

How patients choose and how providers respond

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10 November 2009

EMERGING FINDINGS – NOT FOR WIDER CIRCULATION

The King's Fund

Ideas that change
health care



picker
INSTITUTE
making patients' views count

RAND EUROPE

Project team

- › The King's Fund: Anna Dixon (PI), John Appleby, Ruth Robertson, Francesca Frosini
- › Picker Institute: Helen Magee, Bridget Hopwood
- › RAND Europe: Peter Burge, Chong Woo Kim
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Research questions

- › Will patient choice have an **impact** on the quality of services?
- › What **factors** are important to patients when choosing between providers in practice?
- › How do patients experience choice and what **support** are they given to exercise choice?
- › What is the **response** of providers to patient choice?

Research methods

- › Patient interviews ($T_1=18$, $T_2=19$)
- › Patient questionnaire (n=6000)
 - Experience of referral and choice
 - Discrete choice questions
- › GP interviews (telephone) (n=25)
- › Provider interviews (n=49)

Patient choice in the English NHS

- › Pilots of patient choice:
 - London (Oct 2002-Apr 2004)
 - Cardiac (July 2002–Nov 2003)
- › Patients waiting longer than 6 months offered quicker treatment at alternative hospital (2004-2006)
- › Choice at point of referral for specialist outpatient consultation
 - Jan 2006 at least 4 providers
 - Apr 2008 any NHS or independent sector provider (registered with CQC and supply care at tariff)
 - NHS Constitution includes legal right to choice
- › NHS Choices website launched June 2007

Implementation of patient choice

- › GP referrals through Choose and Book:
 - By end 2005 100% of referrals to be through C&B (NHS Improvement Plan) - target not met
 - Revised to 90% (2006/07 Operating Framework)
 - Less than half referrals for first outpatient appointment (2007/08)
 - Currently 'around 50%' of GP referrals to first outpatient appointment made through Choose and Book (CfH website 2009).
- › Patients offered choice at point of referral:
 - 47% of patients responding to DH survey recalled being offered a choice (March 2009)

Patient survey results

- › Postal questionnaire sent to 5,997 NHS patients at eight NHS trusts and two independent sector treatment centres (ISTCs)
- › 36 per cent response rate (n = 2,181).

Table 2 Number (%) of patients offered a choice of hospital

	Number	Percentage
Yes	1,033	49
No	1,028	49
Don't know	50	2
Total	2,111	100
Missing	70	

Figure 1 Number of choices offered to patients and whether private sector options were included

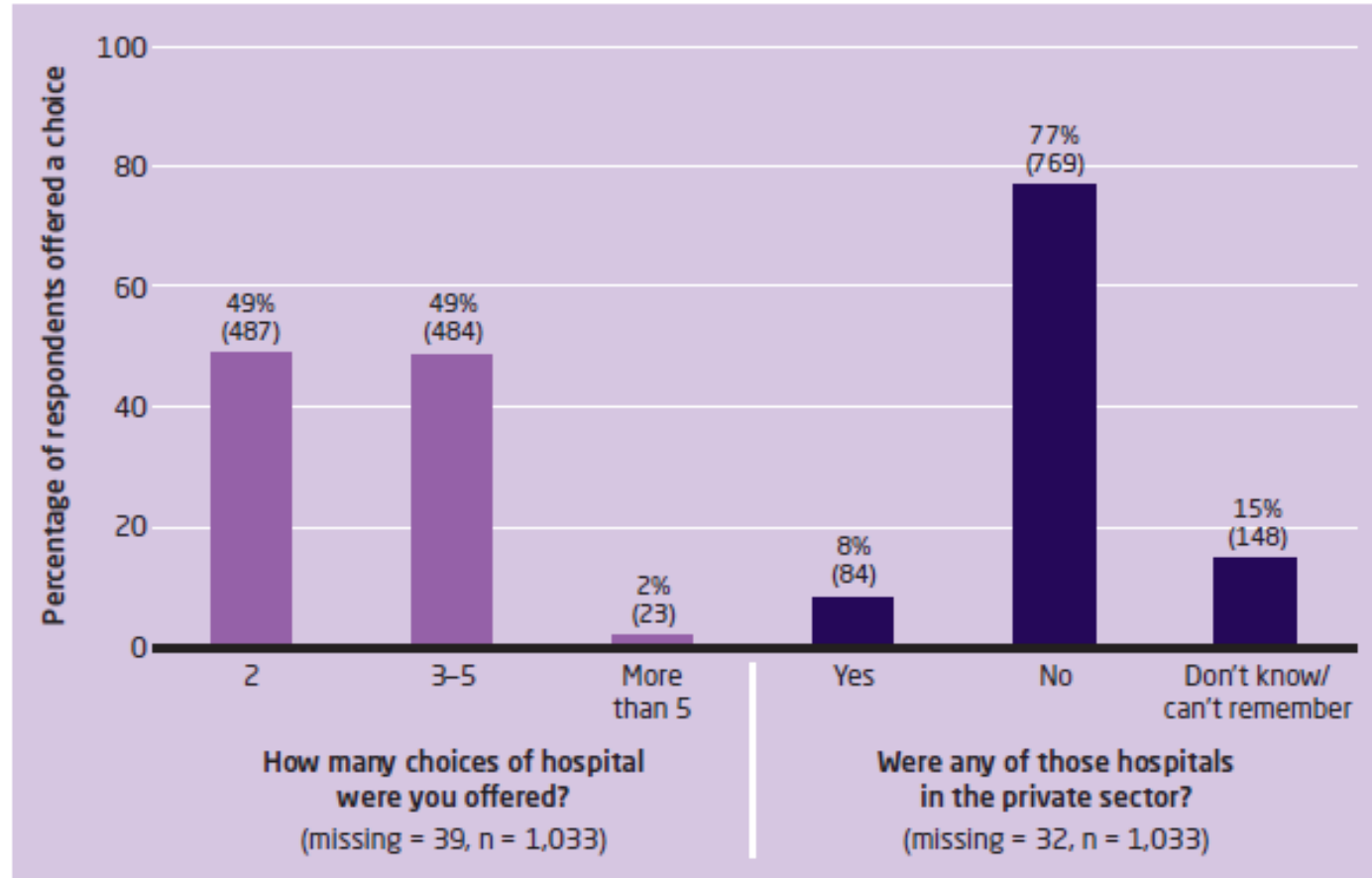


Figure 3 Number (%) of patients who were offered choice and who attended their local hospital

