Best Practices for Presenting Quality Data

Jeanne McGee, PhD
McGee & Evers Consulting, Inc.
Vancouver, Washington
Keys to success in presenting quality data

- **A user-centered approach**
  - (what works well for you may not be what your audience wants and needs)
- **Testing** with members of the intended audience
Goals for data displays

• Attract users’ attention
• *Hold* their attention
• Make them feel respected and understood
• Help them *understand* the information
• Help them *use* the information

Source: adapted from McGee, Jeanne, *Toolkit for making written material clear and effective*
What makes a data display “user centered”? 

- Approachable and appealing at first glance – not a wall of words or numbers
- Plain language
- No surprises or confusion or undue effort
What makes a data display “user centered”?

• Includes context and guidance that is geared to interests and needs of the audience
• The right amount of information at the right level of detail -- *for that audience*
• With web, the option to narrow what is shown
What makes a data display “user centered”?

- The information itself is simple enough for people to understand
- The display is intuitive and self-explanatory
- Appropriate comparisons and patterns of results stand out clearly
What makes a data display “user centered”? 

- Special care to foster equitable comparisons  
  - Careful labeling that explains reasons for missing data  
  - Plain language explanations of risk adjustment
Results from a CAHPS II research study on data displays

• “Improving quality information in a consumer-driven era: Showing differences is crucial to informed consumer choice”

• A lab study led by Kristin Carman, PhD, the American Institutes for Research (AIR), done in collaboration with AIR CAHPS II team members Jeanne McGee, PhD (McGee & Evers Consulting, Inc.) and Judith Hibbard, DrPH (University of Oregon)
Lab study findings – what is helpful in data displays?

• These features help consumers understand and use the quality information:
  – Showing results in **rank order** (rather than alphabetically)
  – Using **symbols** (rather than numbers)
  – Including a **summary display**
  – Showing **fewer topics** (e.g., showing 5 topics rather than 9 topics)
Lab study – how was it done?

• A fictional quality report that uses data from a survey of patients to compare family physicians

• 10 versions of the report – each using a different combination of the 4 display features that were tested:
  – symbols v. numbers
  – rank or alpha order
  – Summary display v. no summary display
  – Number of topics (5 v. 9)
<table>
<thead>
<tr>
<th>Chart version</th>
<th>Fewer topics</th>
<th>Summary</th>
<th>Symbols</th>
<th>Rank order</th>
<th>More topics</th>
<th>No summary</th>
<th>Numbers</th>
<th>Alpha order</th>
</tr>
</thead>
<tbody>
<tr>
<td># 1</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 2</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 3</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 4</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 5</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 6</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 7</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 8</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 9</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td># 10</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Chart version</td>
<td>Fewer topics</td>
<td>Summary</td>
<td>Symbols</td>
<td>Rank order</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>---------</td>
<td>---------</td>
<td>------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 1</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 2</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 3</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 4</td>
<td>5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 5</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 6</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 7</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 8</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 9</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 10</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Chart #1 = most evaluable version
(has all 4 of the features that make a data display easier to understand and use)

Comparing local family doctors from the patient's point of view

Finding a good family doctor just got easier.

When you want to find a good doctor, you ask your friends and family for advice, but why stop there—use the chart on this page, too. The information in this chart makes it quick and easy to compare local doctors on things that matter a lot. And this information comes from a source you can trust—people like you, who are patients of the doctors listed on the chart.

What do the scores mean?
- **Better** scored above the average score for all doctors on the chart.
- **Average** scored the same as the average score for all doctors on the chart.
- **Below** scored below the average score for all doctors on the chart.

Where do these scores come from?
These scores are based on results from a patient survey of 2,400 people in the local community. The survey asked these people to talk about their recent experiences at the doctor's office. As you can see in the chart, the survey asked about things that matter a lot to patients. These include how well the doctor gives help or advice on the phone, provides good follow-up care, and gives explanations that are easy to understand.

The survey and this chart were done by the Community Health Care Quality Partnership. The Partnership is a non-profit group that works to improve health care in the local community.

How can you use this chart?
You can use this chart to help choose a good doctor, or to see how well your current doctor is doing compared to other doctors in the area. Use the scores to compare doctors on things that are important to you.

Remember, this chart gives you information about the doctors that come from people who received care from these doctors during the past year. The chart may include some doctors that your family and friends haven't heard about. To find a doctor you're happy with, use this chart together with the advice you get from friends and family.

