

Chapter 5

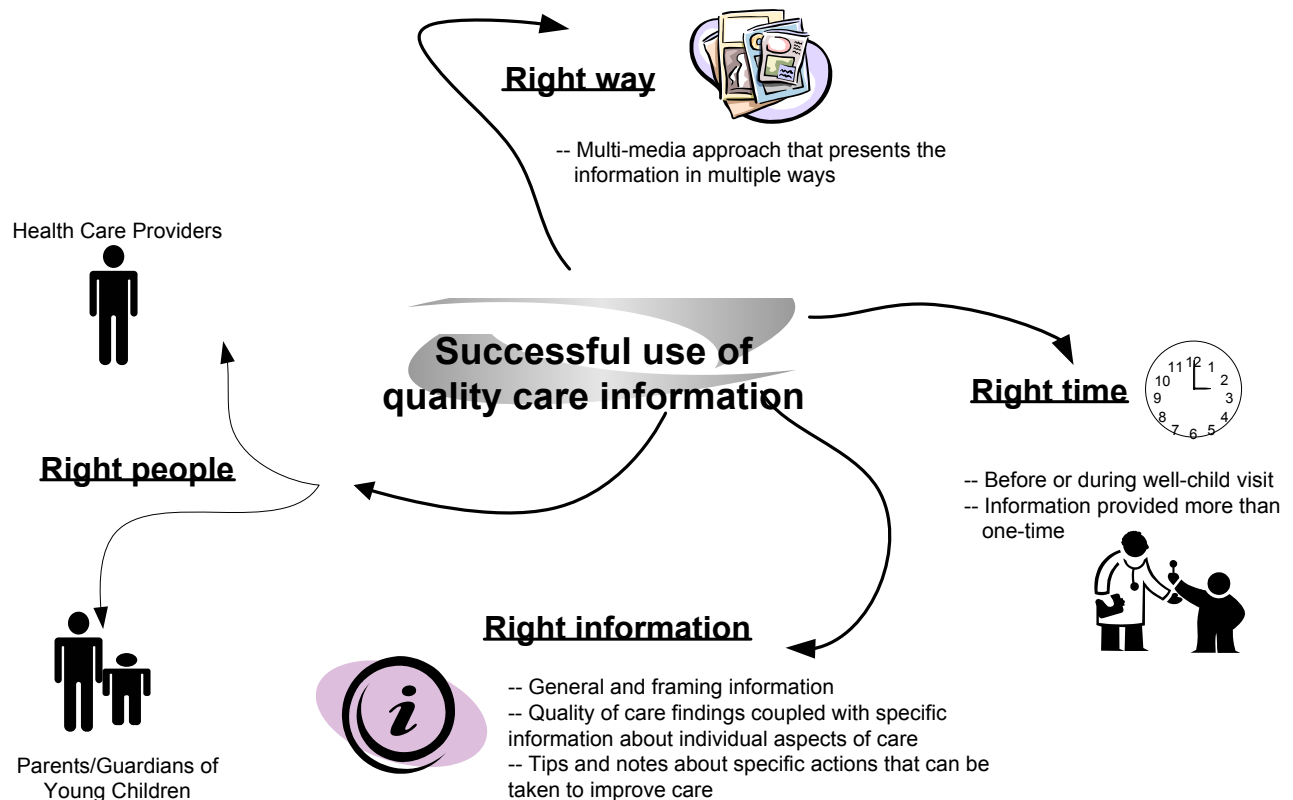
Reporting the PHDS Findings to Health Care Providers and Parents

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The most important part of implementing the in-office PHDS is reporting back the findings to health care providers and parents so that they can be informed about the current level of care and can work together towards improvements.

Research shows that successful use of quality information is achieved when the information contains the following attributes:

- ⇒ The right kind of ~~information~~ information is given, including (1) general, framing information about the importance of the topic evaluated, (2) overall quality of care findings (3) specific information about individual aspects of care and (4) specific actions that can be taken to improve health care.
- ⇒ The right ~~people~~ people receive the information, such as health care providers who provide preventive and developmental care in the office setting and parents/guardians who bring their child in for well-child care and who are primarily responsible for assuring the healthy development of their child.
- ⇒ The information is given at the right ~~time~~ time, which is before or during a well-child visit at which the preventive and developmental care measured in the PHDS is delivered.
- ⇒ The information is given in the right ~~way~~ way, which is through a multi-media approach and delivered more than one time.



Reporting Templates

Attachment 1 and **Attachment 2** provide templates for reporting information about the PHDS and the quality of care findings to health care providers and parents. These templates are based on one-on-one interviews and focus groups conducted with health care provider and parents.

