

Tailored Educational Approaches for Consumer Health (TEACH) Quarterly Update January 1-March 31, 2005

The Consumer Health Education Institute (CHEDI) began January 1, 2005 with funding from Anthem (HealthSeekers Corporation) to develop innovative approaches to address the complexities of providing health information to consumers and patients. CHEDI's flagship project, Tailored Educational Approaches for Consumer Health (TEACH) is now underway. This report is the first quarterly update of the TEACH project.

TEACH Objectives

We propose to develop a model to improve quality related to patient education by utilizing the principles of market segmentation to deliver the most effective health education interventions to individual patients and consumers. Market segmentation refers to the process of grouping individuals into smaller homogenous subgroups based on a variety of factors. Groups might be differentiated based on *characteristics* such as learning style, age, cultural background, or *preferences* such as desired role in decision-making, preferred communication channels, or comprehensiveness of information provided.

There are four specific objectives:

Objective	Complete By
1. Determine relevant market segments for patient education and information delivery.	December 30, 2005
2. Develop educational requirements for each market segment based on identified characteristic and preference profiles	May 1, 2006
3. Develop strategy for the assessment of currently available educational and informational materials for chosen patient population by segment.	May 1, 2006
4. Evaluate the segmentation model to optimize patient education and information delivery using two patient populations and one consumer group. ¹	December 29, 2006

TEACH Milestones This Quarter

- Formation of initial working groups, timelines & deliverables.
- Refinement of research objectives; development of initial market segmentation plan
- Development of literature review methodology

¹ This completion of this objective is contingent on receiving a final 6 months of funding.

TEACH Project Members

The TEACH project is currently organized into two working groups (market segmentation & survey; literature review & patient education) and a leadership team. TEACH also has 2 senior advisors and an ad hoc advisory group. Each project member, area of expertise and principal role is listed below.

<u>Name</u>	<u>Area of Expertise</u>	<u>Role</u>
Cohn, Wendy	Educational Evaluation	Project Director
Lyman, Jason	Clinical Informatics	Leadership Team
Bolmey, Armando	Administrative & Business Mgt.	Leadership Team
Knaus, William A	Health Services Research	Senior Advisor
Garson, Arthur "Tim"	Health Policy/Health Services	Senior Advisor
Kinzie, Mable	Instructional Technology	Literature Review Group
Broshek, Donna	Clinical Neuropsychology	Literature Review Group
Schubart, Jane	Patient Education	Literature Review Group
Guterbock, Tom	Survey Research	Market Segmentation Group
Hartman, Dave	Survey Research/ Marketing	Market Segmentation Group
Conaway, Mark	Biostatistics	Market Segmentation Group
Mick, David	Marketing/ Consumer Research	Market Segmentation Group
Pannone, Aaron	Health Services Research	Research Assistant

TEACH Working Groups Progress

Literature Review and Patient Education Group

The Literature Review group is responsible for gathering information to basis the selection of variables for inclusion in the market segmentation survey.

Potential variables that have been selected for further assessment have been grouped into the general categories of:

- Demographics
- Literacy and Learning
- Health Literacy
- Locus of Control
- Behavior
- Information needs
- Health Behavior
- Health Status
- Culture

The group has developed a strategy to guide team member's assessment of the above potential variable categories. The methodology & status is below:

1. Searching literature
 - Potential variables brainstormed
 - Search strategies developed & executed
2. Obtaining and sharing literature
 - Process for obtaining and sharing literature developed
3. Managing references
 - System for organizing references and documenting search strategies chosen.
4. Synthesizing information
 - Standard abstraction form to record important information developed.

After an exhaustive search of the literature, each potential variable will be evaluated based on evidence supporting the following areas:

- Ease and Validity of Measurement
- Variable Stability
- Relative Importance
- Research Supporting Effectiveness
- Social Acceptability

Market Segmentation and Survey Group

The Market Segmentation group is charged with developing the market segmentation plan, designing the survey instruments, analysis, and data collection. Team members are drawn from the UVA Center for Survey Research, the Department of Health Evaluation Sciences and the McIntire School of Commerce.

The Market Segmentation team has met several times to plan and organize roles and responsibilities on the project. Planning has also occurred to coordinate the involvement of the Center for Survey Research in conducting the survey and data collection, as well as the possible involvement of several groups from industry including Procter & Gamble.

These early meetings involved the groundwork for the market segmentation process. Discussion centered on:

- Establishing research objectives
- Identifying a target population
- Selecting segmentation basis variables
- Defining appropriate data collection methods and sampling procedures
- Analyzing the data

The finalized market segmentation plan is complete with timelines and deliverables assigned.

Next Quarter Highlights

- A meeting with all advisors and stakeholders will be held to present project plans and updates.
- Interviews with “managers” of health information and patient education will be conducted to assess their needs for information about the individuals to whom they provide educational interventions.
- All supporting documents (project timelines, variable lists, meeting information etc.) will be available on the CHEDI website.
- Literature reviews will be complete; initial list of prioritized variables will be available