



# Health Care Quality Navigator

An Internet and Mobile Application to  
Facilitate Consumer Use of Care Quality  
Metrics

A Proposal by the Big Yellow Star Developer Team to The  
AF4Q Developer Challenge

1/5/12

# Primary Goals

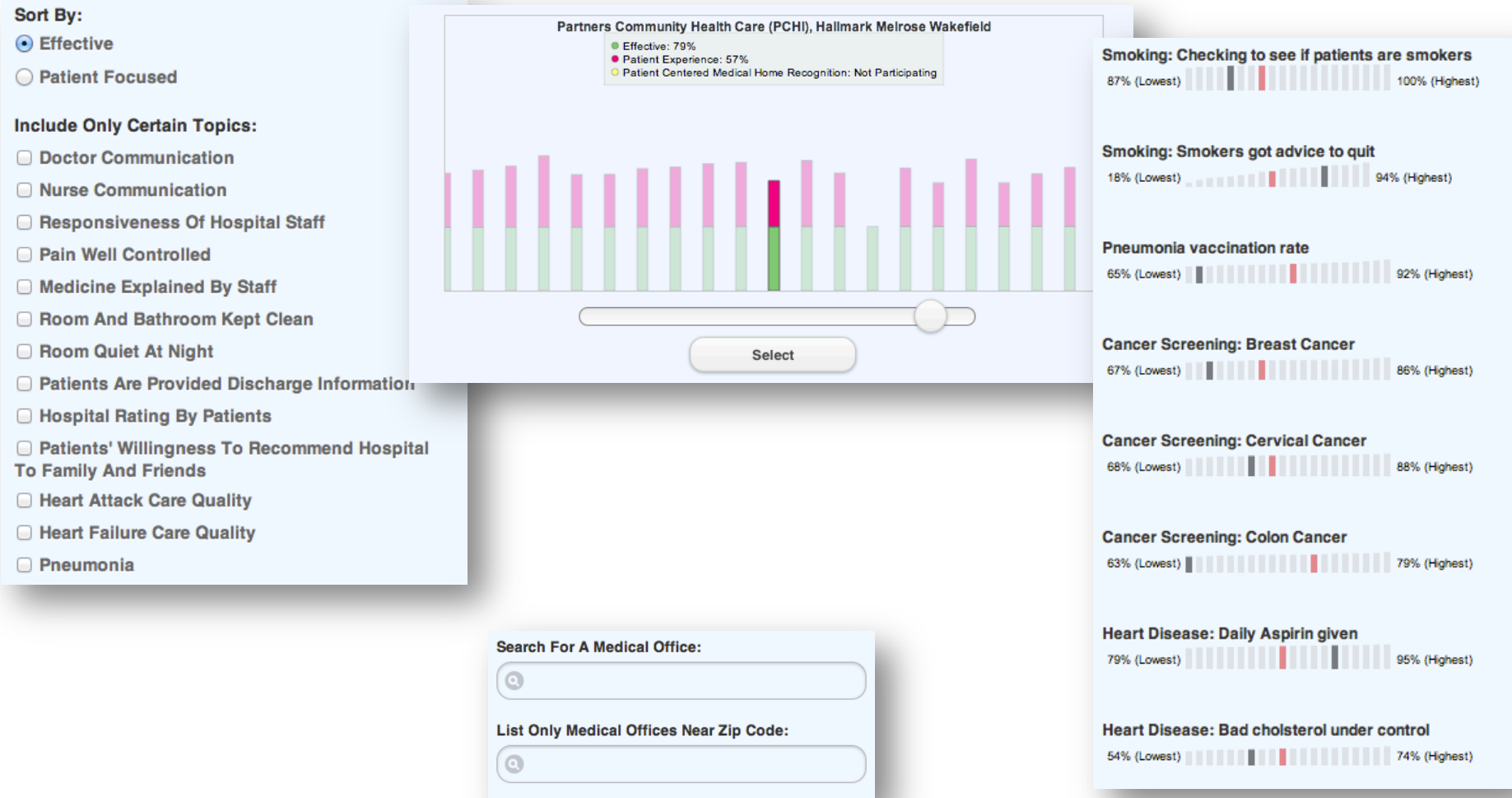
- Democratizing Access to Healthcare Quality Information
  - Accessible and Simple Visual Representations
  - Plain/Clear language
  - Cross Platform accessibility (Desktop, tablet, smartphone)
  - English and Spanish
- Socializing Care Quality Information
  - Creating clarity on progress in quality improvements
- Evidence based
  - Authoritative data sources (NCQA)
  - Institute of Medicine Quality Care Paradigm
    - Application of cutting edge consumer research results
    - *Effective, Safe, and Patient Focused Care*