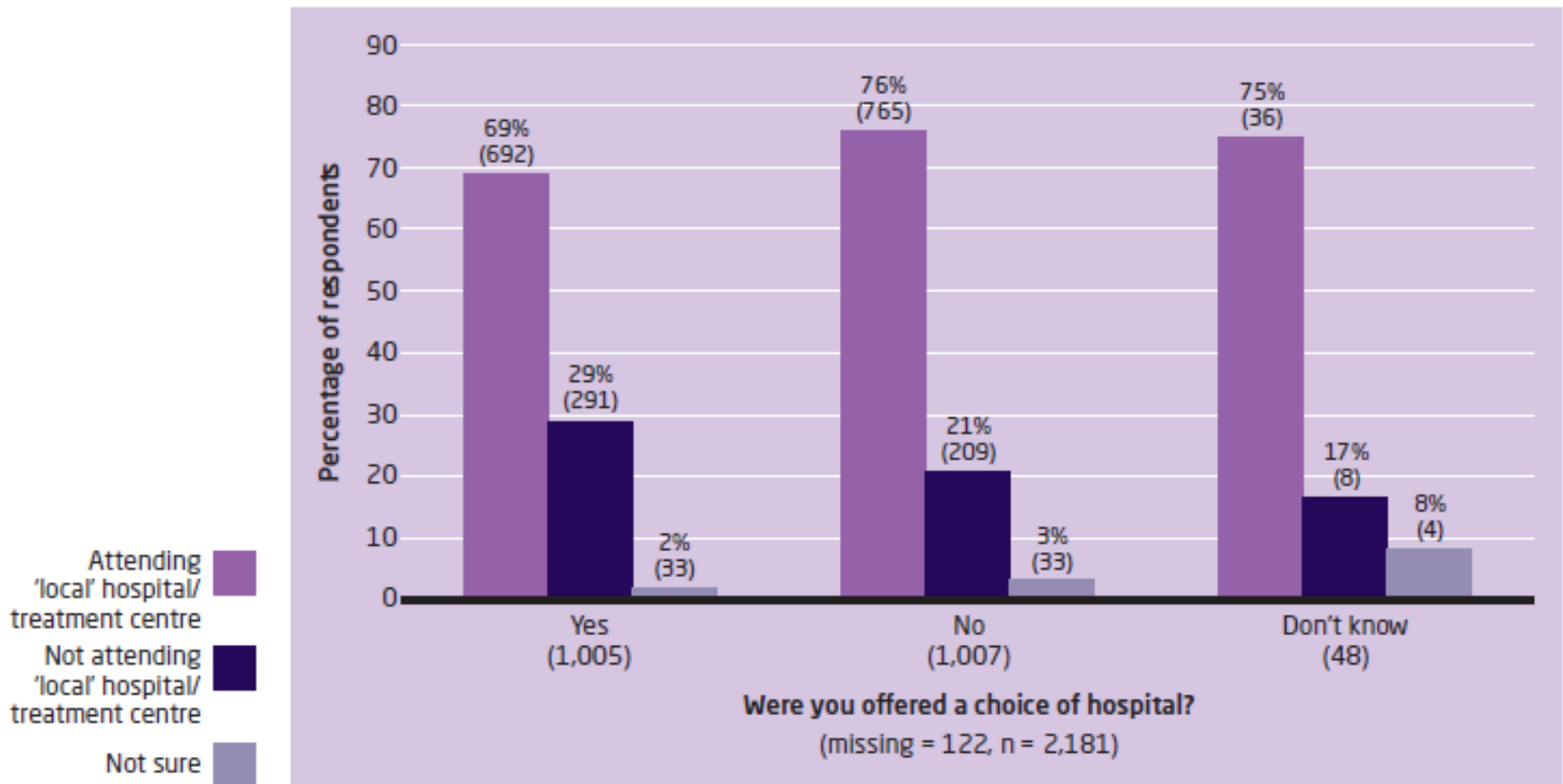


Figure 4 Number (%) of patients who were offered choice and who expected hospital treatment