Do you want more information?
If you have any questions, or if you would like more information about the survey or this report, please call us at the Quality Partnership at 213-4433.
<table>
<thead>
<tr>
<th>Chart version</th>
<th>More topics</th>
<th>Summary</th>
<th>Symbols</th>
<th>Rank order</th>
</tr>
</thead>
<tbody>
<tr>
<td># 1</td>
<td>5</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td># 2</td>
<td>5</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td># 3</td>
<td>5</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td># 4</td>
<td>5</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td># 5</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>9</td>
</tr>
<tr>
<td># 6</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>9</td>
</tr>
<tr>
<td># 7</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>9</td>
</tr>
<tr>
<td># 8</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>9</td>
</tr>
<tr>
<td># 9</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>9</td>
</tr>
<tr>
<td># 10</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
### Chart #10 = **least evaluable** version
(has none of the 4 features that make a data display easier to understand and use)

<table>
<thead>
<tr>
<th>Doctor</th>
<th>Rating</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. J. Atkins</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Dr. P. Senn</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Dr. R. Connolly</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Dr. L. Davis</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Dr. K. Egan</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Dr. R. Felix</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Dr. A. Green</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Dr. M. Hensley</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Dr. G. Matthews</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Dr. Y. Lattimer</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Dr. R. Layton</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>Dr. G. Martin</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Dr. E. Mullin</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Dr. W. Nakamura</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Dr. C. Pearson</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Dr. W. Sona</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Dr. F. Stevick</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Dr. H. Trotter</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Dr. T. Vogel</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Dr. K. Williams</td>
<td>96%</td>
<td></td>
</tr>
</tbody>
</table>

**Evaluations from a survey of patients on how well the doctor scored on:**

- Giving help on a phone call
- Being informed and up to date on how to treat medical conditions
- Being thorough and willing to spend time explaining medical conditions
- Providing good follow-up care
- Giving patients an understanding of and practical advice on staying healthy
- Giving explanations that are easy to understand
- Listening carefully to patients
- Spending enough time with patients
- Treating patients with courtesy and respect
Symbols v. numbers

1. Better
2. Average
3. Below

Left:
- Average: Better
- Below: Better
- Below: Average

Right:
- Average: 72
- Average: 68
- Average: 88
- Average: 92
- Average: 81
- Average: 74
- Average: 59
- Average: 92

Note: The numbers indicate performance levels, with higher numbers generally indicating better performance.
Summary display v. no summary display
Rank order v. alphabetical order
What do the scores mean?

- **better**: scored **above (better than)** the average score for all doctors on the chart
- **average**: scored **about the same as the average** score for all doctors on the chart
- **below**: scored **below (worse than)** the average score for all doctors on the chart
Legends -- symbols v. numbers

What do the scores mean?

- **scored above (better than)**
  the average score for all doctors on the chart

- **scored about the same as the average**
  score for all doctors on the chart

- **scored below (worse than)**
  the average score for all doctors on the chart
Biggest impact:

**combining all four** evaluable elements

Using a chart with **all 4** evaluable elements

Correctly identified the 3 top performing doctors and the 3 lowest performing doctors

- 89%
- 16%

Using a chart with **none of the 4** evaluable elements

- 76%

Chose the top performing doctor

- 18%
This chart (#1) has **all 4** evaluable elements.

This chart (#10) has **none of the 4** evaluable elements.

---

**Summary**

- Giving help or advice on the phone
- Being thorough and up-to-date on how to treat medical conditions
- Being thorough and up-to-date in examining patients
- Providing good follow-up care
- Giving explanations that are easy to understand
- Spending enough time with patients

