

Quarterly Update April 1 – June 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 (HealthSeekers Corporation).

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) *Prioritized List of Variables for Inclusion in the Segmentation Survey Completed with Supporting Literature*

- Description: A final list of variables has been developed and the results of the literature reviews have been summarized for use by the Center for Survey Research to develop the questionnaire. The literature review process ended with a comprehensive presentation by the Literature Review Team in which each variable was discussed. Presenters summarized the evidence they found (is there evidence that taking self-efficacy into account, for example, results in more effect health education interventions), measurability issues (are there practical, validated instruments available), as well as other factors. In subsequent discussions, the larger group prioritized these variables according to these factors as well as others (potential usefulness as basis or descriptor variables from a market segmentation perspective).
- Document: Literature Review Summary.

2) *Interviews with Managers Conducted and Summarized*

- Description: Here, we use the term “manager” to refer to those individuals who may ultimately utilize the approach that the TEACH project is developing and testing. In this context, managers include those who are involved in health education at a variety of levels for a variety of purposes. We conducted eight interviews with eleven managers to gain insight from expert health educators with a variety of perspectives. Participants included those who provide direct one-on-one patient / consumer education, senior decision-makers who set direction and determine institution-wide strategy for health education, individuals at both academic and community hospitals, marketers, human resource directors, etc. Data from these multiple

interviews was grouped into themes and analyzed with respect to how TEACH could address these themes.

- Document: Manager Interview Summaries; Manager Use Report.

3) *Market Segmentation Plan Developed*

- Description: A detailed work plan was developed with actionable items to facilitate the progress of the market segmentation. The work plan lays out the key steps that will happen over the next six months, including survey development, deployment, data processing and analysis.
- Document: Segmentation Work Plan.

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 February 2006 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

- Advisors and stakeholders have received updates with project plans.
- Supporting documents are available on the CHEDI website.
(<http://www.healthsystem.virginia.edu/internet/hes/chedi/home.cfm>)
- Other opportunities discussed for future funding and collaboration.

Next Quarter Highlights

- The draft questionnaire will be completed in July; piloted in August/September.
- The survey sampling procedure will be designed in July/August.
- The analysis plan will be developed in September.
- The primary data collection telephone survey will begin in September.

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