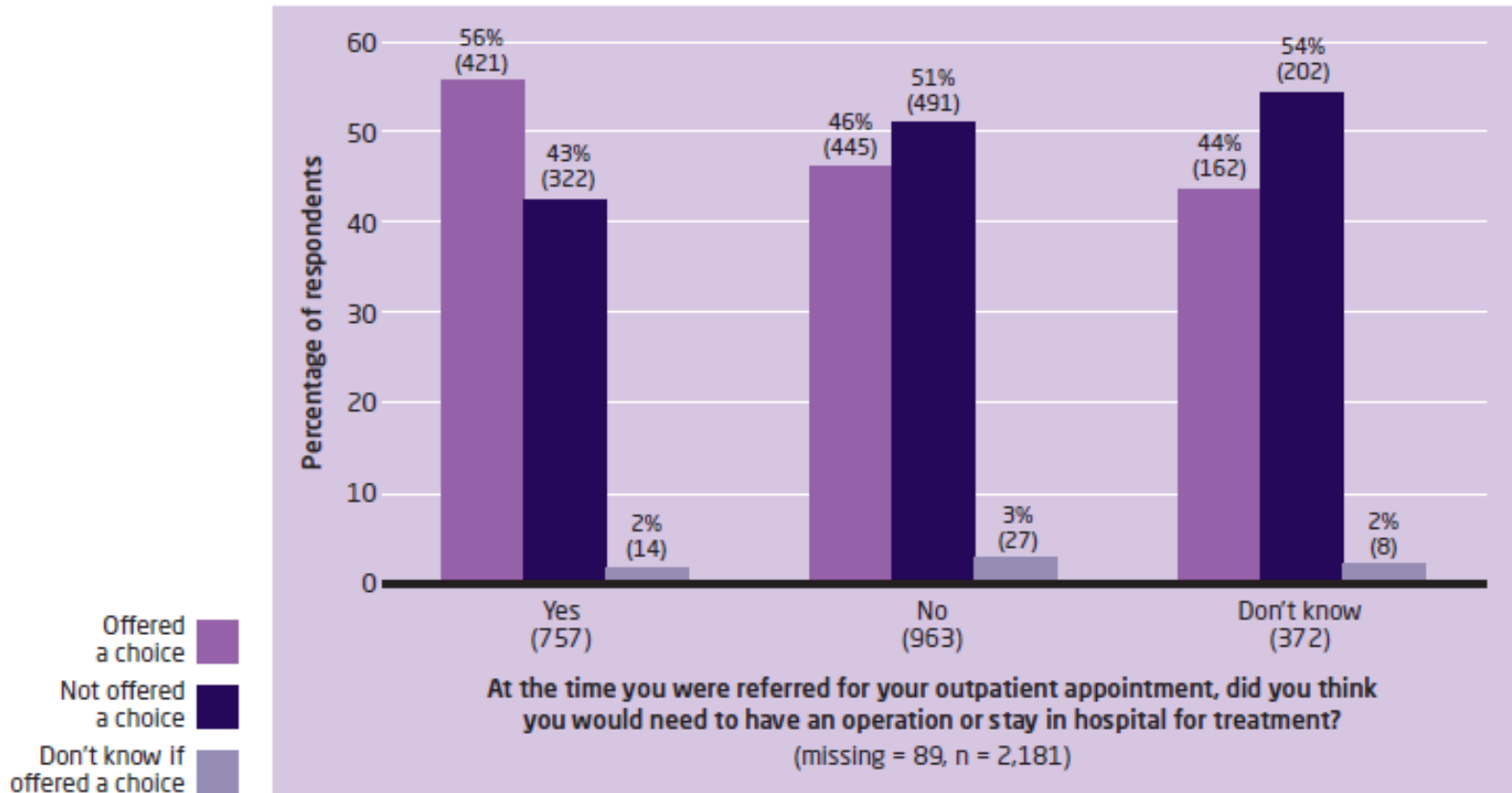


Figure 6 Sources of information patients consulted to help them choose