**Ratings from a survey of patients on how well the doctor scored on:**

| Dr. D. Miller | 3201 Grove Road | average | average | average | average | average | average |
| Dr. S. Egan | 7016 Halley Street | average | average | average | average | average | average |
| Dr. F. Latimer | 1671 Lake Avenue | average | average | average | average | average | average |
| Dr. J. Layton | 1941 Main Street | average | average | average | average | average | average |
| Dr. K. Williams | 3577 Maple Street | average | average | average | average | average | average |
| Dr. T. Vosti | 701 Eisenhower Avenue | average | average | average | average | average | average |
| Dr. J. L. Davis | 1067 Waverly Road | average | average | average | average | average | average |
| Dr. R. Connelly | 1671 South Street | average | average | average | average | average | average |
| Dr. G. Hutchinson | 1501 Rose Street | average | average | average | average | average | average |
| Dr. J. Apfel | 1501 Underhill Avenue | average | average | average | average | average | average |
| Dr. H. Torrey | 701 Maple Road | average | average | average | average | average | average |
| Dr. C. Pearson | 1501 Vine Street | average | average | average | average | average | average |
| Dr. R. Morris | 1941 Gordon Avenue | average | average | average | average | average | average |
| Dr. A. Green | 1651 Randolph Road | average | average | average | average | average | average |
| Dr. V. Reno | 1941 Bayfield Road | average | average | average | average | average | average |
| Dr. M. Hermans | 701 Main Street | average | average | average | average | average | average |
| Dr. F. Stecker | 701 Ash Street | average | average | average | average | average | average |
| Dr. W. Hensch | 91 Market Street | average | average | average | average | average | average |
| Dr. N. Felix | 901 Central Road | average | average | average | average | average | average |

Dr. M. Myers
2201 Grove Road
Dr. P. Brennan
500 Central Avenue
Dr. R. Connolly
1501 Main Street
Dr. L. Duran
2201 Carlow Street
Dr. S. Egan
701 Halley Street
Dr. N. Felix
901 Central Road
Dr. D. Miller
3201 Grove Road
Dr. S. Egan
7016 Halley Street
Dr. F. Latimer
1671 Lake Avenue
Dr. J. Layton
1941 Main Street
Dr. K. Williams
3577 Maple Street
Dr. T. Vosti
701 Eisenhower Avenue
Dr. J. L. Davis
1067 Waverly Road
Dr. R. Connelly
1671 South Street
Dr. G. Hutchinson
1501 Rose Street
Dr. J. Apfel
1501 Underhill Avenue
Dr. H. Torrey
701 Maple Road
Dr. C. Pearson
1501 Vine Street
Dr. R. Morris
1941 Gordon Avenue
Dr. A. Green
1651 Randolph Road
Dr. V. Reno
1941 Bayfield Road
Dr. M. Hermans
701 Main Street
Dr. F. Stecker
701 Ash Street
Dr. W. Hensch
91 Market Street
Dr. N. Felix
901 Central Road

**Ratings from a survey of patients on how well the doctor scored on:**

- Giving help or advice on the phone
- Being thorough and up-to-date on how to treat medical conditions
- Being thorough and up-to-date in examining patients
- Providing good follow-up care
- Giving explanations that are easy to understand
- Spending enough time with patients
- Teaching patients with courtesy and respect

Dr. M. Myers
2201 Grove Road
Dr. P. Brennan
500 Central Avenue
Dr. R. Connolly
1501 Main Street
Dr. L. Duran
2201 Carlow Street
Dr. S. Egan
701 Halley Street
Dr. N. Felix
901 Central Road
Dr. D. Miller
3201 Grove Road
Dr. S. Egan
7016 Halley Street
Dr. F. Latimer
1671 Lake Avenue
Dr. J. Layton
1941 Main Street
Dr. K. Williams
3577 Maple Street
Dr. T. Vosti
701 Eisenhower Avenue
Dr. J. L. Davis
1067 Waverly Road
Dr. R. Connelly
1671 South Street
Dr. G. Hutchinson
1501 Rose Street
Dr. J. Apfel
1501 Underhill Avenue
Dr. H. Torrey
701 Maple Road
Dr. C. Pearson
1501 Vine Street
Dr. R. Morris
1941 Gordon Avenue
Dr. A. Green
1651 Randolph Road
Dr. V. Reno
1941 Bayfield Road
Dr. M. Hermans
701 Main Street
Dr. F. Stecker
701 Ash Street
Dr. W. Hensch
91 Market Street
Dr. N. Felix
901 Central Road

---

**Patient Experience & Patient Safety Culture**

11th CAHPS® & 1st SOPS

**User Group Meeting**
Lessons from the lab study

• For consumers, poorly displayed information can create a false sense of informed choice or result in random choices
• Evaluable elements can help consumers make choices that reflect their true values and preferences
Lessons from the lab study

