

## Quarterly Update

### October 1 – December 31, 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 Objectives

##### Milestones this Quarter

1. Determine relevant market segments for patient education and information delivery.
  - 1) *Pilot data collected and analyzed*
    - Description: 2,000 surveys were mailed. There was a 36% return rate. We had a good distribute across race, income and literacy. The pilot data suggested five preliminary segments.
    - Document: Pilot Survey Preliminary Report
  - 2) *Telephone survey instrument drafted*
    - Description: The pilot survey analysis allowed us to edit the instrument into a more appropriate length for the telephone. Questions were removed that did not discriminate, did not have high variation, or were highly correlated with other questions.
    - Document: Draft Telephone Instrument
2. Develop educational requirements for each market segment based on identified characteristic and preference profiles.

*Development has begun on Objective 2*

  - Description: Response categories identified and known educational strategies discussed

3. Develop strategy for the assessment of currently available educational and informational materials for chosen patient population by segment.

*Development has begun on Objective 3*

- Description: A framework has been developed for classifying materials. The framework will allow the group to gather materials in an organized manner, ensuring that the entire universe of educational material will be sampled.
- Document: Material classification document

**Future Objective**

4. Evaluate the segmentation model to optimize patient education and information delivery using two patient populations and one consumer group. Work on this objective started in early January 2006 and be completed by early November 2006.

**Other CHEDI Progress**

As part of a day long health disparities conference, Randy Axelrod from Anthem and Dean Garson participated on a panel at the Medical Center Hour on Wednesday, October 12. The title of the Med Center Hour was: Public/Private Partnerships: Can They Remedy Health Disparities? The panelists were: Barbara DeBuono, M.D., Pfizer Public Health Group, New York NY, Randy Axelrod, M.D., Anthem Blue Cross/Blue Shield, Richmond VA, Jane Woods, Commissioner of Public Health, Commonwealth of Virginia, Richmond VA, Arthur Garson, Jr., M.D., M.P.H., Vice President and Dean, School of Medicine, UVA

**Next Quarter**

- Field phone survey of Virginia residents.
- Develop segments.
- Continue work on Objective 2; use segment profiles to develop educational requirements
- Continue work on Objective 3; finalizing the plan and beginning to assess materials.
- Continue work on Objective 4; refining evaluation methods.