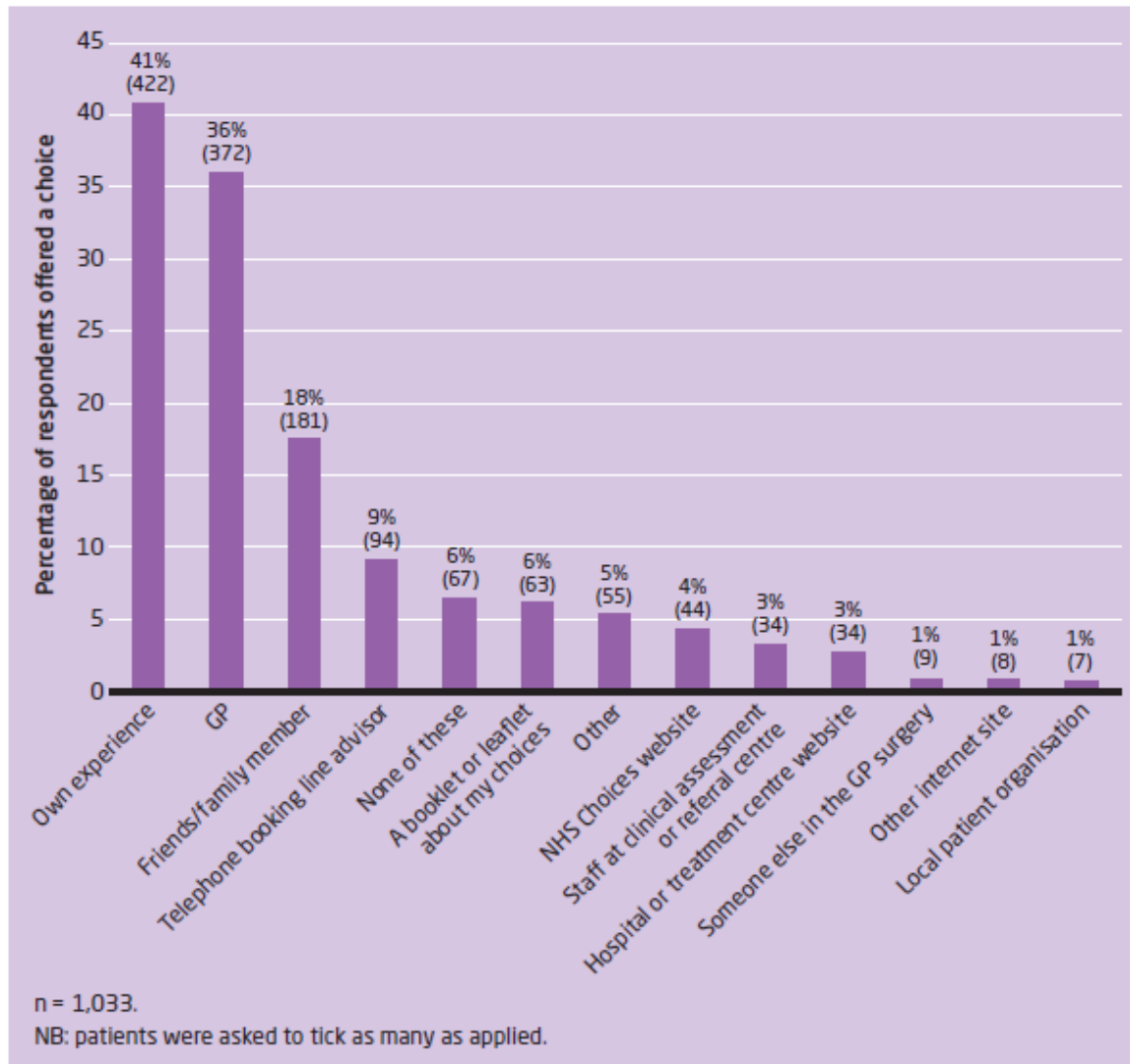


Figure 7 How patients had heard about the performance