

The Centers for Medicare & Medicaid Services (CMS) strives to make information available to all. Nevertheless, portions of our files including charts, tables, and graphics may be difficult to read using assistive technology. Persons with disabilities experiencing problems accessing portions of any file should contact CMS through email at HOS@cms.hhs.gov.

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



***Medicare Advantage Quality Measurement &
Performance Assessment
Training Conference – April 8 and 9***

Liz Goldstein, Ph.D.
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)

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

Plan Ratings

Select Plans for ZIP Code 21244

Print This Page

Close Window

When you choose 3 plans to compare, quality and performance information will be available to help you make the best choice for you. Quality and Performance varies across plans. Giving good quality care means doing the right thing, at the right time and in the right way to get the best possible results.

You are comparing: Prescription Drug Plans **Health and Prescription Drug Plans** [\[What is this? \]](#)

Drug Plan Ratings

Health Plan Ratings

Choose up to 3 plans to

Compare

Reset Checkboxes

Sort Table By:

Plan Name

Sort

	Plans Name and ID Numbers ▲	Helping You Stay Healthy [What is this?]	Getting Care from Your Doctors and Specialists [What is this?]	Managing Chronic (Long-Lasting) Conditions [What is this?]	Getting Timely Information and Care from Your Health Plan [What is this?]	Your Rights to Appeal [What is this?]
<input checked="" type="checkbox"/>	Plan A (H0000-002)	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
<input type="checkbox"/>	Plan B (H0000-003)	★★★★	★★★★★	★★★	★★★★★	★★★★
<input checked="" type="checkbox"/>	Plan C (H0000-004)	★★★★	★★★★★	★★★★★	★★★★	★★★★★
<input type="checkbox"/>	Plan D (H0000-005)	★★★★	★★★★★	★★★★	★★★★★	★★★
<input checked="" type="checkbox"/>	Plan E (H0000-006)	★★★★	★★★★★	★★★★	★★★★	★★★★★

Plan Ratings

The number of [stars](#) shows how well the plans perform.

Excellent ★★★★★

Very Good ★★★★

Good ★★★

Fair ★★

Poor ★

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

Plan Ratings

Select Plans for ZIP Code 21244

Print This Page

Close Window

When you choose 3 plans to compare, quality and performance information will be available to help you make the best choice for you. Quality and Performance varies across plans. Giving good quality care means doing the right thing, at the right time and in the right way to get the best possible results.

You are comparing: Prescription Drug Plans **Health and Prescription Drug Plans** [\[What is this? \]](#)

Drug Plan Ratings

Health Plan Ratings

Choose up to 3 plans to

Sort Table By: Plan Name

	Plans Name and ID Numbers	Drug Plan Customer Service <small>[What is this?]</small>	Using Your Plan To Get Your Prescriptions Filled <small>[What is this?]</small>	Drug Pricing Information <small>[What is this?]</small>
<input checked="" type="checkbox"/>	Plan A (H0000-002)	★★★★★	★★★★	★★★
<input type="checkbox"/>	Plan B (H0000-003)	★★★★★	★★★★	★★★★
<input checked="" type="checkbox"/>	Plan C (H0000-004)	★★★★★	★★★★★	★★★★★
<input type="checkbox"/>	Plan D (H0000-005)	★★★★★	★★★	★★★★
<input checked="" type="checkbox"/>	Plan E (H0000-006)	★★★★★	★★★★★	★★★★★
<input type="checkbox"/>	Plan F (H0000-007)	★★★★★	★★★	★★★★
<input type="checkbox"/>	Plan G (H0000-008)	★★★★★	★★★	★★★★
<input type="checkbox"/>		★★★★★	★★★	★★★★

Plan Ratings

The number of [stars](#) shows how well the plans perform.

Excellent ★★★★★

Very Good ★★★★

Good ★★★

Fair ★★

Poor ★

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