

Frameworks, Framing, and the Art of Communicating Quality

Lessons and Issues for Quality Measure Development
from an Experience Creating Chartbooks on Quality

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Objective of the Chartbook Series

Promote greater awareness and understanding of the state of health care quality so as to stimulate action for improvement

Intended Audiences:

- Public and private sector policy/decision-makers
- Public health officials
- Clinical leaders, managers, practitioners
- Health care purchasers
- Policy analysts, advocates, researchers

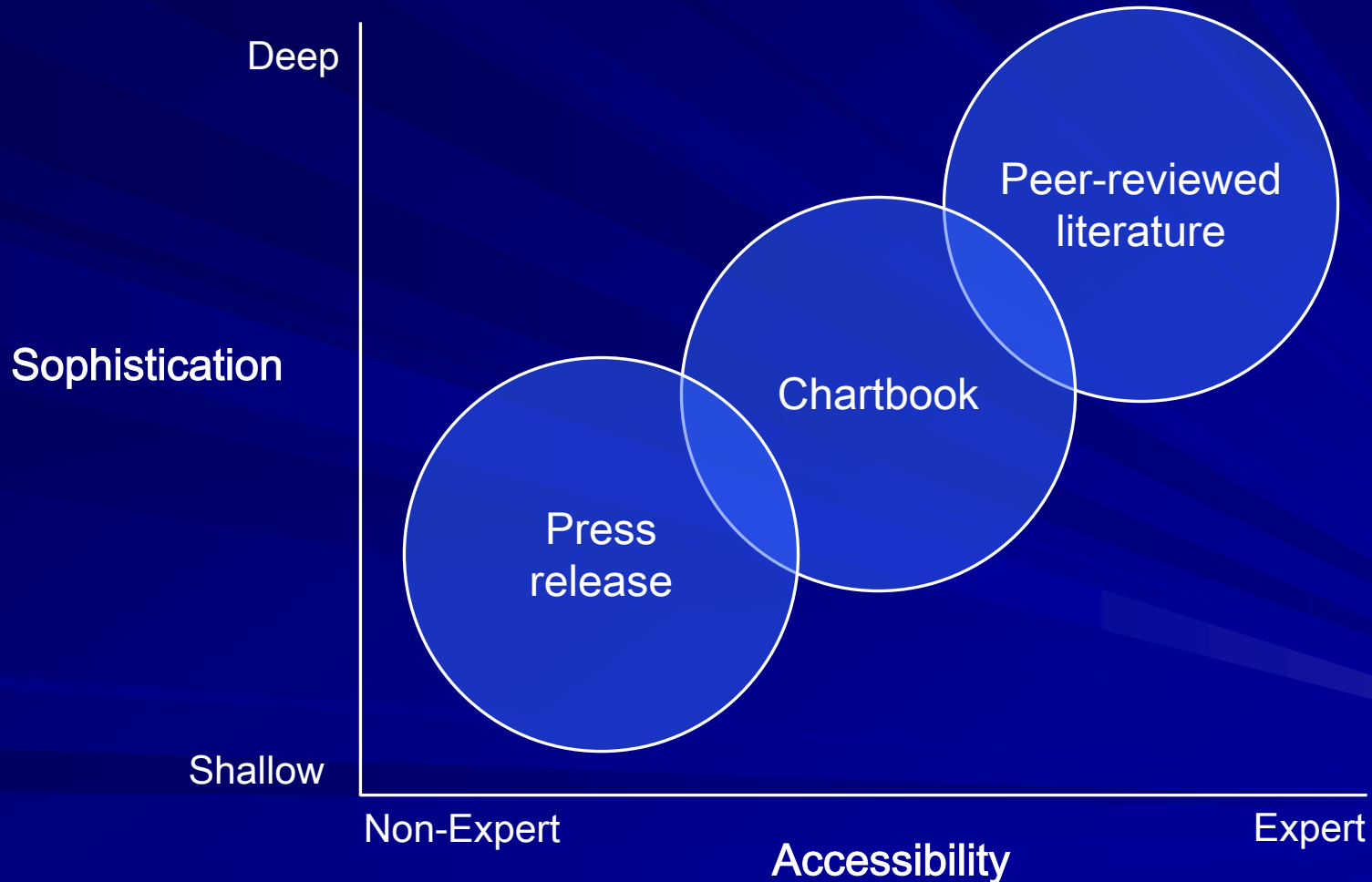
Reported Uses:

- Education (teaching/training, presentation, self-study)
- Improvement activities (planning, benchmarking)
- Advocacy (community and public policy)
- Research (identifying needs, model for state-wide report)

Chartbook Design Principles

1. Provide multi-layered access through:
 - Simple graphical presentation of data
 - Narrative framing of context, conclusions, implications for action
2. Follow credible process to ensure soundness, balance, and relevance
 - Framework review by receptor sites
 - Peer review by experts
 - Allow for verification (technical appendix)

Bridging the Communication Gap



Designing an Exhibition

“The challenge of curating and designing an exhibition is to give the visitor enough information, comment, help without overpowering the experience of the art, and also to allow different levels of engagement; some will want to study in depth, others will be happy to skim through the gallery. But the real mission is to entice the visitor into engaging—into having a richer experience than they had expected. I went for a quick skim round but stayed for an hour and a half—enjoying paintings I didn’t think I was interested in. I was drawn in because the information was so clearly structured.”

Quote taken from *Real Time*, School of Architecture and Interior Design, University of North London, Adam Khan and Svinder Singh Sidhu (editors), November 27, 2002, www.said.unl.ac.uk/realtime

Designing an Exhibition

“Designing an architecture exhibition means first of all devising sequences that tell a story...Models of buildings become living characters, like actors in a drama with a rather unusual plot. A tour of an exhibition becomes [a] journey through a narrative weave that is simultaneously rational and surprising.”

-Edizioni Lybra Immagine (quote taken from: www.exporre.net/torino.barocco.eng.htm)

“Design is not a container for information, but communication itself.”

-Bernhard Franken (quote taken from: www.architettura.supereva.it)

Framework and Proportion of Charts That Were Outpatient Measures

Chartbook on Quality of Health Care in the U.S.

	Staying Healthy (13)	Getting Better (4)	Living with Illness (17)	Non-dimensional‡ (18)	TOTALS (52)
Effectiveness* (16)	100%	33%	71%	0%	69%
Patient Safety (6)	--	--	--	17%	17%
Access & Timeliness (7)	100%	--	100%	--	100%
Patient Centeredness† (8)	--	--	--	50%	50%
Disparities (7)	100%	--	20%	100%	43%
Capacity to Improve (8)	100%	100%	50%	0%	50%
TOTALS (52)	100%	50%	53%	33%	58%

Numbers in parentheses represent total number of charts per category. *One chart reclassified from Living with Illness to Getting Better. †Two charts on public and provider perceptions of the health care system excluded from this analysis. ‡Charts classified as Long-Term Care reclassified as Non-dimensional for this analysis.

Implementing the Framework: Issues and Challenges

- IOM framework generally synthetic and adaptable to incorporate the best of other frameworks
- Some topics, measures, and data cross multiple quality dimensions or consumer perspectives
- Will differing interpretations lead to inconsistent messages/reporting or incomparable research?
- Need for consensus on interpretation and use?

Selecting the Measures: Issues and Challenges

- Can we align national data sets with guidelines?
- Can we move beyond counting services to more fully evaluating content of care?
- Should measures be distinguished based on type and strength of evidence or recommendation?
- How should patient/parent wants and desires be interpreted in evaluating professional performance?
- Can/should measures tell us not only *how* quality is deficient, but also help us understand *why*?