- Using all 4 elements is the most helpful
- But, if you **can’t** (or don’t want to) combine all four, the elements are **substitutable**, to some degree:
  - Rank order + symbols (2\text{nd} best)
  - Rank order (3\text{rd})
  - Symbols (4\text{th})
  - Summary bar - - or - - fewer topics (5\text{th})
Tips for using symbols

• Choose your symbols carefully
  – Don’t assume people will read the legend
  – Ideally, use symbols that are self-explanatory (e.g., word icons)
  – At a minimum, use symbols that are hard to misinterpret in terms of best and worst (e.g., stars)
  – Avoid symbols that are ambiguous or potentially confusing (such as using a minus sign or using circles that are empty or half filled or filled in)
• Use **high contrast** for ease of reading and to help the pattern pop out
  – For effective contrast, use a combination of differences in design elements (e.g., color, shape, words)
  – Use color in a consistent and meaningful way
  – If there is a neutral or middle category or a “no rating” category, format it in ways that make it fade into the background
Examples of word icons

CalHospitalCompare.org

CAHPS II Lab study

What do the scores mean?

- **better** scored above (better than) the average score for all doctors on the chart
- **average** scored about the same as the average score for all doctors on the chart
- **below** scored below (worse than) the average score for all doctors on the chart

- **Superior**
  - Hospital performed well above average compared to other hospitals on this measure.

- **Above Average**
  - Hospital performed better than average compared to other hospitals on this measure.

- **Average**
  - Hospital performed within the average range compared to other hospitals on this measure.

- **Below Average**
  - Hospital performed worse than average compared to other hospitals on this measure.

- **Poor**
  - Hospital performed well below average compared to other hospitals on this measure.

- **Not Rated**
  - Hospital performance has not been rated because there are no nationally agreed upon guidelines for rating this measure.
• Put your legend and other crucial reference material in a prominent place
• Always use left alignment for symbols such as stars
• Consider using very soft and subtle bands of shading to help people track across a page
• Keep tweaking until your display works well
<table>
<thead>
<tr>
<th>Chart version</th>
<th>More evaluable</th>
<th></th>
<th></th>
<th></th>
<th>Less evaluable</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fewer topics</td>
<td>Summary</td>
<td>Symbols</td>
<td>Rank order</td>
<td>More topics</td>
<td>No summary</td>
<td>Numbers</td>
<td>Alpha order</td>
</tr>
<tr>
<td># 1</td>
<td>5</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td># 2</td>
<td>5</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td># 3</td>
<td>5</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td># 4</td>
<td>5</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td># 5</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td># 6</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td># 7</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>9</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td># 8</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>9</td>
<td>+</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td># 9</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>9</td>
<td>-</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td># 10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Chart version</td>
<td>More evaluable</td>
<td>Less evaluable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>----------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fewer topics</td>
<td>Summary</td>
<td>Symbols</td>
<td>Rank order</td>
<td>More topics</td>
<td>No summary</td>
<td>Numbers</td>
<td>Alpha order</td>
</tr>
<tr>
<td># 1</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td># 2</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td># 3</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td># 4</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td># 5</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td># 6</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td># 7</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td># 8</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td># 9</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td># 10</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Chart version</td>
<td>Fewer topics</td>
<td>Summary</td>
<td>Symbols</td>
<td>Rank order</td>
<td>More topics</td>
<td>No summary</td>
<td>Numbers</td>
<td>Alpha order</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------</td>
<td>---------</td>
<td>---------</td>
<td>------------</td>
<td>-------------</td>
<td>------------</td>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td># 1</td>
<td>5</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># 2</td>
<td>5</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td># 3</td>
<td>5</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 4</td>
<td>5</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 5</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 6</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 7</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 8</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 9</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td># 10</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# HMO Ratings At-a-Glance

- **Excellent**
- **Good**
- **Fair**
- **Poor**

## Meeting National Standards of Care

- Asthma Care
- Checking for Cancer
- Diabetes Care
- Heart Care
- Maternity Care
- Mental Health Care
- Sexually Transmitted Infections
- Testing for Cause of Back Pain
- Treating Adults: Getting the Right Care
- Treating Bronchitis with Antibiotics
- Treating Children: Getting the Right Care

## Members Rate Their HMO

- Helping Smokers Quit
- HMO Customer Service
- Member Complaints
- Members Rate HMO Doctors and Care

### Health Plans

- Aetna Health of California Inc.
- Blue Cross HMO - CaliforniaCare
- Blue Shield of California HMO
- CIGNA HMO
- Health Net of California, Inc.
- Kaiser Permanente - Northern California Region
- Kaiser Permanente - Southern California Region
- PacificCare of California
- Western Health Advantage

[Why isn't my health plan listed?]
### Eye Exam for Diabetes Patients

**What Was Measured?**
What percentage of HMO patients with diabetes had an eye exam to watch for disease that can lead to blindness?

