Coordinated Care Organizations: Oregonians’ Perceptions

Chris Palmedo
Northwest Health Foundation
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Research conducted by:

Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

1999 Harrison St., Suite 1290
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384
Methodology

- 700 telephone interviews with Oregonians; May 21-30, 2012
  - 600 interviews conducted statewide, with an oversample of 100 people of color (143 total persons of color interviewed)
  - Landlines and cell phones
  - Data weighted to reflect true ethnic breakdown among the electorate
  - Margin of error +/- 4% statewide

- Three focus groups: White / Latino / African American
Key Findings

- Most Oregonians have no awareness of CCOs.
- Positive reaction outnumbered negative by more than 2:1
- Consensus exists that providers should work to reduce health disparities, but how this is communicated makes a difference.
Key Findings

- Oregonians place a high value on fairness.
- Focus groups were attracted to community based care.
- Confirming previous research, Oregonians continue to be attracted to the value of prevention.
General Impressions of CCOs
Current knowledge level of CCOs is low

Have you seen, heard, or read anything about Coordinated Care Organizations in Oregon?

- Yes, a great deal: 6%
- Yes, a little: 18%
- No, have not seen/heard anything: 75%
- Don't know: 1%

Total Yes: 24%
Provided with background information, most see CCOs as having a positive impact.

Do you feel that coordinated care organizations will have a positive, negative, or no real impact on Oregon’s healthcare system?

- Very Positive: 24%
- Somewhat Positive: 33%
- Somewhat Negative: 6%
- Very Negative: 9%
- No Impact/DK/NA: 27%

Total Positive: 57%
Total Negative: 16%
Coordinated Care Organizations: Specific Components
## The most appealing components of CCOs

(One means NOT AT ALL APPEALING and seven means EXTREMELY APPEALING)

<table>
<thead>
<tr>
<th>Component</th>
<th>Mean Score</th>
<th>Ext. App. (7)</th>
<th>Very App. (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing clear, trustworthy information to reduce miscommunications</td>
<td>6.3</td>
<td>67%</td>
<td>16%</td>
</tr>
<tr>
<td>Ensuring that all Oregonians – regardless of their race, age, religion,</td>
<td>6.2</td>
<td>65%</td>
<td>12%</td>
</tr>
<tr>
<td>or gender – are treated fairly when receiving healthcare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helping patients manage conditions up front and avoid unnecessary</td>
<td>6.3</td>
<td>63%</td>
<td>19%</td>
</tr>
<tr>
<td>hospitalizations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educating Oregon Health Plan patients so that they take responsibility</td>
<td>6.2</td>
<td>62%</td>
<td>16%</td>
</tr>
<tr>
<td>for their health</td>
<td></td>
<td></td>
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</tbody>
</table>
Appealing components of CCOs

- **Sharing information between physicians, mental health care providers and others who share the same patient, and taking a team-based approach**
  - **Mean Score**: 6.1
  - Ext. App. (7) 60%  Very App. (6) 15%

- **Focusing on prevention**
  - **Mean Score**: 6.0
  - Ext. App. (7) 57%  Very App. (6) 17%

- **Targeting preventative care to patients with chronic health conditions, to reduce their hospital visits**
  - **Mean Score**: 6.1
  - Ext. App. (7) 56%  Very App. (6) 19%

- **Keeping people out of expensive emergency room care**
  - **Mean Score**: 5.9
  - Ext. App. (7) 55%  Very App. (6) 17%
Not as interesting to Oregonians

Local providers will have more control over delivery

Local providers will have more control over the implementation of the Oregon Health Plan

Requirement that CCOs are governed by local communities

Mean Score

- Local providers will have more control over delivery: 5.4
- Local providers will have more control over the implementation of the Oregon Health Plan: 5.2
- Requirement that CCOs are governed by local communities: 4.6
Talking about CCOs
Highest-scoring messages were about simplicity, community health workers, and empowerment

(SIMPLICITY) This approach will make receiving healthcare in Oregon far more straightforward. Patients have one point of contact, and providers will better coordinate care.

Very Conv.  S.W. Conv.  Total
29%  47%  76%

(COMMUNITY HEALTH WORKERS) Community health workers will work with patients who have chronic illnesses, which will help improve health outcomes and save money.

Very Conv.  S.W. Conv.  Total
27%  47%  74%

(EMPOWERING PATIENTS) Coordinated Care Organizations put an emphasis on patient-centered care, where all providers make sure that patients come first and that treatment plans complement each other.

Very Conv.  S.W. Conv.  Total
25%  53%  78%
Though broadly compelling, reducing costs is not a top message

(BOTTOM LINE) The goal of these new organizations is simple: to provide Oregonians with better care, at lower costs, that will leave them in better health than they are today.

(Accountable) Coordinated Care Organizations will be responsible for showing their communities and the state that people in their care have become healthier – making the Oregon Health Plan more accountable for producing results.

(Prevention) Coordinated Care Organizations will shift the focus away from treating health problems to preventing them from occurring in the first place -- avoiding serious health problems and the costs that go with them.
Communications Guidance

Emphasize that:

- CCOs will improve patient care and empower patients.
- CCOs are focused on prevention.
- CCOs will simplify the patient experience.
- CCOs will help ensure that everyone is treated fairly.
Communications Guidance

- Don’t assume the general population is familiar w/ CCOs.
- Don’t focus on administrative elements, unless (carefully) to highlight how patient care will be streamlined, or on cost savings.
- Don’t belabor the role of government – or even governance. Instead, focus on patient experience and provider collaboration.
Communications Guidance

➢ Connect through real stories of real people.
Communications Guidance

- Patient-centered
- Better care
- Prevention
- Fairness
Chris Palmedo
Dir. Public Affairs
cpalmedo@nwhf.org

Chris DeMars
Sr. Program Officer
cdemars@nwhf.org