Shifting Toward an Approach that Prioritizes Quality Over Quantity

Overview of Our Research

United States of Care (USofCare) is spearheading a 10-month initiative to foster dialogue on value-based healthcare through public opinion research and a targeted communication campaign. The project aims to drive transformation in healthcare payment and delivery systems by:

1) educating stakeholders on public support for essential policies through message testing;

2) creating educational tools for policymakers and grassroots leaders, guiding effective communication; and

3) initiating a coordinated outreach strategy at federal and state levels for resource dissemination and groundwork for future policy adoption.

Why This Research Matters

Leveraging its data on healthcare needs, USofCare executed a multi-faceted public opinion study to gauge reactions to value-based care concepts, identify impactful messages, and discern potential hurdles in gaining public support for a quality-focused approach. Employing an iterative method, the research integrated qualitative, quantitative, and mixed-method approaches for an all-encompassing insight into people's preferences and effective messaging. The study was conducted in three phases.

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Virtual Focus Groups

February 2023

As part of USofCare's emphasis on listening, the research commenced with two 90-minute virtual focus groups to comprehend initial perceptions and expectations of value-based care. Each group comprised six participants who shared their understanding and challenges of value-based care in their own words.

National Survey

March 2023

USofCare conducted a 20-minute national survey (n=1,000) to quantify insights from qualitative research. The survey employed online panel and text-to-web interviews to capture diverse perspectives nationwide. It incorporated MaxDiff, a tool that effectively identifies messages with the strongest resonance among respondents.

ReMesh

May 2023

USofCare utilized ReMesh, a mixed-method tool, to assess healthcare values, needs, and preferred solutions across the country, informing United Solutions for Care. ReMesh, an AI-driven hybrid tool with a chat interface, engaged 100 participants in real-time, allowing them to react to draft messages, create their own, and respond to others' ideas.