of local hospitals

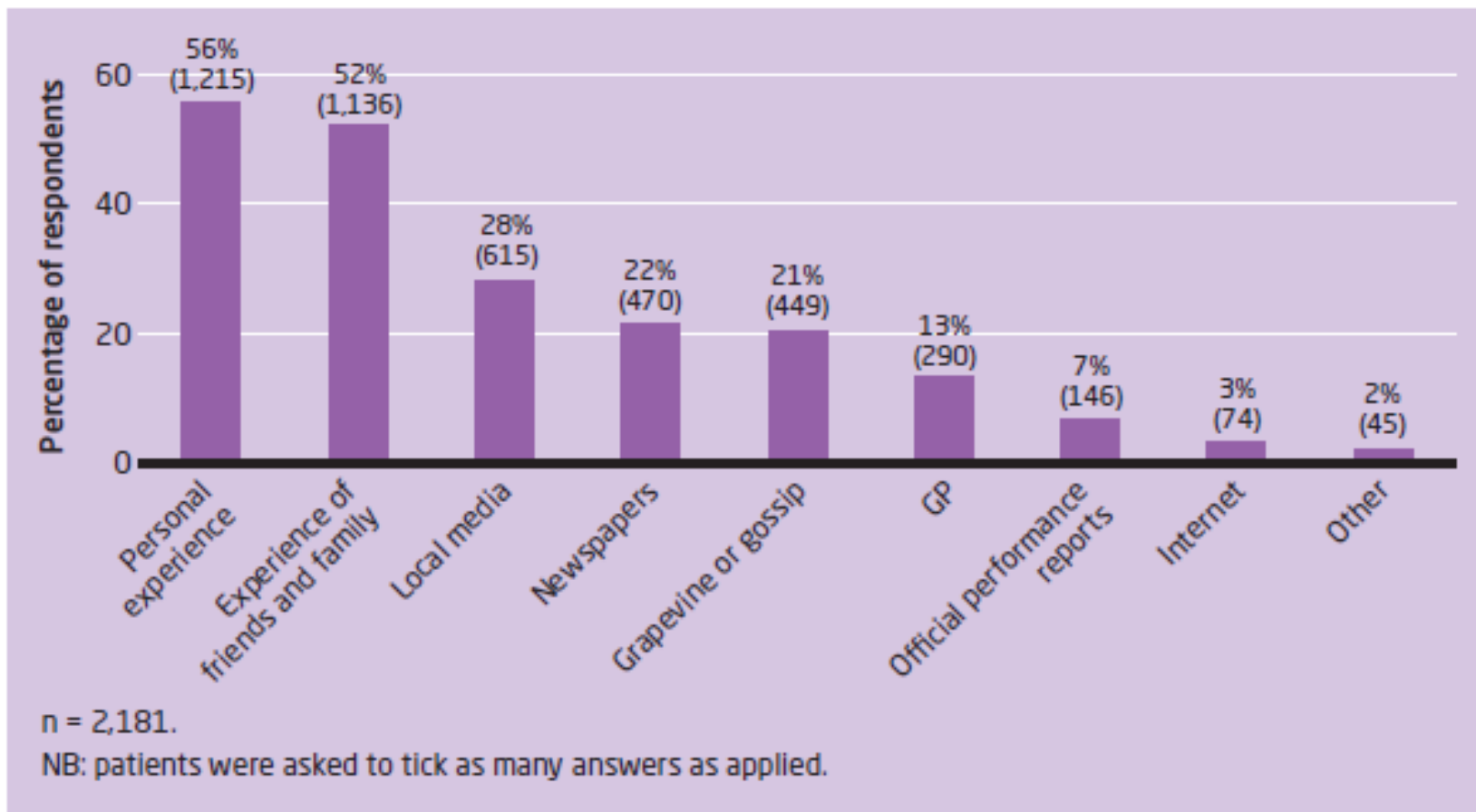
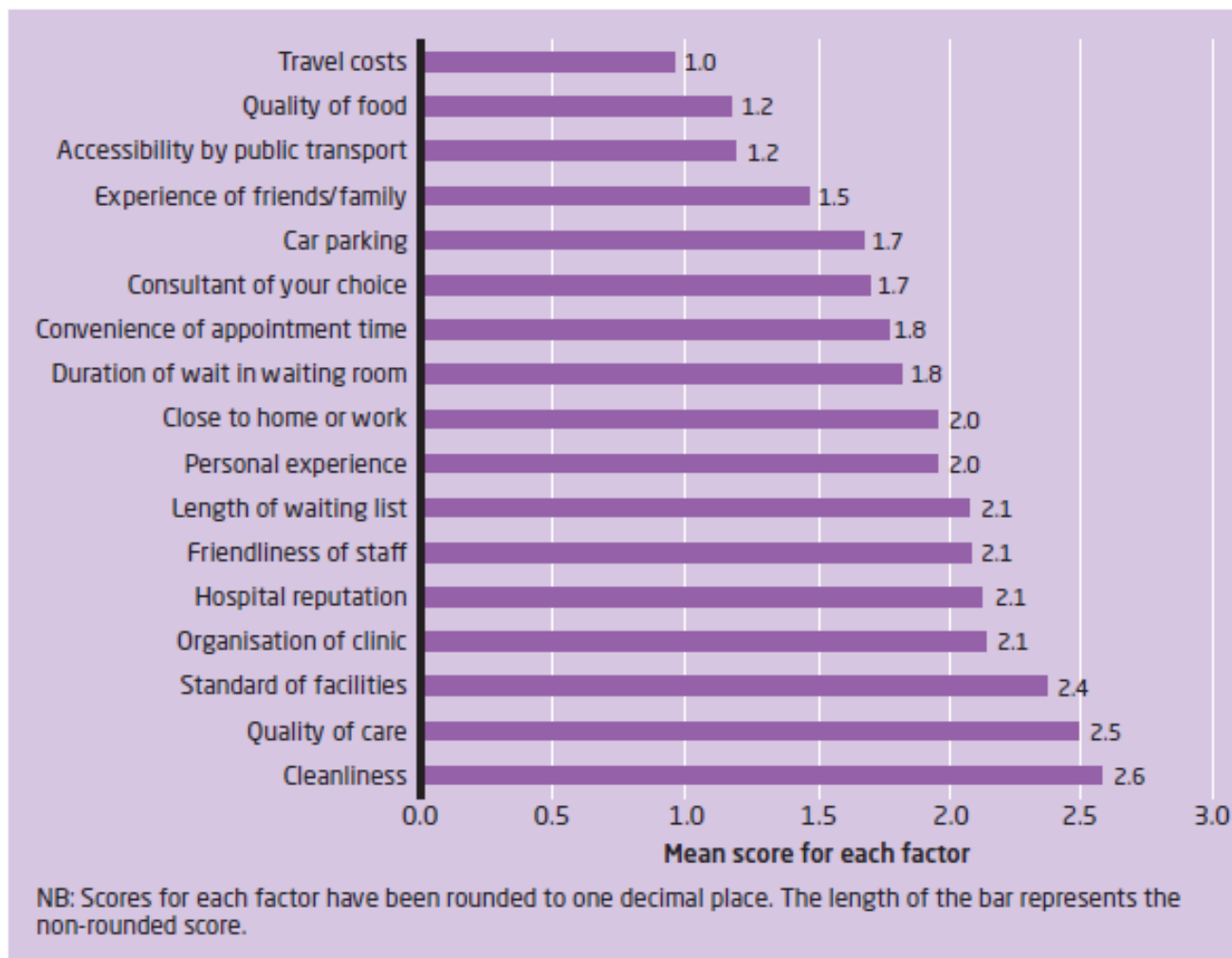