These results are based on a sample of HMO patient administrative and medical records.

**Why Is It Important?**
High blood sugar can cause bleeding in the blood vessels in your eyes and lead to blindness. You should have annual eye exams, as part of your diabetes care, to watch for any signs of damage to the blood vessels in your eyes.

**Look for differences of at least 4%. Smaller differences usually are not significant.**

<table>
<thead>
<tr>
<th>Health Plan</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser Permanente - Southern California Region</td>
<td>76%</td>
</tr>
<tr>
<td>Kaiser Permanente - Northern California Region</td>
<td>66%</td>
</tr>
<tr>
<td>Health Net of California, Inc.</td>
<td>61%</td>
</tr>
<tr>
<td>Blue Cross HMO - CaliforniaCare</td>
<td>60%</td>
</tr>
<tr>
<td>Blue Shield of California HMO</td>
<td>59%</td>
</tr>
<tr>
<td>Aetna Health of California Inc.</td>
<td>58%</td>
</tr>
</tbody>
</table>
Your search for hospitals in santa Barbara for Heart Attack has found 2 results based on Quality of Care.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

Check up to 2 hospitals to COMPARE

City

Marian Medical Center
Santa Maria

Santa Barbara Cottage Hospital
Santa Barbara

Updated January 2008
Your search for hospitals in santa Barbara for Heart Attack has found 2 results based on Quality of Care.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

Check up to 2 hospitals to COMPARE

Superior
- Marian Medical Center
- Santa Maria

Above Average
- Santa Barbara Cottage Hospital
- Santa Barbara

Updated January 2008
Your search for hospitals in Santa Barbara for Heart Attack has found 2 results based on Quality of Care.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

<table>
<thead>
<tr>
<th>Check up to 2 hospitals to</th>
<th>COMPARE</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUPERIOR</td>
<td></td>
<td>Marian Medical Center</td>
</tr>
<tr>
<td>ABOVE AVERAGE</td>
<td></td>
<td>Santa Barbara Cottage Hospital</td>
</tr>
</tbody>
</table>

Updated January 2008
Your search for hospitals in santa Barbara for Heart Attack has found 2 results based on Quality of Care.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

Check up to 2 hospitals to COMPARE

- **SUPERIOR**
  - Marian Medical Center
  - Santa Maria

- **ABOVE AVERAGE**
  - Santa Barbara Cottage Hospital
  - Santa Barbara

Updated January 2008
Your search for hospitals in Santa Barbara for Heart Attack has found 2 results based on Quality of Care.

Click on a hospital name for detailed ratings. Use the tabs on the left to compare this list of hospitals by conditions or procedures. Or narrow your search using the compare button below.

To see the rating scales, click on any icon or About the Ratings.

**Check up to 2 hospitals to** [COMPARE]

<table>
<thead>
<tr>
<th>Hospital Name</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>Marian Medical Center</td>
</tr>
<tr>
<td>Above Average</td>
<td>Santa Barbara Cottage Hospital</td>
</tr>
</tbody>
</table>

Updated January 2008
Testing data displays with consumers

- Feedback from the intended users is the ultimate test of whether the data displays are working well
- Start getting feedback at an early stage
- Test for appeal, personal salience, comprehension, navigation, usability
- Which methods are best?
- What does it cost?
A resource -- forthcoming

Toolkit for making written material clear and effective

An 11-part web-based Toolkit written by Jeanne McGee for the Centers for Medicare and Medicaid Services. This Toolkit has detailed guidelines for writing, design, and translation. It includes a book-length practical guide on methods for testing written material with readers.
Two books that are great Web reporting resources

Janice (Ginny) Redish
Letting Go of the Words
Writing Web Content that Works

Steve Krug
DON'T MAKE ME THINK
A Common Sense Approach to Web Usability
SECOND EDITION
• Questions?
• Comments?