Using Family and Patient Input to Improve Consumer Health Information in Child & Youth Mental Health.

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Learning Objectives

At the conclusion of this presentation you should know:
– What are choice-based conjoint surveys?
– What are the relative advantages of using this methodology?
– How can parent preferences improve the delivery of parent programs in child and youth mental health?

Support and contributors

• EMA, Provincial Centre of Excellence for Child & Youth Mental Health
• Ontario Early Years Challenge Fund
• Research Development Fund, Hamilton Health Sciences
• Dr. Charles Cunningham, Jack Laidlaw Chair in Patient-Centred Health Care
• Ken Deal, McMaster University
• Our trusty crew of researchers

How do we improve the delivery of parenting courses?

• A core principle of family centered care is listening to families and children’s preferences.
• We often use surveys to ask about single qualities or attributes.
• This makes it difficult to understand the interaction of these attributes.

Why is answering this question important?

• Parenting courses have been shown to be a cost-effective intervention.
• While waiting times for many services grow, parenting groups are often not full.
• In the absence of evidence, services tend to be designed to suit providers, not clients.

The Perfect Doctor

• Has years of clinical experience.
• Just graduated and has up-to-date skills and knowledge.
• Always has time for my questions.
• Never runs behind schedule.
• Is available to me 24/7.
• Is never tired or cranky.
What are Discrete Choice Experiments?

- A method for determining the relative importance (or utility) of specific qualities (or attributes) that consumers use to select a product.
- Developed in the marketing field to determine product features.
- Increasingly used in public policy decision-making.

Why Choice Methodology?

- Enables the evaluation of multi-attribute services, similar to the real world task.
- Choices prompt in depth reflection.
- Reduce social desirability biases.
- Allow for analysis of tradeoffs.
- Identification of latent preference segments.
- Allows simulation of optimal service design.

Parent Preferences for Parenting Groups

- Sample of 300 parents with a child in kindergarten, with over-sampling in urban schools.
- Sampled in mid-sized industrial community.

Attributes

- Course time and day
- Course location
- Course Duration
- Distance to meetings
- Child Care
- Learning process
- Positive worded program benefits
- Negative worded program benefits
- Leaders experience
- Evidence supporting the program

Sample Choice Task

Please choose the program you would most likely attend:

<table>
<thead>
<tr>
<th>Program 1</th>
<th>Program 2</th>
<th>Program 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>The course meets weekday morning</td>
<td>The course meets weekday evenings</td>
<td>The course meets Saturday morning</td>
</tr>
<tr>
<td>The course is 10 minutes from your home</td>
<td>The course is 20 minutes from your home</td>
<td>The course is 40 minutes from your home</td>
</tr>
<tr>
<td>The course will improve your parenting skills</td>
<td>The course will improve your relationship with your child</td>
<td>The course will improve your child’s school success</td>
</tr>
</tbody>
</table>

Importance scores

- Buchanan et al. 2004
Child Care

- “there is no child care”
- “there is child care for children 0-3 years of age”
- “there is child care for children 3-6 years of age”
- “there is child care for children 0-12 years of age”

Utility Values for Child Care

Leader Qualifications

- “the leader is a pre-school teacher”
- “the leader is a child therapist”
- “the leader is an experienced parent”
- “the leader is a public health nurse”

Evidence Base

- “the course is proven effective in scientific studies”
- “the course is based on the facilitators parenting experience”
- “the course is based on the facilitators clinical experience”
- “the course is new and innovative”
Segmentation

- Different groupings of clients have similar preferences.
- If there was a "right" way to sell cars, then Ford would only run one car ad.
- By segmenting our clients, using latent class analysis, we can identify specific attributes that will increase utilization of our services by those clients.

Results of Segmentation

- Segment 1.
  - Demographically lower risk.
  - Higher education levels.
  - Greater likelihood of employment.
- Segment 2.
  - Demographically higher risk.
  - Lower education levels.
  - Less likely to be employed.

Applying This Knowledge

- The ranking of attributes was similar in both segments, i.e. logistical attributes were most important.
- By comparing differences in the utility values of some attributes, differences between the segments were found.

Targeting Clients

- The greatest difference was in the workshop time.
- Segment 1 clients had strong preferences for evening and Saturday mornings, while Segment 2 clients did not have strong preferences for a particular time.
Market Simulation

- Market simulation predicted that Saturday morning courses would improve utilization by Segment 1 parents.
- When Saturday morning sessions were added, utilization increased as predicted.

Predicted vs. Enrolled

- Predicted vs. Enrolled data showing % of Parents Daytime and Eve/Sat AM.

Parent Preferences for Information about CMH

- 1200 parents.
- On wait-list for children’s mental health services at six large children’s mental health agencies.
- Quantitative Consumer Preference Modelling using Discrete Choice Methods

Qualitative Methods

- 6 focus groups, 3 fathers and 3 mothers, with a total of 43 parents.
- Groups were videotaped and verbatim transcripts prepared.
- N6, a QSR qualitative research program was used to analyze the focus groups.

Quantitative Methods

- Choice-based conjoint survey.
- Attributes developed from themes identified in parent focus groups.
- Surveys available on-line and through paper and pencil versions.

Parent Preferences

- Cunningham et al. 2005
Cross-referenced to local public library

Includes Videos/DVD's

Questions?
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