

Using consumer segmentation to examine the utilization of health education tools

L. Kris Gowen, Ph.D.

Foundation for Accountability

www.facct.org

Goals

- Introduce CompareYourCare™
- CYC pilot research
- Need for segmentation
- Segmentation development
- Segmentation pilot research
- Relation between segmentation and health program utilization and messaging

CompareYourCare™

An interactive online
decision support tool
that gives consumers
real-time access to
health care information
and support

CompareYourCare™

- Based on science
- Understand what quality care is and how to get it
- Personal feedback based on the individual consumer's experience

Consumers and CompareYourCare™

FACCT surveyed users of CYC following the use of the tools

- Responders rated the CYC site “good” to “very good”
- Nearly 80% of respondents said they would recommend the site to a friend
- Majority of respondents said that the information provided by CYC might stimulate them to make changes

Consumers and CompareYourCare™

Problem of initial interest:

- Overall, response rates were highly varied and very low in some cases
 - 1% in Union population
 - 23% in the ADA population
- Non-users differed from users
 - Less likely to engage in information seeking behavior (15% vs. 57%)
- Non-users show trust in doctors (85%), but not in the Internet (16%)

Consumer Segmentation

- FACCT developed **10-item scale** based on 38-item scale by Maibach, et al.
- Questions asked respondents their degree of agreement with statements about:
 - **perceived importance of health information**
 - **doctor-patient relationships**
 - **health information seeking/perception of information overload**

Consumer Segmentation

- Four consumer segments:
 - **Independent Actives**
 - **Doctor Dependent Actives**
 - **Doctor Dependent Passives**
 - **Independent Passives**

Consumer Segmentation Items

- It is important to me to be informed about health issues
- I actively try to prevent diseases and illnesses
- I need to know about health issues so I can keep myself and my family healthy
- I try to understand my personal health risks
- I leave it to my doctor to make the right decisions about my health
- My doctor(s) and I work together to manage my health.
- When I read or hear something that's relevant to my health care, I bring it up with my doctor
- I rely on my doctor to tell me everything I need to know to manage my health
- I have difficulty understanding a lot of the health information that I read
- Most health issues are too complex for me to understand

Survey Methodology

- On-line survey fielded in 2001
- 11,969 single e-mails sent requesting participation in on-line survey; 1,144 completed the survey (9.6% response rate)
- Questions asked employees about their views on health care and reactions to health program ideas

Respondent Demographics

- 52% men, 48% women
- 63% 35-54 years old
- Over half (53%) of respondents qualify as having a chronic condition
- Almost 1 in 5 (18%) are caregivers for someone suffering from a chronic condition

Segmentation Differences

When I read something relevant to my health care, I bring it up with my doctor

% of Doctor Dependent Actives who strongly agree

% of Independent Passives who strongly agree

Most health issues are too complex for me to understand

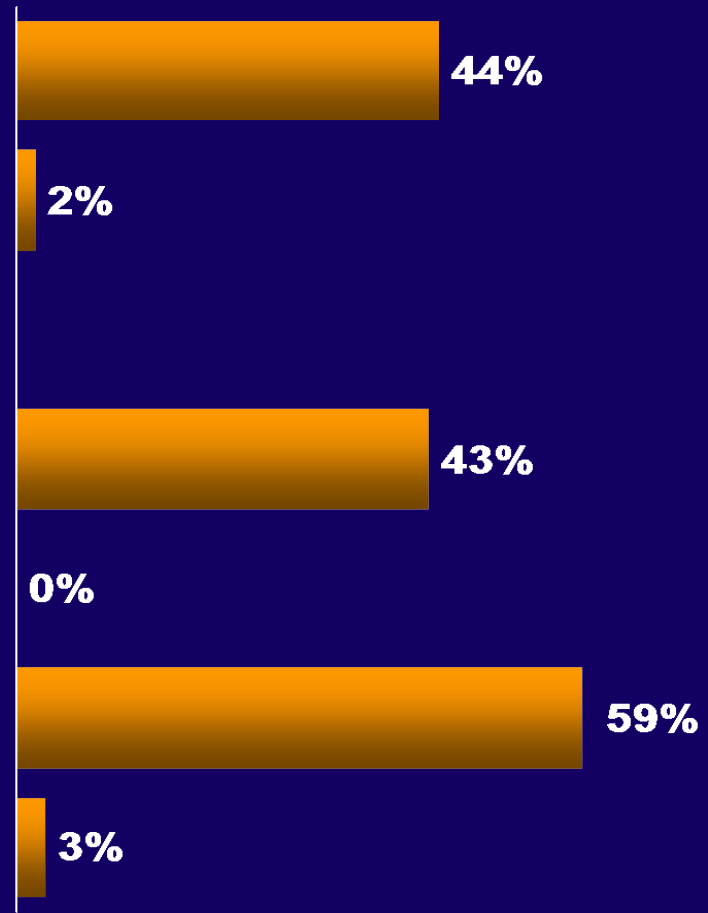
% of Doctor Dependent Passives who strongly agree

