

Interactive Map Focus Groups for Consumer Input on Improvements

My Hospital – Healthcare Associated Infections

Conducted by The HSM Group, Ltd.

Respectfully submitted by
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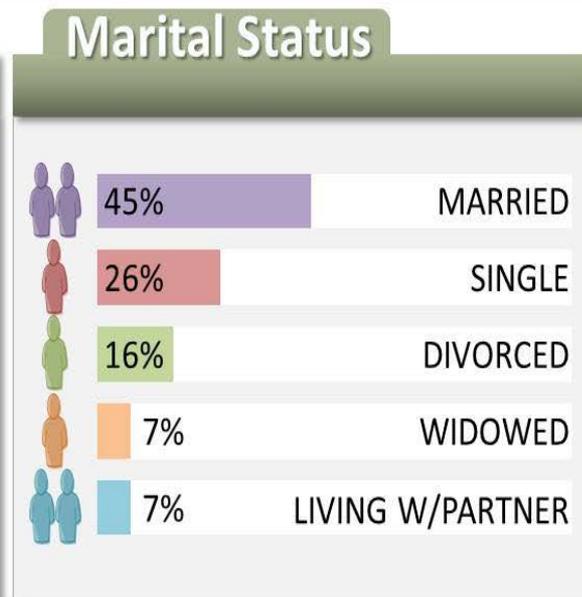
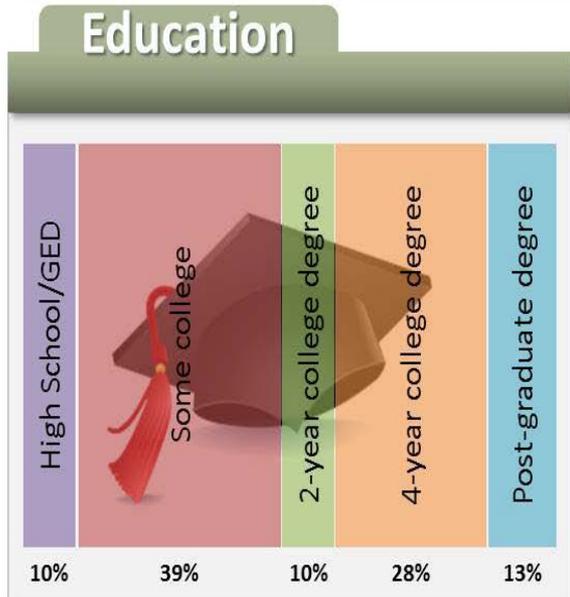
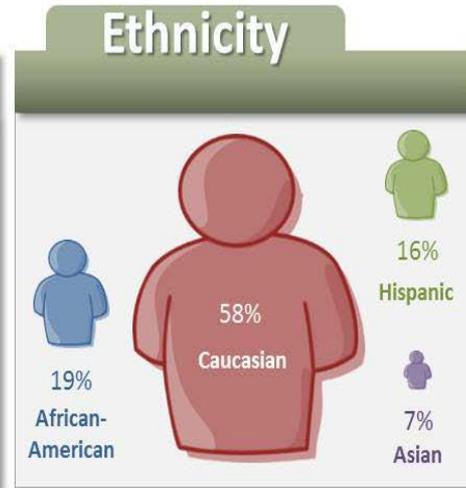
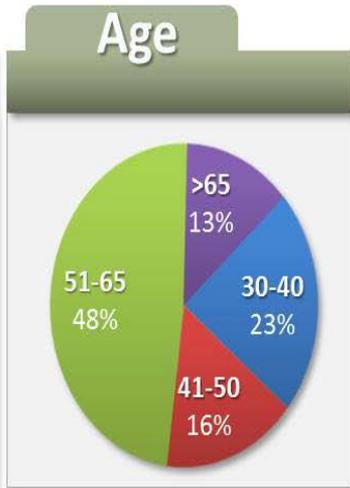
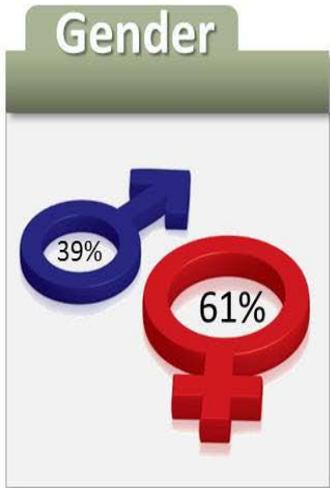


Objectives for Qualitative Analysis

- To better understand how consumers use and understand the IM
- To develop prospective features of communication between users-and-healthcare settings, healthcare settings-and-staff, and to identify potential areas of improvement or messaging
- Participants “likely to make health care decisions for themselves or others”



Participant Demographics (n=31)



Consumer overall consensus

- Information is important, now that consumers have seen the content.
- More data needs to be displayed, even if consumers may have difficulty understanding it.
- Remove jargon; write for consumers, not healthcare providers.
- Explore different ways to add comprehensible information (popups and/or videos).



Summary of participant feedback

- Limited prior awareness of CDPH and its purpose
- 15th grade reading level and long sentences make the IM confusing
 - Needs less technical jargon and clearer explanations
 - Need more numbers, infection rate numerators and denominators
- Navigation Bar: “Infection Categories” was confusing and not noticed by many
 - Change the title to “Display Options”
 - Need visible definitions of the acronyms (in a popup or mouse-over text)
- Legend was useful
 - Should be more visible - maybe on the ocean on the map
 - “No Comparison” was confusing and ignored by those who didn’t understand it
- Patient care locations for CLABSI were particularly confusing
- “About the Data” caveat section was negatively received
- Search feature reviews were mixed; some suggestions not feasible



Recommendations Based on Results

- Map specific
 - Add CDI
 - Improve clarity of text with less technical explanations
 - Redesign Navigation Bar
 - Improve CLABSI Symbol/Icon and Patient Care Location explanations
- Ancillary
 - Redesign main HAI page for link to map to be more prominent
 - Explore separate content tracks for consumers and healthcare professionals from main HAI page
 - Explore renaming the URL to HAI.cdph.ca.gov



IM Interdepartmental Team

- Amy Blandford, Lead
 - Virginia Yamashiro
 - Connie Kwan
 - Karla Van Meter
 - Jorge Palacios

