



Community Grant Outcome Report

Name: Enhancing the Role of Consumers as Informed Partners in the Health Care System

Grantee: Wisconsin Hospital Association, Inc.

Academic Partner: Linda Baumann, PhD, Professor, School of Nursing, UW-Madison

Program: Development

Grant Duration: 03/01/2006 to 09/30/2007 (19 months)

Expenditures: \$46,569 of \$46,569 (100% expended)

Use of Funds: Pilot program

► **Description:** Develop a broad-based education program to improve how consumers make healthcare decisions.

► **Results:** The goals of this project were 1) to identify perceived or real barriers that consumers experience in becoming engaged partners in their health care; and 2) to create consumer education that provides basic knowledge and decision making skills on a limited number of topics. To achieve the first goal, a 40 question on-line survey and two focus groups were developed and administered to members of the State of Wisconsin Group Health Insurance Program administered by the Department of Employee Trust Funds (ETF). These data indicate that participants: do not perceive they have choices in their health care; trust their health care providers to inform them about their health care; are using decision strategies they may not be aware of; can identify preferences in objective data; are interested in using objective information in their decision making but that multiple barriers to using objective data in health care decisions exist; and have many strengths that can be capitalized upon to enhance consumerism.

This information was then used to guide the development of three interactive consumer learning modules. The modules were pilot tested and modified. To complete the project, 32 health care community educators attended a day long session to learn how to effectively deliver this information within their organization or community.

► **Met Objectives:** Yes

► **Baseline Progress on SHP Objectives:** Not measured

► **Academic Partner Role:** The academic partner provided leadership in defining the study structure, creating instruments and working with the IRB.

► **Matched Dollars (cash or in-kind):** \$7,650

► **Dissemination:** The education modules have been discussed in the train the trainer session, an article in WHA's weekly newsletter Valued Voice and at various meetings. In addition, an article has been submitted to the Wisconsin Medical Society for consideration for their upcoming issue of the *Wisconsin Medical Journal* on patient empowerment.

► **Sustained:** The 30 community trainers that participated in the train the trainer session will take these educational modules out to several communities in WI. WHA will follow up with these trainers to obtain input to determine if the training modules are beneficial or not, and if so, in what settings. If it is determined that these educational modules are effective, additional grant funding will be sought for further evaluation and implementation.