% of Independent Actives who strongly agree

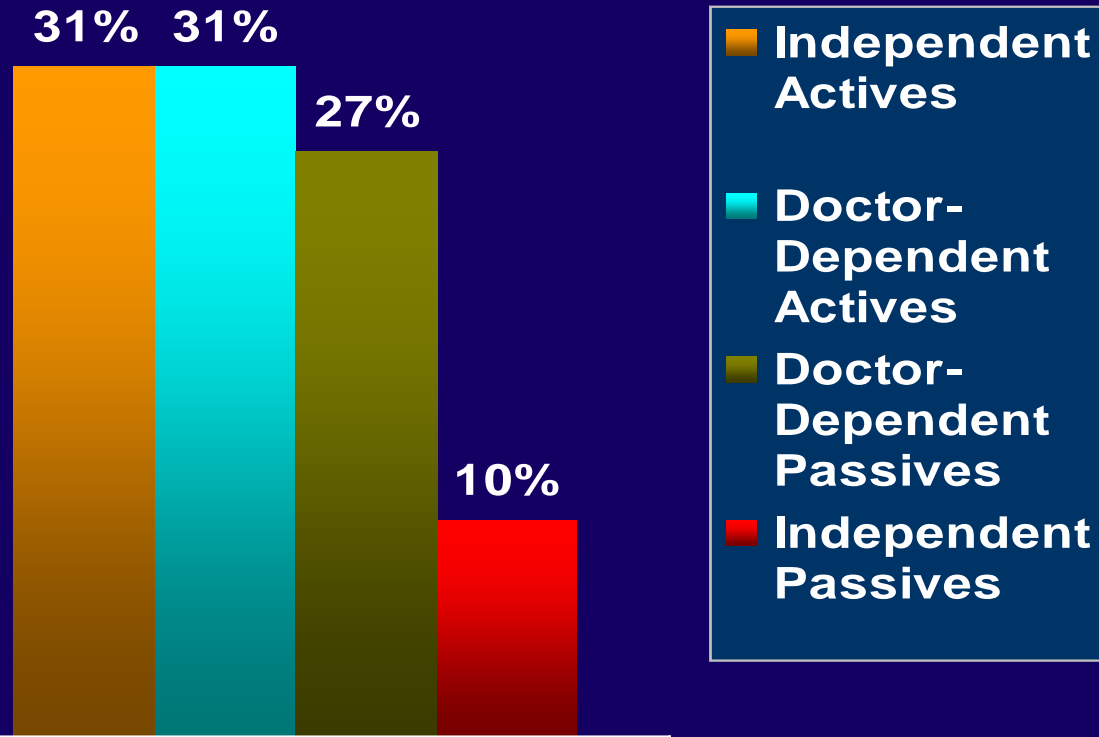
My doctor and I work together to manage my health

