

What may be gained from the public release of performance data?

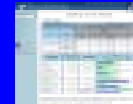
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Report Cards:

Science, Cynicism and Evangelism



Plan

1. Why public reporting is important
2. What we know about it
3. What we don't know and should discuss



Why is public reporting important?

- Improves transparency
- Stimulates improvements in quality
- Increases accountability
- Empowers service users

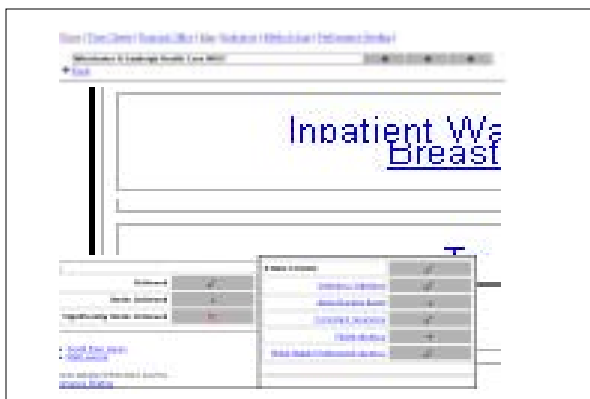
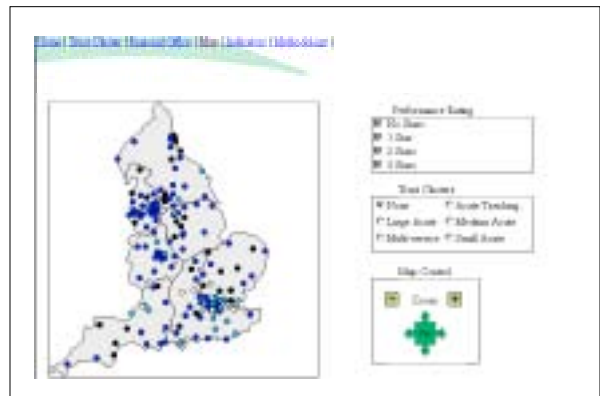
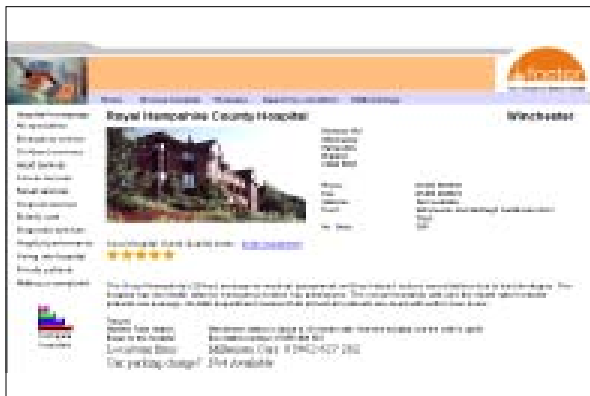
What do we know?

- It's been around a long time



What do we know?

- It's been around a long time
- It's a natural progression of what we are already doing



What do we know ?


- It's been around a long time
- It's a natural progression of what we are already doing
- There's a lot of it about
- What happens when information is put into the public domain

The evidence

- Derived from evaluations of reports cards in the US and UK
- Mostly descriptive and observational studies
- Marshall et al.; JAMA 2000. 283:1866-1874
- Mannion and Goddard, Centre for Health Economics, York, 2000
- Marshall et al.; BMJ 2002 (in press)

Use by patients

- say they want information
- initial interest not sustained
- don't understand, trust or use it
- promotes inequalities
- suspicious of motivation



Use by patients

- "You don't change doctors like you change cars"
- "If I saw my own doctor being slagged off in the Good Doc Guide, I'd still go to him because personally he suits me and I've got faith in him, because I would know from my own personal experience"
- Marshall et al.; BMJ 2002 (in press)

Use by health professionals

- aware of information
- distrust and discredit it
- don't use it



Use by health professionals

- "I don't think that being publicly released or not publicly released is going to make much difference.....I don't feel I want to be a good doctor because if I'm a bad doctor the newspapers are going to report me, or that someone else is going to have an opinion on me – I want to be a good doctor so that I feel my patients are getting reasonable care, and if I do something wrong I feel very bad about it"
- Marshall et al.; BMJ 2002 (in press)

Use by organisations

- sensitive and responsive
- can lead to quality improvement
- may produce unintended response



Use by the media

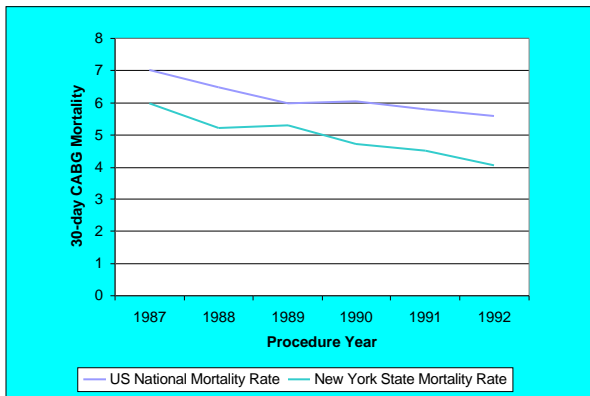
- perceived as threat
- can be brought on board



Impact on quality

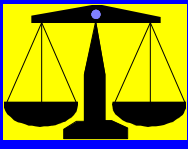
- associated with improved processes and outcomes of care





What we don't know

1. Balance of benefits and risk
2. Role of service users
3. How to get the best out of provider organisations
4. How to ensure that the data is interpreted appropriately

In favour		Against
Quality improvement		Inappropriate focus
Greater accountability		Short-termism
Choice		Gaming
Public involvement		Staff morale
		Public trust
		Complacency

Role of service users

- How should we respond?

1. Accept the evidence and ignore users
2. Guide greater use but be patient
3. Drive the agenda forward

'Civilisation is a continuous process of shock, then acceptance, then admiration'

AA Gill, 2001

How to get the best out of provider organisations

- Involve them in the process?
- Provide expertise and educational support?
- Ensure measures are important and relevant?

Interpreting the data

- Are we reporting to improve or reporting to judge?
- How should we interpret apparent differences?
- How do organisations use data?

The paradox of public reporting

- Public reporting **but** impact of data is internal
- Enormous potential benefits **but** most stakeholders are disinterested
- Lots of activity **but** little evidence to guide it
- We have the resources **but** Florence Nightingale was better at public reporting than we are
- Promotes greater accountability **but** leads to falling trust

Conclusion

- Public reporting is inevitable and desirable
- The policy and the practice of public reporting is way ahead of the science that should be supporting it