



What do we want from public reporting? A consumer perspective

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“...more information is available on the quality of airlines, restaurants, cars and VCRs than on the quality of healthcare ” (Miller 2001, p.84)

Permanently Failing Organisations (Meyer & Zucker) – societies take certain organisations for granted and therefore neither their existence or performance are scrutinised – until recently this may have been the case with health care organisations

Information requested by individuals

1. Equipment & technology
2. Hospital specialisation
3. Average waiting times
4. Nurse/doctor to patient ratios
5. Availability of support services
5. Success/mortality rates
6. Doctor/nurse qualifications
7. Reputation/quality of care
8. Research conducted
9. Financial information

Performance report for cardiac services

- As the consumers increased their understanding of the health care system their concept of a useful performance report changed.
- A performance 'report card' was not sufficient – a tool was needed that helped the consumers apply the performance information to their decision making processes
- These consumers (after the fact) indicated that comparative data wouldn't have helped them, as they had limited choice in their care options, but wanted information to help them become more involved in their own care

Literature suggests public reporting can support consumer choice, enable accountability and promote quality.

But these consumers found industry barriers to choice, accountability and quality that made them reconsider whether public reporting in this instance would have any value for them.

What do health services report?

Indicator	Board	Funder	Community
Financial	100%	96.9%	81.3%
Wait Lists	56.3%	53.1%	25%
Staff Satisfaction	67.2%	9.4%	18.8%
Adverse Events	78.1%	59.4%	31.3%
Clinical Outcomes	56.3%	31.3%	31.3%
Functional Status	20.3%	14.1%	7.8%
Community Integration	25.0%	15.6%	10.9%
Care Integration	39.1%	25.0%	21.9%

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