Figure 9 Factors that influenced patients' choice of hospital



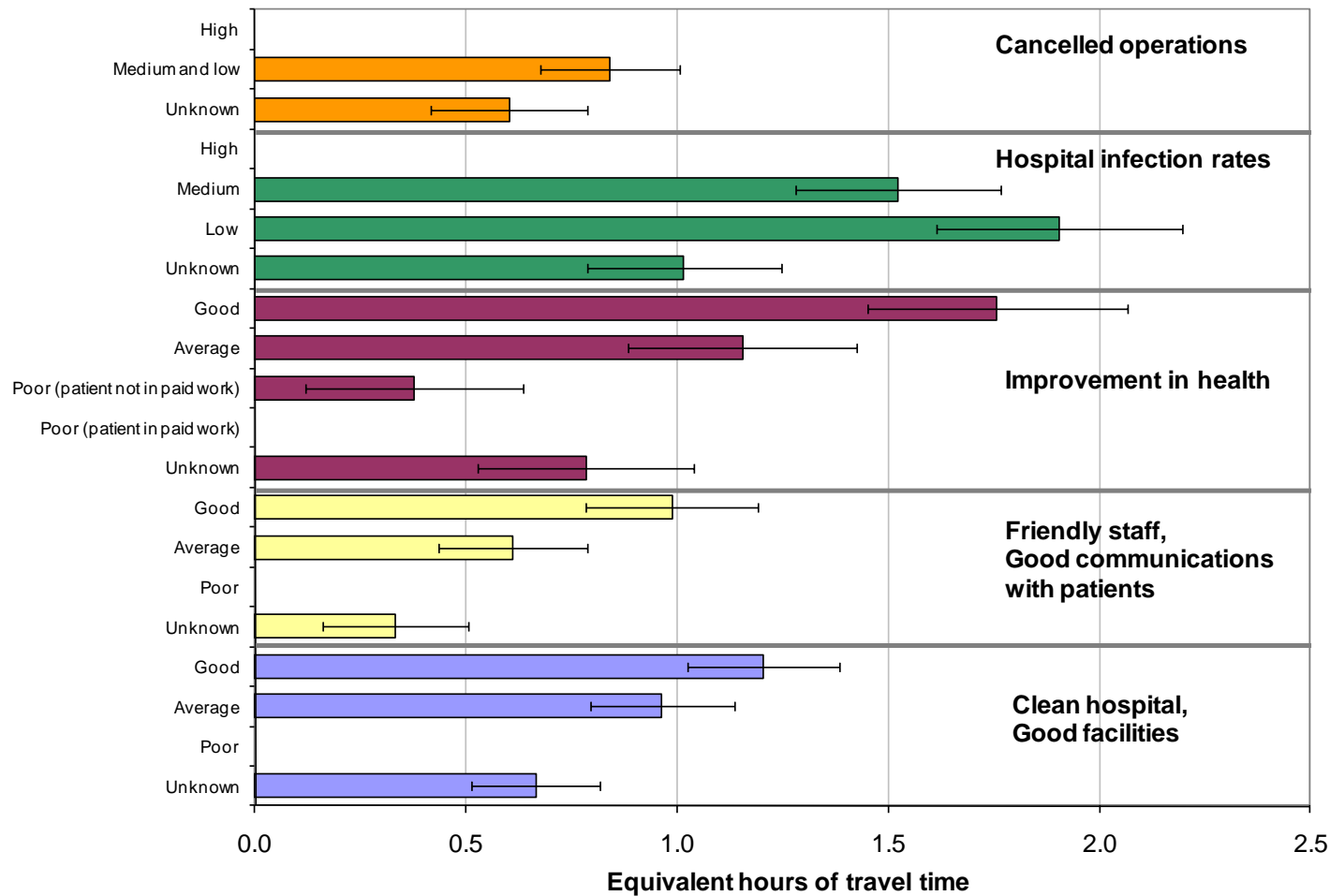
Discrete choice experiment

Choice 1

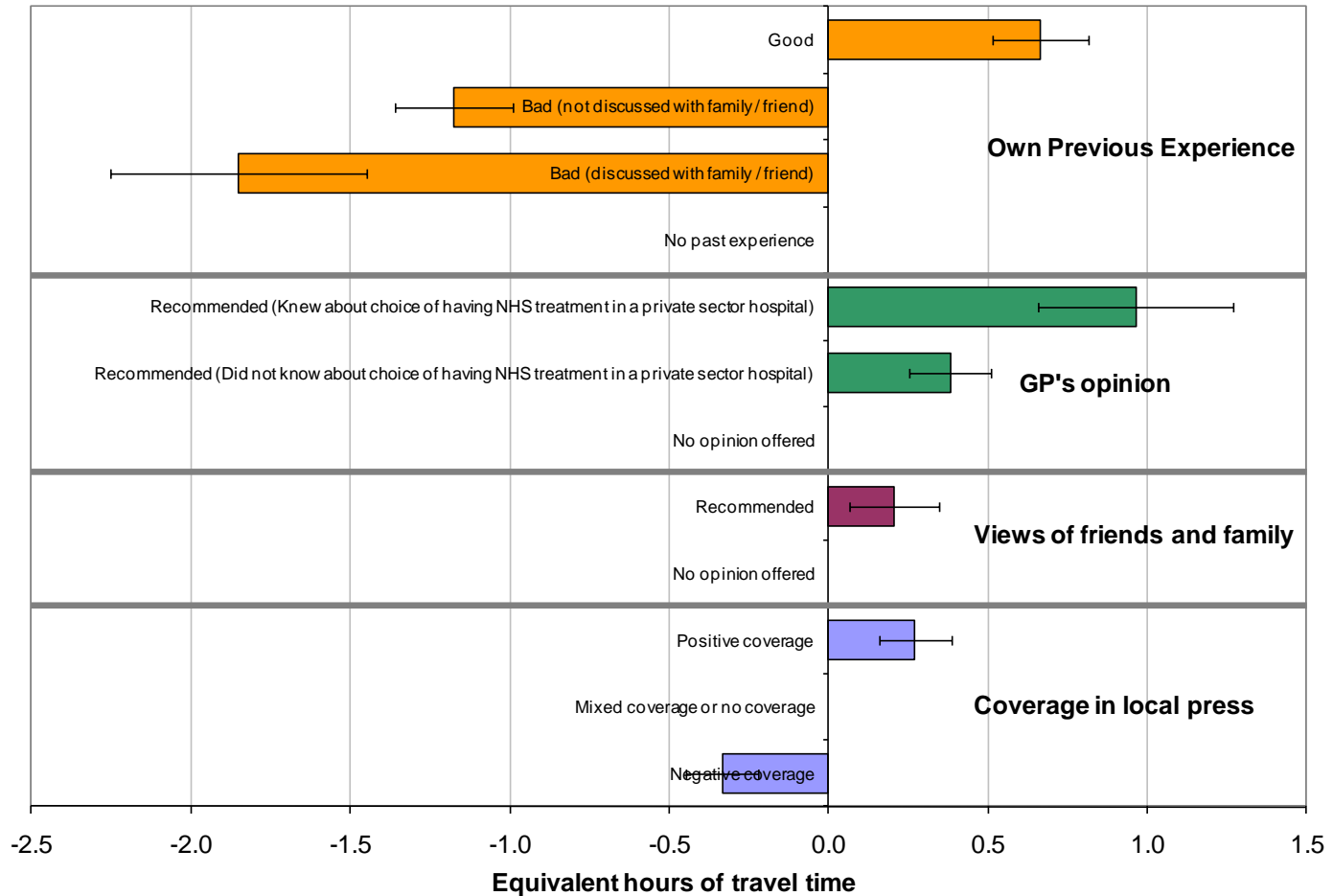
If you had been offered these choices when your GP referred you to the hospital, which hospital would you have chosen?

