☑ A Checklist for Advocates, Tool Designers and Policymakers

Altarum's *Consumer-Centric Evaluation of Health Care Price and Quality Transparency Tools* report shows that the numerous public-facing health care price and quality transparency tools in the U.S. lack uniformity in design and functionality. Even efforts to score these tools lack consensus on the most important attributes.

This checklist provides a rubric for evaluating transparency tools based on the *qualities that are important to consumers,* as identified in Altarum's study. The online version of this checklist contains links showing that these desired attributes are strongly supported by other research.

Home Page Design:

Visually pleasing home page *(i.e., updated look and design)*
Clear "next step" to find data *(e.g., a big yellow button)*
Search box to find information
Minimal additional information to distract from next step

Data Elements Most Desired:

Physician-specific data
Doctor and facility location and contact information
Information on appointment availability
Information on insurances accepted by provider
Provider credentials
Information on provider "friendliness" *(e.g., provider photos, user reviews, patient satisfaction data)*
Cost and quality data presented side-by-side

Clarity of Data:

Clear distinction between total price and out-of-pocket cost
Visual ratings (stars, colors, etc.) for patient experience

Accessibility:

Easy to find online
Accessible on mobile devices

Other attributes cited by prior scoring efforts, while not specifically surfaced by consumers in Altarum's study, appear to be important. These include being accessible for non-English speakers and disabled persons; a broad, complete set of providers and procedures; being free and widely accessible to consumers; and having timely, reliable data that comes from a reputable source.

For more information: https://altarum.org/publications/consumer-centric-evaluation-healthcare-price-and-quality-transparency-tools