

Quarterly Update July 1 – September 30, 2005

Introduction

The Consumer Health Education Institute (CHEDI) is an interdisciplinary research and development effort dedicated to improving the health of all individuals through the innovative use of information and education. CHEDI began January 1, 2005 with funding from Anthem Blue Cross Blue Shield Virginia.

Our flagship project, Tailored Educational Approaches for Consumer Health (TEACH) is currently underway. TEACH focuses on the use of market segmentation to differentiate individuals into distinct groups based on specific characteristics and preferences that impact the optimal delivery of health education materials.

Current Objective

1. Determine relevant market segments for patient education and information delivery.

Milestones this Quarter

1) *The literature summary report is complete.*

- Description: "Literature Review & Analysis," is the first in a series of reports detailing the TEACH project. This report reviews the information gathering process used to drive the selection of variables for inclusion in the survey. The report includes an executive summary of the literature review, a closer look at the variables, process, a list of team members, a sample abstracting form, the individual factor reports and references.
- Document: Literature Review & Analysis.

2) *The pilot questionnaire is completed and sent to the field.*

- Description: The survey is a collaboration with the Center for Survey Research and was developed through the literature search and manager interviews and further refined through focus groups and think alouds. After several drafts and revisions, the pilot survey was mailed to 2,000 Virginians, is 22 pages long and takes about 25 – 35 minutes to complete. The purpose of the pilot is to inform the phone survey by allowing the team to refine the questions and use statistical analysis to shorten the instrument.
- Document: Survey of Health Information Preferences: A Statewide Survey of Virginia Residents.

Future Objectives

2. Develop educational requirements for each market segment based on identified characteristic and preference profiles. Work on this objective is expected to start in late November 2005 and be completed by mid-May 2006.

3. Develop strategy for the assessment of currently available educational and informational materials for chosen patient population by segment. Work on this objective is expected to start in early November 2005 and be completed by mid-May 2006.
4. Evaluate the segmentation model to optimize patient education and information delivery using two patient populations and one consumer group.¹ Work on this objective is expected to start in early January 2006 and be completed by early November 2006.

Other CHEDI Progress

A concept letter was sent to the Commonwealth Health Research Board on September 29. The project is titled, "Helping Virginians make health care coverage decisions through tailored information resources," and utilizes experience from the TEACH project. The proposal continues the CHEDI commitment to exploring novel approaches to providing consumer-centric health information, evaluating their effectiveness, and distributing our findings to a broad audience, including the public, academic organizations, governmental agencies, and the private sector. If the concept is approved, CHEDI will be asked to submit a full application by February 1.

Next Quarter

- Complete analysis of the pilot study and revision of the questionnaire.
- Field phone survey of Virginia residents.
- Develop initial segments.
- Complete detailed reports on the manager interviews and pilot survey.
- Begin work on Objective 2; identifying response categories by variable, determine known strategies for each category.
- Begin work on Objective 3; developing a framework for the classification of materials, gathering materials.
- Develop strategy for Objective 4; selecting two health areas for evaluation.

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