

## Consumer Tools Regarding Healthcare Costs/Quality e-POLL

co-sponsored by Keenan

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### OVERVIEW

MCOL has conducted an e-poll of healthcare business stakeholders regarding their opinion on consumer tools involved with healthcare costs or quality. Key questions were asked regarding consumer healthcare cost and quality tools; and ranking of applicable items with respect to overall effectiveness.

A listing of the specific survey questions and detailed tables with survey results follows in this report.

68.5% of stakeholders believe it is likely or very likely that a typical consumer will use online data/comparisons to discuss options and costs with a provider. Stakeholders not involved with online tools have a greater belief that consumers are very likely to do so (34.8% compared to 18.6% of stakeholders that are involved with online tools). However, stakeholders involved with tools have an overall greater belief that consumers are likely to do so – combining likely plus very likely responses (72.1% for involved stakeholders compared to 65.2% for stakeholder not involved with tools.)

44.4% of stakeholders feel a smartphone is the optimal vehicle to deliver such tools, while 34.7% feel a computer desktop is the optimal vehicle, and 13.9% listed a tablet such as an iPad as the optimal vehicle. Stakeholders not involved with online tools were less likely to list a computer desktop (21.7% compared to 38.1% for stakeholders involved with tools and 57.1% for stakeholders not sure if they are involved). However smartphones were the top choice for both stakeholders involved with online tools, or not involved with online tools.

Given five types of tools to rank for effectiveness, stakeholders preferred health insurance out-of-pocket costs calculators and healthcare service price estimator/comparisons. Given seven issues to rank by level of concern, relating to consumer tools, stakeholders were most concerned by accuracy/credibility of data sources, and consumer ability to understand/use tool correctly.

58.9% of stakeholders indicated they are involved with consumer tools, while 31.5% responded they are not involved, and 9.5% were not sure. The online survey of healthcare business stakeholders was conducted during May 2016 by MCOL.

## SURVEY QUESTIONS

I. Has your organization ever been involved with online consumer tools regarding healthcare costs or quality?

- Yes
- No
- Not sure

II. Which do you feel is the optimal vehicle for delivering an online healthcare cost or quality tool to consumers?

- Computer desktop
- Smartphone
- Standard mail is still an important option
- Tablet such as an iPad
- Not sure

III. From your perspective, rank the following types of current consumer healthcare cost and quality tools by level of overall effectiveness (1=highest, 6 = lowest; assign only one item as 1, one item as 2, etc.)

- Health insurance out-of-pocket costs calculator
- Healthcare provider quality data
- Healthcare provider quality ratings and comparisons
- Healthcare service price estimator/comparisons
- Healthcare treatment option cost and quality comparisons

IV. Rank the following potential issues involving consumer healthcare tools by priority level of concern (1=highest, 7 = lowest; assign only one item as Priority 1, one item as Priority 2, etc.)

- Accuracy/credibility of data sources
- Adequate consumer benefit from tool
- Appropriate criteria used to drive decision support
- Consumer ability to understand/use tool correctly
- Independence of organization providing tool and data
- Security/confidentiality of consumer information submitted in tool

V. How likely do you believe it is that a typical consumer will use online data/comparisons to discuss options and costs with a provider?

- Somewhat likely
- Somewhat unlikely
- Unsure
- Very likely
- Very unlikely

## Survey Tables

- I. Has your organization ever been involved with online consumer tools regarding healthcare costs or quality?  
 II. Which do you feel is the optimal vehicle for delivering an online healthcare cost or quality tool to consumers?

Involved with Online Tools:				
Optimal Vehicle:	No	Not Sure	Yes	Total
Computer desktop	21.7%	57.1%	38.1%	34.7%
Smartphone	56.5%	0.0%	45.2%	44.4%
Standard mail is still an important option	4.3%	0.0%	0.0%	1.4%
Tablet such as iPad	13.0%	28.6%	11.9%	13.9%
Not sure	4.3%	14.3%	4.8%	5.6%
All Respondents	31.5%	9.5%	58.9%	100%

- III. Rank the following types of current consumer healthcare cost and quality tools by level of overall effectiveness ( 1 = Most Effective; 6= Least Effective):

Consumer Tool	Ranking					
	1	2	3	4	5	6
Healthcare service price estimator/comparisons	32.8%	30.1%	9.5%	20.5%	6.8%	NA
Health insurance out-of-pocket costs calc.	31.5%	36.9%	12.3%	8.2%	9.5%	1.3%
Healthcare provider quality data	4.1%	9.5%	39.7%	19.1%	26%	1.3%
Healthcare provider quality ratings and comparisons	10.9%	12.3%	17.8%	41.0%	16.4%	1.3%
Healthcare treatment option cost and quality comparisons	20.5%	10.9%	20.5%	9.5%	38.3%	NA
Other	NA	NA	NA	1.3%	2.7%	95.8%

Consumer Tools	Weighted Average Ranking
Health insurance out-of-pocket costs calculator	2.3
Healthcare service price estimator/comparisons	2.4
Healthcare treatment option cost and quality comparisons	3.3
Healthcare provider quality ratings and comparisons	3.4
Healthcare provider quality data	3.6
Other	5.9

## Survey Tables continued

### IV. Rank the following potential issues involving consumer healthcare tools by priority level of concern ( 1 = Highest Concern; 7= Lowest Concern):

Issue:	Ranking						
	1	2	3	4	5	6	7
Accuracy/credibility of data sources	49.3%	19.1%	12.3%	9.5%	6.8%	1.3%	1.3%
Consumer ability to understand/use tool correctly	31.5%	45.2%	9.5%	5.4%	2.7%	2.7%	2.7%
Independence of organization providing tool and data	2.7%	6.8%	34.2%	16.4%	16.4%	10.9%	12.3%
Adequate consumer benefit from tool	5.4%	13.6%	10.9%	39.7%	15.0%	13.6%	1.3%
Security/confidentiality of consumer information submitted	6.8%	6.8%	6.8%	6.8%	41.0%	19.1%	12.3%
Appropriate criteria used to drive decision support	4.1%	6.8%	15%	10.9%	9.5%	42.4%	10.9%
Adequate level consumer feedback from provider experiences	0.0%	1.3%	10.9%	10.9%	8.2%	9.5%	58.9%

Tool Effectiveness	Weighted Average Ranking
Accuracy/credibility of data sources	2.1
Consumer ability to understand/use tool correctly	2.2
Adequate consumer benefit from tool	3.9
Independence of organization providing tool and data	4.2
Security/confidentiality of consumer information submitted	4.7
Appropriate criteria used to drive decision support	4.8
Adequate level consumer feedback from provider experiences	5.9

### I. Has your organization ever been involved with online consumer tools regarding healthcare costs or quality? V. How likely do you believe it is that a typical consumer will use online data/comparisons to discuss options and costs with a provider?

Likelihood of Typical Consumer Use:	Involved with Online Tools:			
	No	Not Sure	Yes	Grand Total
Very Likely	34.8%	28.6%	18.6%	24.7%
Somewhat Likely	30.4%	28.6%	53.5%	43.8%
Very Unlikely	4.3%	0.0%	0.0%	1.4%
Somewhat Unlikely	13.1%	14.3%	18.6%	16.4%
Unsure	17.4%	28.5%	9.3%	13.7%
Grand Total	100.0%	100.0%	100.0%	100.0%

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