Reporting The Findings to Health Care Providers

General Findings

Research based on health care provider focus groups and interviews showed that pediatric clinicians' value quality information reported by parents in the PHDS more than quality information derived from medical charts or administrative encounter records. Health care providers want the information provided in the templates to describe the following:

- ⇒ General information about the PHDS, how many parents completed the survey, and general information about socio-demographic characteristics of the parents that responded.
- ⇒ Overall, general findings about the quality of care provided. Where possible, comparative information should be provided at practice, state and national levels.
- ⇒ Item-level findings to allow for establishing strategies for targeting improvements.
- ⇒ Additional resources that provide information about the survey, the topics assessed in the PHDS, and quality improvement strategies provided.

Template for Reporting Findings to Health Care Providers

Attachment 1 provides a template for reporting the findings from the PHDS to health care providers. Important characteristics about this template and how to disseminate include the following:

1. An in-person meeting is recommended after analysis of the data and ~~prior~~ to the dissemination of the findings, to assure that health care providers understand the goals and purpose for reporting the findings and to highlight additional resources that providers may access. A person should be present at this meeting that is extremely familiar with the information gathered in the survey and how the findings presented were calculated.
2. The template provided is in a form that is meant to be faxed to health care providers for review. This process was found to be a feasible and useful way to provide information to health care providers.

3. Where and if possible, provide benchmark data and/or comparative findings across practices so that health care providers have a “sense of where they are.”

Additional Tips for Reporting PHDS Data to Health Care Providers

- ✓ **~~Collaborate with groups respected by the audience:~~**
 - In order to add perceived credibility to your report, be sure to mention any collaborative efforts with respected organizations or groups. For example, one state sent a joint letter to providers from four agencies before providing results.
 - In the cover letter accompany the report try to include signatures of names that will be familiar to health care providers.
- ✓ **~~Avoid language that would make the audience defensive, particularly providers:~~**
 - Often when practices and providers receive feedback on their performance, they can be defensive if the language of the feedback is perceived as overly critical or judgmental. Brainstorm questions and concerns that providers may have, and provide information addressing these issues.
 - If comparing practices or providers, display each practice or provider in comparison with the rest of the entire group, rather than displaying all individual provider- or practice-level results.
- ✓ **~~Provide additional information and/or resources:~~**
 - Provide information about related resources, such as Web sites, books, and telephone numbers health care providers can call with questions about the reports and/or aspects of care presented. Include tools to aid in improvement efforts in an Appendix.
- ✓ **~~Display the findings in a multi-media format:~~**
 - Where possible, enable providers to view and review the findings in multiple formats, such as on a Web site, through in-person meetings, and to call a toll-free phone number with questions.

Reporting the Findings to Parents

General Findings

Research based on parent focus groups and cognitive interviews show that parents want to give their child’s health care providers feedback that can be used to inform improvements in care. Research also shows that parents want information to educate them about what to expect from their child’s health care providers in the area of preventive and developmental care, as well as tips and guidance for how to be a partner in the process of ensuring high-quality care for their child.

- ⇒ General information about the PHDS, how many parents completed the survey, and how their child's health care providers are going to use the information to improve care.
- ⇒ Item-level findings coupled with specific tips or actions that parents can take to improve care.
- ⇒ General statements about what health care parents can and should expect in at their child's well-visits.
- ⇒ The parent's role as a partner in their child's health care is emphasized.
- ⇒ Additional resources listed that provide parents with information about the survey, the topics assessed in the PHDS, and how he/she can work with their child's health care providers.

Template for Reporting to Parents

Attachment 2 provides a template for reporting the findings about the PHDS to parents. Important characteristics about this template and how to disseminate include the following:

1. The template is meant to be in brochure or pamphlet form. Parents who participated in the one-to-one interviews and focus groups indicated a strong preference that they receive this pamphlet before OR during their child's well-child visit from their child's health care providers and/or other office staff.
2. It is important that parents understand why this information is being given to them and how the health care providers in their office plan to use the information to improve the health care they provide. Office staff who give the brochure to the parent can note how the survey findings are being used. This important information can also be noted in a cover letter that accompanies the brochure in the mail.

Additional Tips for Reporting PHDS Data to Parents

- ✓ ~~**Collaborate with groups respected by the audience:**~~
 - In order to add perceived credibility to your report, be sure to mention any collaborative efforts with respected organizations or groups.
- ✓ ~~**Provide additional information and/or resources:**~~
 - Provide information about related resources such as Web sites, books, and telephone numbers parents can call with questions about the reports and/or aspects of care presented.
- ✓ ~~**Be aware of issues surrounding the confidentiality of results:**~~
 - Only report on practices or providers that have a sufficient number of respondents, so that the risk of breaching confidentiality is minimized.
- ✓ ~~**Display the findings in a multi-media format:**~~
 - Where possible, enable parents to view the findings in multiple formats, such as on a Web site or to call a toll-free phone number with questions.