

# CAPTURING & UNDERSTANDING CONSUMER PRIORITIES

## Consumer Perspectives

The consumer perspective is an essential component of the health care delivery system. Consumers are more than just recipients of healthcare services but the voice that drives health reform and the most important actor in improving patient health. The value in empowering the consumer is not only in the impact on his/her own care but also raising issues that inform healthcare policies that improve services and outcomes for others. Patients want to be known, understood, and provided a personalized health care experience and the doctor-patient relationship remains at the heart of people's perceptions of health care. Three common themes found in relation to how patients assess provider quality include <sup>1,2</sup>:

## THREE COMMON THEMES



### Interpersonal Skills

- ✓ A provider who listens to their concerns and questions
- ✓ A provider who is caring and compassionate
- ✓ A provider who is willing to spend time from diagnosis to treatment



### Quality Communication

- ✓ A provider who explains well and makes eye-contact
- ✓ A provider who displays an interest in patient well-being
- ✓ A provider who communicates effectively and respectfully

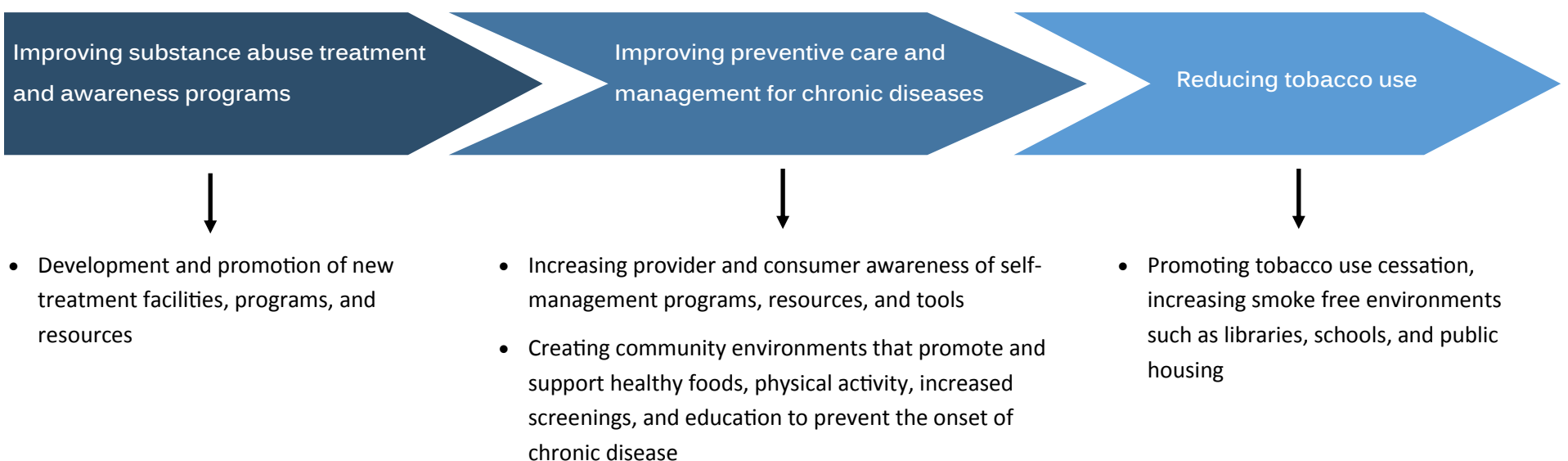


### Competency

- ✓ Diagnostics and treatment
- ✓ Medical knowledge and skills
- ✓ Up to date with current medicine and technology

## KEY AREAS IDENTIFIED BY CONSUMERS

Capturing and understanding consumer priorities is a key step to ensure the needs and interests of consumers are recognized and addressed. The [2016 Community Health Needs Assessment](#) (CHNA) provided a broad array of health information that is beneficial for health promotion activities throughout the Capital Region. Included in the CHNA is the Siena Survey in which consumers in the Capital Region were asked about various health topics and what areas they felt were most important. Consumers expressed that **reducing obesity in both teens and adults** was the most important health-related issue to address in their community, followed by **substance abuse, chronic disease, and tobacco use**. Local health departments, hospitals, and community-based organizations have collaborated and developed interventions and activities to address these health concerns.



## CONSUMER HEALTH NETWORK

The Consumer Health Network desires to understand the consumer, gain insight from consumer perspectives, and provide consumers with relevant health information and resources. By joining the Consumer Health Network, your voice is incorporated into the advancement and redesign of the health care delivery system.

<sup>1</sup> Weiss, L., Scherer, M., Shih, A. (2016). Consumer perspectives on health care decision-making. Quality, cost, and access to information. *J. NYAM*, 1-45.

<sup>2</sup> Wen, L.S., Tucker, S. (2015). What do people want from their health care? A qualitative study. *J Participat Med*(7):e10.