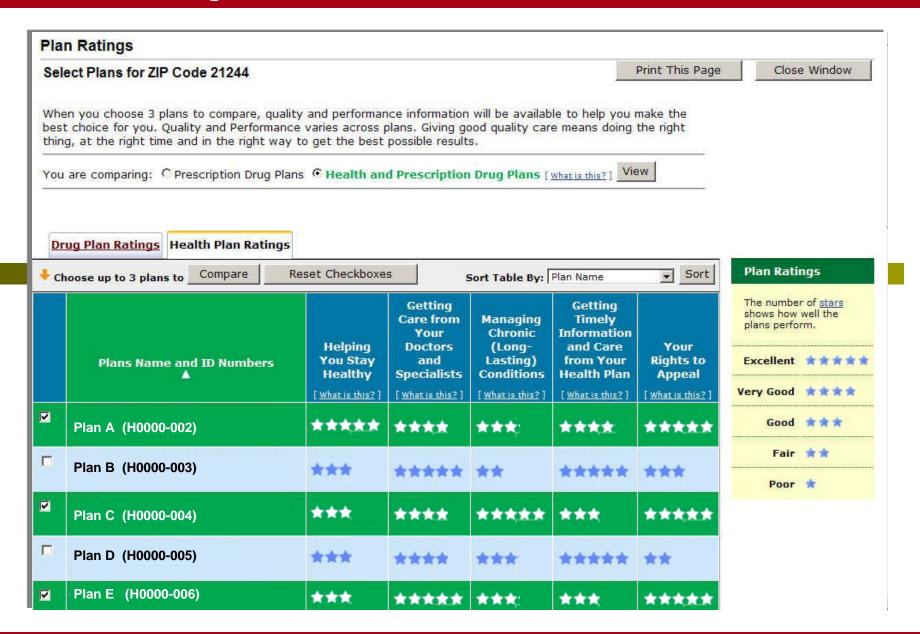
### Areas of Confusion:

- "Measure"— Is this measuring the amount of care provided?
- "Customer Service"—most focused on only one aspect of domain, ignoring the others
- "Getting Care Through Your Health Plan" unclear purpose to explain how to get good care or if receiving good care
- "Managing Disease"—procedural aspects of disease management vs. maintaining good health
- "Your Rights"—title did not match description

# Part C Revised Language Based on Testing for Domain Labels

- Getting Timely Information and Care from Your Health Plan
- Managing Chronic (Long-Lasting) Conditions
- Getting Care from Your Doctors and Specialists
- Helping You Stay Healthy
- Your Rights to Appeal

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Part D Cognitive Testing

### Part D Cognitive Testing

#### **Participant Demographic Information**

Male	55%	(n=15)
Female	44%	(n=12)
White	63%	(n=17)
African American	33%	(n = 9)
American Indian	.03%	(n=1)
< 65	.03%	(n=1)
65-69	44%	(n=12)
70-74	30%	(n=8)
75-79	15%	(n=4)
College - 4 Year Degree	30%	(n=8)
No College Degree	59%	(n=16)

Week of August 13, 2007 90 minute Interviews 27 participants

### Part D Domains Tested

- Drug Plan Customer Service
- Drug Pricing and Safety
- Getting Your Prescriptions Filled

# Overarching Findings: Part D Testing

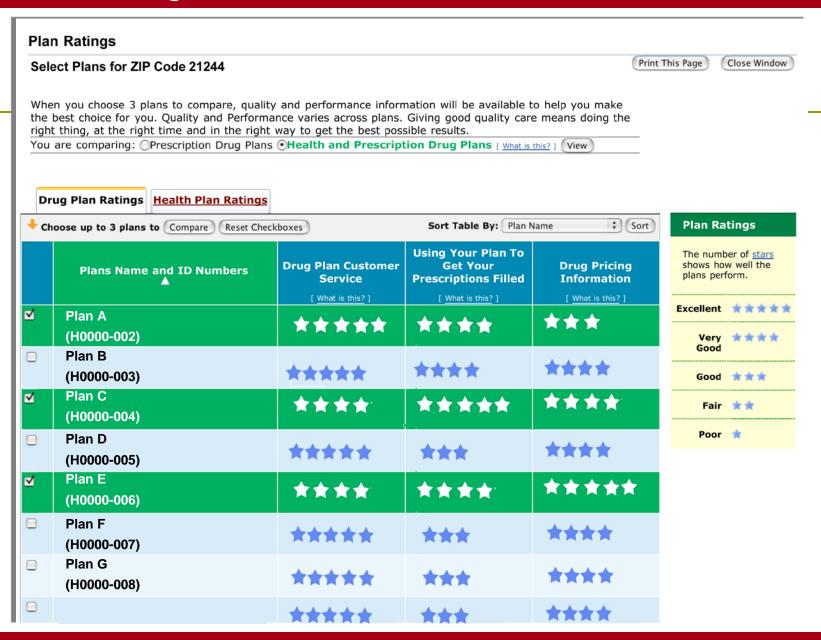
### Areas of Confusion:

- Terms and concepts were unfamiliar
- Who was the intended audience
- Uncertain about where data came from
- Had difficulty understanding what the disparate individual measures had in common

# Part D Revised Domain Labels Based on Testing

- Drug Plan Customer Service
- Drug Pricing Information
- Using Your Plan to Get Your Prescriptions Filled

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### Future Research

- Next steps involve future cognitive testing for both Part C and D displays
- Re-evaluate present displays and focus on additional information to be added to the tools