Hospital details	Your Local Hospital	Hospital 2	Hospital 3
Travel times Travel time to hospital	Current travel time	1 hour	2 hours
Waiting times Current waiting time for outpatient appointment	1 week	1 week	8 weeks
Performance ratings Number of cancelled operations	Low	High	Low
Hospital infection rates	High	High	Average
Improvement in patient's health	Data not available	Average	Good
Patients' views from surveys Friendly staff, good communications with patients	Good	Average	Good
Clean hospital, good facilities	Average	Good	Data not available
Other opinions and experience Own previous experience	Good experience	Good experience	Good experience
GP's opinion of hospital	-	-	-
Recommendation of family and friends	-	Recommended	-
Coverage in the local press over the past year	Mixed coverage	Positive coverage	Negative coverage
Please select ONE of the following options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

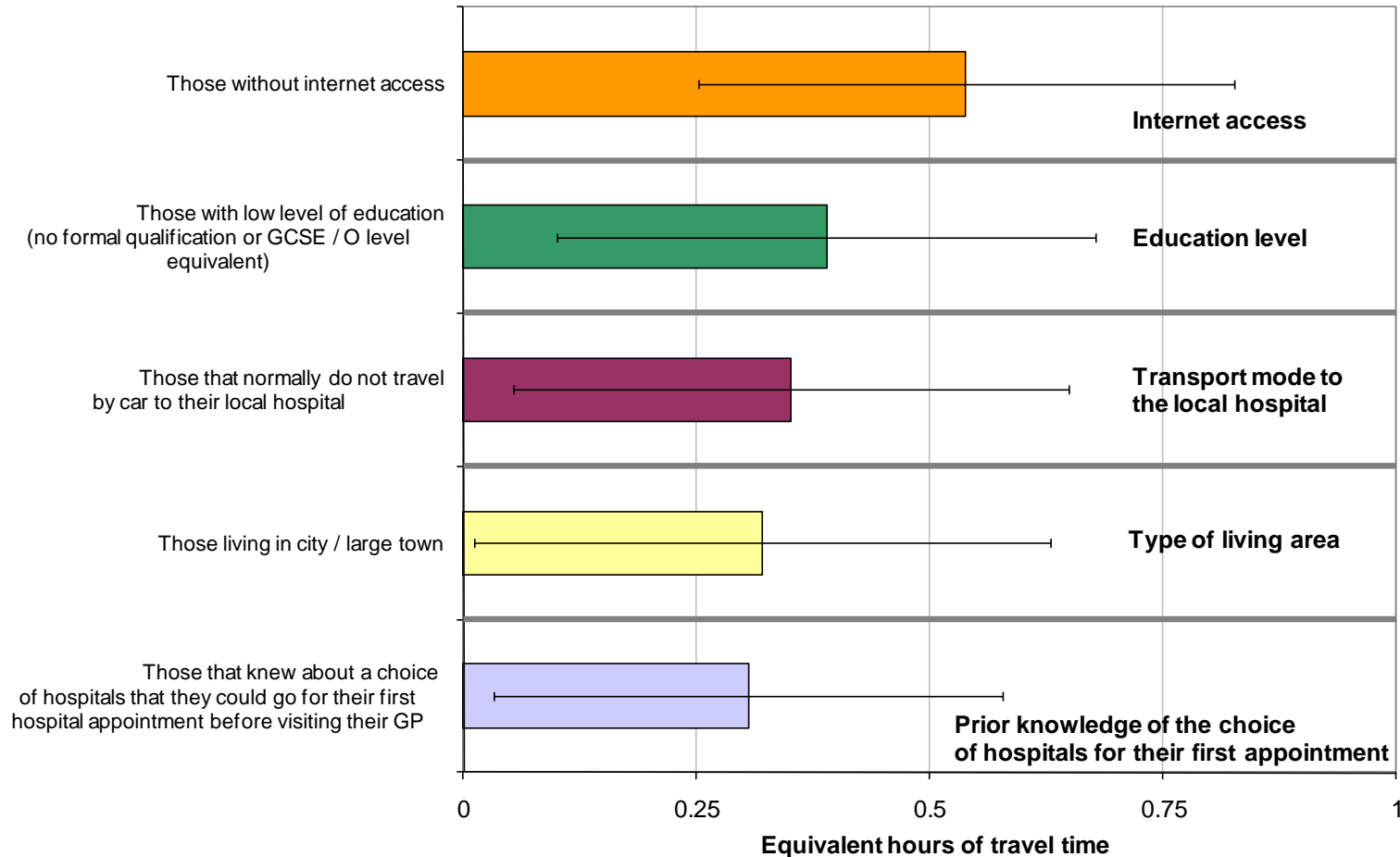
DCE: hospital performance



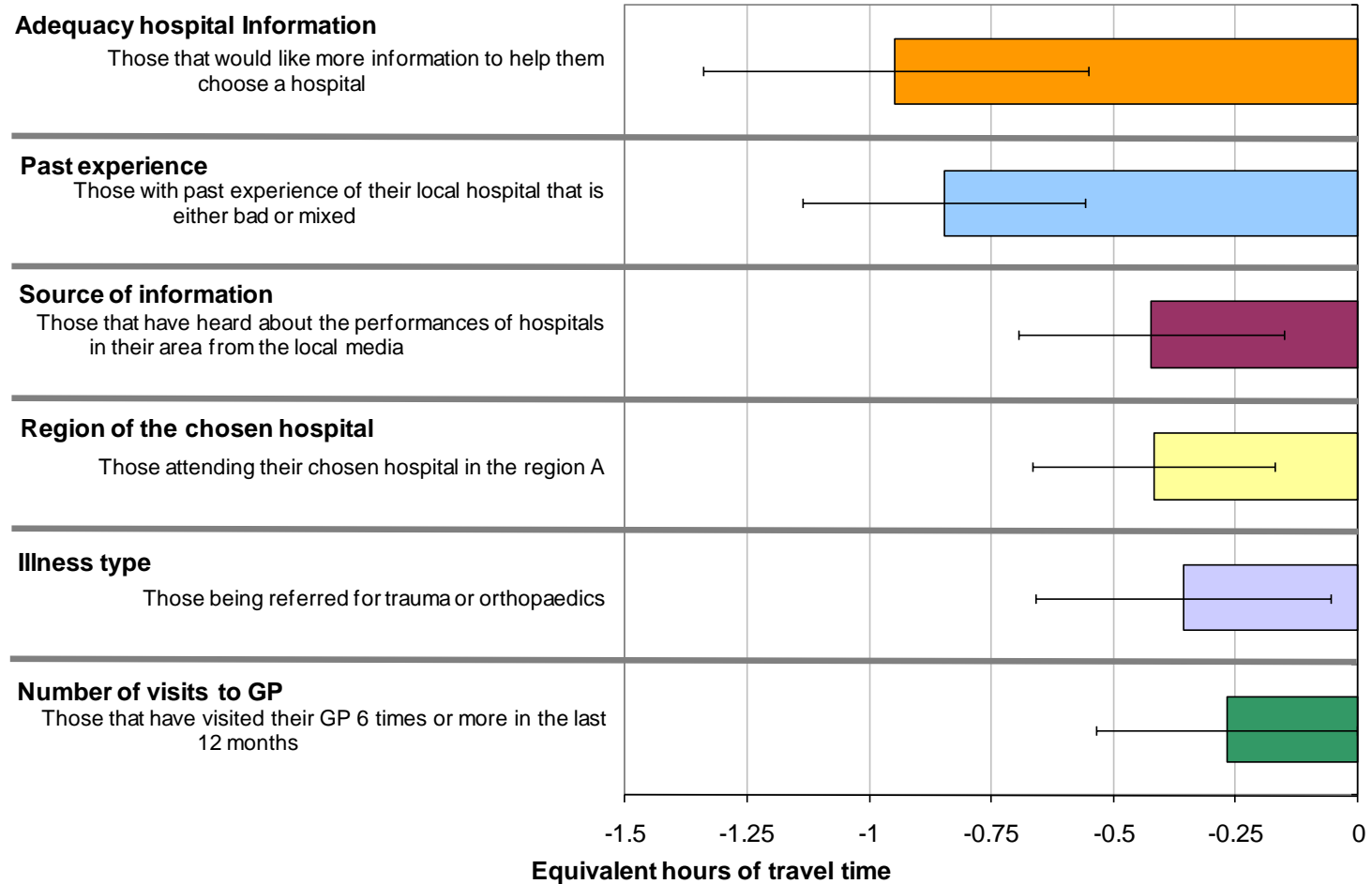
DCE: Opinion and experience



DCE: those likely to stay local



DCE: those likely to go non-local



GP interview findings

- › **25** GPs interviewed
- › General support for **concept** of patient choice
- › **Reservations:** few patients want choice, only applicable in urban areas, choices made on waiting times and convenience.
- › Most offer choice (but sampling bias), sometimes in **tokenistic** way.
- › Little **information** given, mainly personal knowledge of hospitals and consultants.
- › Practice staff or patients book **appointments.**
- › **Technical issues** – although many now resolved.
- › **DES/LES** important to GPs

Provider interview findings

- › Interviewed 59 Directors and Chief Execs
- › 11 NHS trusts, 2 ISTCs, 2 independent hospitals
- › General **understanding** of how policy is designed to work and support for concept.
- › Perception patients **not choosing**
- › Marketing to **GPs** = main customer
- › **18 week target:** high referral volumes
