



Best Practices for Promoting Consumer Engagement on Healthcare Transparency Websites

1 Incorporate innovative features that are easy to use.

Limit cognitive burden by taking a “less is more” approach and incorporating plain language and easy-to-understand symbols. Design a mobile-friendly website that is tailored to users and **encourages drilling-down to detailed information**.



2 Establish a clear information hierarchy.

Organize measures into a **framework** and incorporate consumer-friendly definitions.



3 Relate cost data to an individual's personal situation.

Display **bundles of care** and describe what is included in the cost estimates. Allow users to **filter** plan options to compare quality, benefits and costs.



4 Focus on quality measures that are meaningful and methodologically sound.

Display measures that consumers care about: patient experience, effectiveness, and safety. **Distinguish between good and poor performers** and clearly define the methodology.



5

Present cost and quality data side-by-side to demonstrate value.

Ease comparison of multiple providers and services, and enable users to quickly **identify high-value providers** (high-quality, low-cost).



6

Display provider-specific information.

Share **information about individual facilities and providers**, including the cost and quality of care provided, credentials, demographics, expertise, and hospital affiliations.



7

Build an audience.

Tailor information to users and regularly update and promote the site. **Building a website alone is insufficient to foster change in consumer behaviors.**





BACKGROUND

The rising costs and complexities of healthcare insurance and services can make it challenging for people to understand issues and confidently make decisions about the coverage and care they want, need and can afford.

Healthcare transparency tools aim to help:



Consumers

Make value-based decisions by shining light on what they may pay for healthcare services and the quality of care they can expect to receive. Comparison shopping can help avoid unexpected surprises.



Healthcare Providers

Set benchmarks for improvements by comparing the care they deliver with that of other providers.



Employers

Make decisions on group insurance plans.



Insurers and Self-Funded Employers

Negotiate contracts and create incentives for plan participants to visit lower-cost providers who offer the same or higher-quality care than higher-cost providers.



Researchers and Government Agencies

Analyze the data and advocate for policy and system change.

RESEARCH METHODS & FUNDERS

Literature reviews, consumer and stakeholder feedback, usability studies, and first-hand experience guided the development of best practices for creating and maintaining healthcare transparency websites.

The Human Services Research Institute (HSRI):

- Supports analytic and transparency efforts for two of the nation's highest-regarded and arguably most utilized healthcare transparency websites: CompareMaine, product of the Maine Health Data Organization, and NH HealthCost, developed by the New Hampshire Insurance Department.
- Authored the *Consumer Information and Price Transparency Report* for the Green Mountain Care Board.
- Authored *Advancing Healthcare Transparency: A National Inventory of Tools to Guide State Policy* for the New York State Health Foundation.



Human Services Research Institute (HSRI)

We are a nonprofit, mission-driven organization that works with government agencies and others to improve health and human services and systems, enhance the quality of data to guide policy, and engage stakeholders to effect meaningful systems change.

While it would be nice if a “one size fits all” solution worked for everyone, that is not the case. Learn how our team develops secure, timely solutions that meet client needs, while incorporating industry best practices and lessons learned.

Visit hsri.org/projects/focus/population-health or email Leanne Candura, MPH, Population Health Director at lcandura@hsri.org.

HSRI's Population Health team develops and maintains non-proprietary data collection and reporting systems, custom analytics, state-level health data warehouses, data quality improvement procedures, and healthcare transparency websites.