Communicating the Results: Issues and Challenges

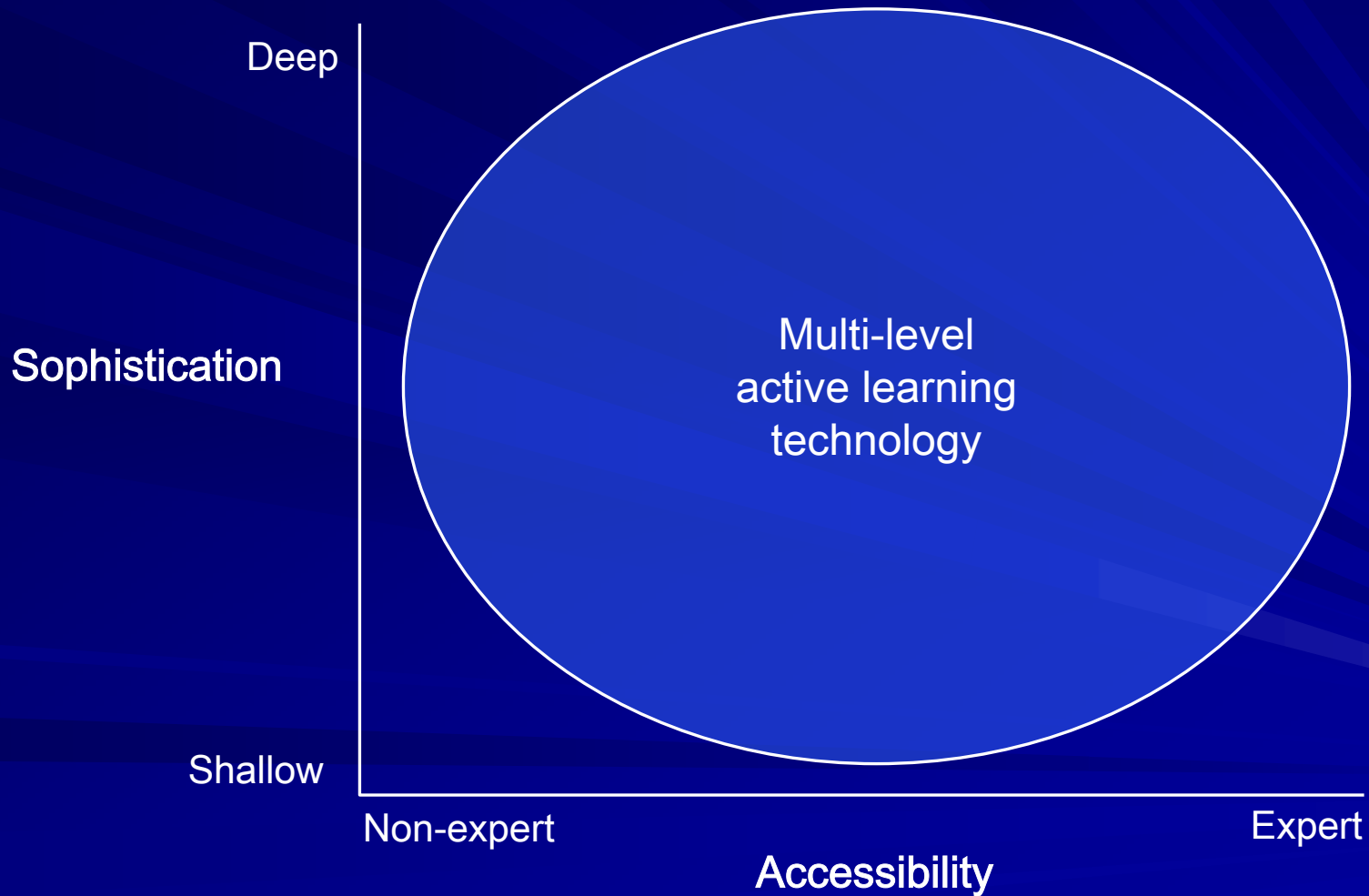
1. Simplicity/Reductionism

- Reduce message to most concrete/relevant form
- Leading indicator approach: are those chosen representative? Risk of data overload?

2. Sophistication/Abstraction

- Increase accuracy and comprehensiveness
- Composite scores approach: is the concept accessible and understandable?

Can We Improve the Information Transfer Dynamic?



Conclusions

- Measures should be designed with consideration to the way in which results are communicated
- Equal attention must be given to developing
 - Good “art” (content)
 - Effective contextual “framing”
 - Optimal organization of the “gallery”based on intended audience and objective