

The Future of Community Clinics: Beyond the Safety Net

Current perceptions of CCHCs



Two recent studies

LANGER RESEARCH ASSOCIATES

- Statewide survey of 1000 low-income Californians aged 19-64
 - Examined respondents' current health care experiences, as well as wants and needs for care in the future

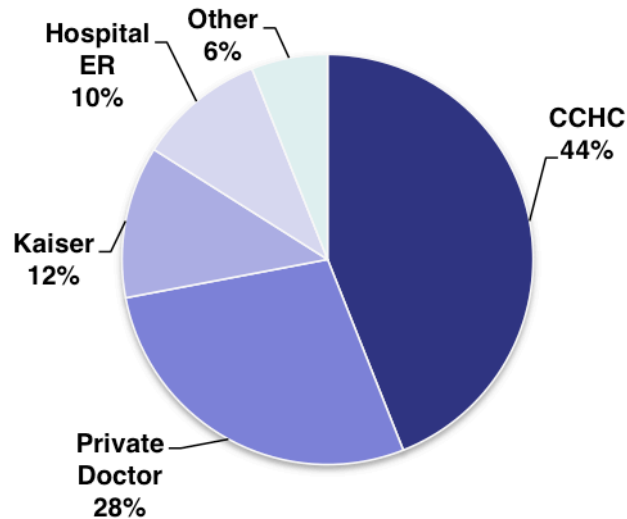
VIEWPOINT LEARNING

- In-depth search for and analysis of online comments about California CCHCs
 - 1250 comments found on multiple sites, including clinics' own sites, Facebook, Twitter, Yelp, Yahoo.com
 - 1/3 user reviews, 2/3 promotional or informational comments from clinics themselves



LANGER RESEARCH POLL FINDINGS: Access, choice and providers

Where low-income Californians go for care



Langer Research Associates

Choice and providers

- 44% of low-income Californians say they currently have no choice in where they go for care
- Many lack a regular personal doctor
 - Having a personal doctor is strongly linked to patient satisfaction and loyalty



LANGER RESEARCH POLL FINDINGS: Satisfaction and CCHCs

- Strongest indicators of patient satisfaction with a health care facility:
 - Courteous staff
 - Patient involvement in medical decisions
 - Clean facility
 - Time with doctor
 - Having a personal doctor
- California CCHCs get good ratings on most measures
 - 45% of CCHC patients say care is good or excellent; similar to other facilities
- But only 31% of all respondents say CCHCs have a good reputation



LANGER RESEARCH POLL FINDINGS:

Loyalty

- **58%** of all respondents would go elsewhere if they could
 - **64% of CCHC users** interested in going elsewhere (42% “very interested”)
- When prospective patients consider a new place for care, cost is **not** the only priority. Patient services are also key, especially:
 - Being able to see the same doctor
 - Convenience
 - Clear communication with doctors and staff
 - Short wait times



VIEWPOINT LEARNING ANALYSIS

Importance of online reviews

- Not a representative sample
- Estimates are that for every person who posts a comment, four more are reading
- As more people turn to online sources for information and recommendations, online reviews will increasingly help shape decisions about where to seek care



VIEWPOINT LEARNING ANALYSIS

Findings

- Positive comments outweighed negative
- People approached clinics with very low expectations; many were surprised to have a positive experience
- Responses to clinics revolved around three major themes
 - Respect
 - Clinic experience
 - Community



VIEWPOINT LEARNING ANALYSIS

Findings

- **Respect:** most common theme, surfaced in half of all user responses
 - *Do doctors and staff treat patients warmly and professionally, listen, answer questions*
 - *Are patients stigmatized because of low income*
- **Clinic experience**
 - *Cost, quality of care, waiting/ appointments, amenities*

Patients who experienced deficiencies in these areas often described it as a necessary tradeoff for free or low-cost care.

When patients have more options they may be less willing to accept this tradeoff.

- **Community:** Some clinics were seen as particularly good community partners and were praised for that commitment.



Clinics can play to their strengths

- Ability to provide culturally competent care
- Connection to community
- Attention to respect and a positive patient experience
- Many well-positioned to adopt PCMH practices
 - Have large numbers of providers on site
 - Conversion to EHR well advanced



What does success look like?

What are key characteristics of CCHCs we would like to see in 2015? In particular:

- How can clinics attract and keep the newly insured who now have more choices?
- Can clinics build capacity and financial stability through collaboration and coordination with each other and the larger health care delivery system?
- How can clinics continue to improve the health of their communities in this new context?