% of Doctor Dependent Actives who strongly agree

% of Doctor Dependent Passives who strongly agree

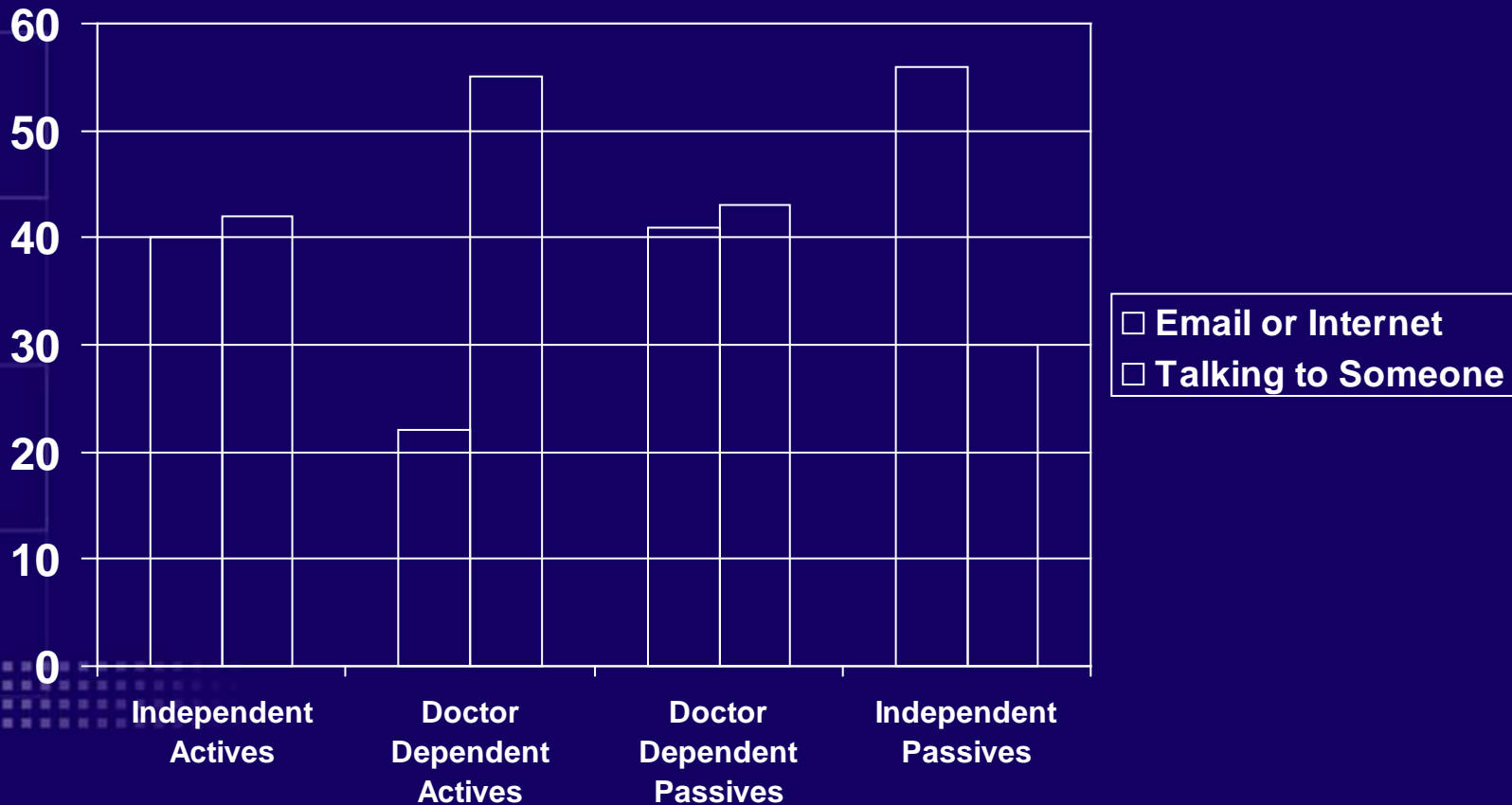


Segmentation Differences



62% of sample is classified as “active” health care consumers

Preferred health information media



Active Consumers Prefer Health Support Programs

- Presented two types of support programs for health care consumers
 - An expert provider list for health condition of interest
 - A health “coach” to help those with a chronic illness manage their condition
- DDA and IA both rated these programs as more helpful than IP ($p < .01$)

Foundation for Accountability

1200 NW Naito Parkway, Suite 470

Portland, OR 97209

USA

503.223.2228 tel

503.223.4336 fax

Try a demo of CompareYourCare™ at www.facct.org