# Developer Team

- Multi-disciplinary and highly skilled
  - University public health research
  - Commercial web design
  - Professional Translation
- Established and successful collaboration
  - Multiple award winning applications recognized for accessibility by populations with low digital literacy
    - [preppedkids.org](http://preppedkids.org)
    - [mappinghealth.com/maternitycare](http://mappinghealth.com/maternitycare)
    - [mappinghealth.com/kids-ca](http://mappinghealth.com/kids-ca)
    - Other awards



# Simple and Intuitive Care Comparison



**Smoking: Checking to see if patients are smokers**  
87% (Lowest) | 100% (Highest)

**Smoking: Smokers got advice to quit**  
18% (Lowest) | 94% (Highest)

**Pneumonia vaccination rate**  
65% (Lowest) | 92% (Highest)

**Cancer Screening: Breast Cancer**  
67% (Lowest) | 86% (Highest)

**Cancer Screening: Cervical Cancer**  
68% (Lowest) | 88% (Highest)

**Cancer Screening: Colon Cancer**  
63% (Lowest) | 79% (Highest)

**Heart Disease: Daily Aspirin given**  
79% (Lowest) | 95% (Highest)

**Heart Disease: Bad cholesterol under control**  
54% (Lowest) | 74% (Highest)

Yet Powerful Features and Details Available with an Extra Click

# Three different interfaces, for three platforms

A single web site that customizes layouts and features based on the device type.

The desktop interface features a green header with 'Back' and 'Espanol' buttons. On the left, there are filters for 'Sort By' (Effective, Patient Experience, Patient Centered Medical Home Recognition) and 'Include Only Certain Topics' (Adult Diagnostic And Preventive Care, Depression, Medication Management, Asthma Care, Heart Disease And Cholesterol Management, Diabetes Care For Adults, Well Child Visits, Pediatric Medications And Testing, Women's Health, Adult Care, Pediatric Care). The main area displays a bar chart for 'Acton Medical Associates' with a legend for Effective (80%), Patient Experience (67%), and Patient Centered Medical Home Recognition (Level 3). Below the chart is a 'Select' button and a list of medical offices: Riverbend Medical and Highland Healthcare Associates IPA - NEQCA.

Desktop or laptop

This interface shows 'Patient Experience' metrics. It includes a progress bar from 29% (Lowest) to 100% (Highest). Below, it lists categories: 'Adult Care' (29% to 100%), 'How Well Doctors Communicate with Patients' (50% to 100%), 'How Well Doctors Coordinate Care' (25% to 100%), and 'How Well Doctors Know Their Patients' (100% to 100%).

*These are critical for increasing access to vulnerable populations with varying access to digital media.*

The smartphone interface is optimized for a small screen. It shows 'Valley Medical Group, P.C.' with metrics for Effective (79%), Patient Experience (75%), and Patient Centered Medical Home Recognition (Level 3). A 'Patient Experience' section lists various metrics like 'How Well Doctors Communicate with Patients' (92%) and 'Getting Appointments, Care, and Information Quickly and When it is Needed' (58%).

Smartphone

The tablet interface shows 'Fairview Northeast Clinic' with metrics for Effective (65%) and Patient Focused (Not Participating). It includes a 'Patient Experience' section with metrics like 'Rate Of Depression Under Control Within Six Months' and 'Effective Care For Heart Health'. It also features search fields for medical offices and a list of results like 'HealthEast - Vadnais Heights' and 'Fairview RidgeValley Clinic'.

iPad or Android tablet