

Person-Centered Contraceptive Counseling Measure (PCCC)

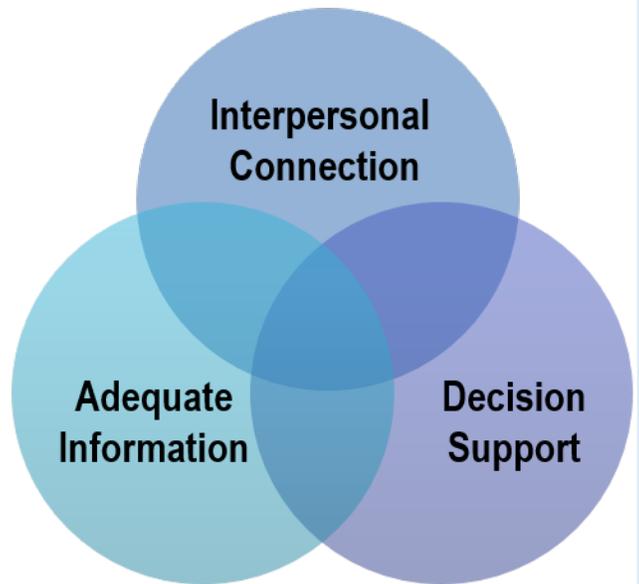
Patients share their **experience of care**

Patient experience is an important aspect of the quality of health care. However, in performance measurement, this dimension of quality is often neglected relative to more clinically focused measures. In contraception, patient experience is particularly important given the personal nature of contraceptive choice.

Patient-centered contraceptive counseling is focused on individuals' needs and preferences for birth control. This type of counseling can help patients choose the best method for them and strengthen their relationships with providers.

The University of California, San Francisco (UCSF) developed a **patient experience measure** that health care organizations can use to assess the patient-centeredness of contraceptive care. This is a patient-reported outcome performance measure (PRO-PM) where patients share about their experiences with the contraceptive counseling they received.

UCSF partnered with the National Family Planning and Reproductive Health Association (NFPRHA) to test and validate this new measure. The National Quality Forum (NQF), a nationally recognized non-profit that endorses health care evidence-based performance measures, voted in February 2020 to recommend the measure for endorsement.



The domains of patient-centered contraceptive counseling [1]

Why use a measure for patient experience?

A measure for patient experience can help ensure that patients' voices are heard alongside other data and information health care organizations use for quality improvement. The PCCC can be used as a standalone measure of patient experience or alongside other measures endorsed by the National Quality Forum to optimize access to all methods while monitoring patient experience. Specifically, organizations using performance measures for contraceptive care (i.e., how many of their patients leave with birth control) can use this measure to make sure that people getting birth control have a positive experience and are supported in the process of choosing a birth control method.

How does the measure work?

Patients respond to a survey about their most recent visit in which they got contraceptive counseling. The measure is a 4-item, 5-point Likert scale, which covers the three domains of client experience of counseling: interpersonal connection, adequate information and decision support. Overall results will indicate how patients are experiencing their care at the clinic and with their provider. The results are reported as a percentage of patients who gave the highest rating on all four items, and can be reported at the provider or facility level. Health organizations using the measure follow a standardized workflow to implement the survey which can be adapted to diverse environments.

Implementation Workflow



How was the measure developed?

UCSF developed this measure based on interviews with patients about what was most important to them in an encounter that includes contraceptive counseling. Patients typically want a positive personal dynamic with their provider, enough information to make a decision, and support with their decision. UCSF conducted testing of the measure in clinics across the nation and found the measure to be both reliable and valid.

[1] Dehlendorf, C., et al., Women's preferences for contraceptive counseling and decision making. *Contraception*, 2013. 88(2): p. 250-6.

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