- › Limited **competition** for patients at edge of catchment areas
- › Little competition from **IS** more interest in 'waiting list' patients

Provider interview findings cont..

- › Competition differed by trust type
 - **Large trusts** (often including a university teaching hospital) focussed on tertiary and specialist activity
 - **Medium sized trusts** looking to develop their tertiary services in 'niche' specialisms in order to 'repatriate' patients currently receiving specialist treatment elsewhere.
 - **Medium sized trusts** looking to increase referrals to their elective services - focussing on putting consultants in the community to 'feed' referrals to the trust.
 - **Small and medium sized trusts** operating over capacity just seeking to treat patients within waiting time targets rather than expand and develop services. Possibly looking to expand into delivery of community services.

Research and analysis timetable

		2008				2009				2010
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Patients	Conduct initial interviews			X						
	Analyse results				X					
	Design questionnaire		X	X	X					
	Cognitive testing				X					
	Distribute questionnaire					X	X			
	Analyse results						X	X	X	
	Conduct follow-up interviews							X	X	
	Analyse results								X	
	Develop modelling tool									X
GPs	Interview design + recruitment					X	X			
	Conduct interviews						X	X		
	Analyse results							X		
Providers	Interview design + recruitment				X	X				
	Conduct interviews				X	X				
	Analyse results					X	X	X		

Outputs

- › Field work complete
- › Analysis and write up underway
- › **4th November 2009** – patient survey findings report
- › **18th November** – expert seminar
- › **Spring 2010** – final project report
- › **Spring 2010** – RAND technical report and modelling tool

Contacts

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http://www.kingsfund.org.uk/research/projects/patient_choice

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