



Accomplishments 2009



Communication & Education Workgroup

CHAIRS
Steve Riddle
Kathleen Shoemaker

Kathleen



2009 GOALS



- Promote Awareness of PQA
- Engage with and Integrate PQA into the QI Enterprise
- Roll-out Education Programs & Materials
- Membership Outreach

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Kathleen



KEY TACTICS:

2009 Communication Plan



- **Develop Platform(s) for Engaging the Quality Enterprise**
 - Educate and expand member perspectives on key health care quality issues.

- **Create Communication Modalities to Deliver Information on PQA Goals, Activities and Events**
 - E Newsletter

- **Develop, Promote and Deliver Educational Materials to Key Stakeholders**
 - Key Focus Areas:
 - PQA Demonstration Projects
 - Practicing Pharmacists
 - Schools of Pharmacy

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Kathleen



ACCOMPLISHMENTS:

2009 Communication Plan



Promote Awareness of PQA:

The 'PQA Quality Connection'

- Bi monthly E-newsletter publication
- Volunteer-driven: Articles generated by PQA C&E members, workgroup co-chairs, PQA director
 - Feature articles on key quality topics
 - PQA Calendar of Events
- Developed process for writing, editing, layout, production
 - Special thanks for “duty above and beyond” to Hima Kher

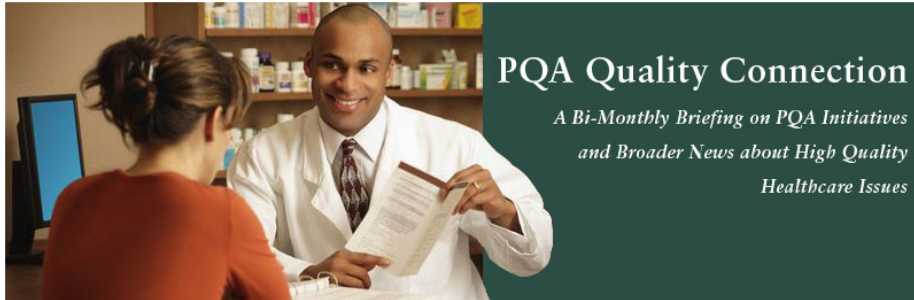
Subcommittee #2 Members: Nancy Davis, Hima Kher, Earlene Lipowski, David Searle, Jennifer Van Meter

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Kathleen



YOUR PQA NEWSLETTER!



PQA Quality Connection

*A Bi-Monthly Briefing on PQA Initiatives
and Broader News about High Quality
Healthcare Issues*

Volume 3, November/December 2009

Issue Contents

PQA and NCQA Receive NQF Endorsement On Initial Starter Set of Measures [Click here for more information](#)

PQA Is Inaugurated to the National Quality Forum's National Priorities Partnerships Steering Committee [Click here for more information](#)

Announcements & Events

PQA Announces Annual Meeting Date: Mark Your Calendars for November 10th, 2009

Kathleen



ACCOMPLISHMENTS:

2009 Communication Plan



Engaging the Quality Enterprise

- Creation of “PQA Quality Forum Lecture Series”
 - Bimonthly teleconferences open to all members
 - Group determines topics, arranges speakers and reports on teleconferences with external QI leaders
 - Featured presenters to date have included
 - Joachim Roski, Quality Alliance Steering Committee (QASC)
 - Karen Adams, National Priority Partners (NPP)
- Developing targeted PQA “talking points” for stakeholders
 - Creating summaries of PQA mission, goals and activities customized and aligned to address target group interests (ie, PBMs, MDs, etc)

Subcommittee #3 Members: Wallene Bullard, Chris Cook, Karen Dzenko, Michelle Ketcham, Tish Moczygemba, Shannon Redline, Valentine Pascale, Marge Simos

Kathleen



ACCOMPLISHMENTS:

2009 Communication Plan



Educational Materials ⇒ PQA Demonstration Projects

- Combined Publication and Promotion
 - Group engaged PQA pilot project leaders and is coordinating efforts to share “lessons learned”.
 - Deliverables include:
 - Combined publication
 - Slide presentation
 - Podium presentations

Subcommittee #3 Members: Janet Hardy, Jessica Frank

Kathleen



ACCOMPLISHMENTS:

2009 Communication Plan



Educational Materials ⇒ Practicing Pharmacists

- Materials developed by the Collaborative Education Institute (CEI) sponsored by a grant from PQA
- Series of programs... “*Advancing Pharmacy Practice Through Performance Measurement*”
 - Utilizing print, webcasts and live presentations.
 - Partnerships with Drugstore News and NASPA
 - Topics delivered to date: “Future Implications of Performance Measurement” and “Pharmacy Performance Reports”
 - Next session due November 2009: “Pay-for-Performance”
 - Live presentations utilizing CEI slide set completed at state pharmacy associations in partnership with NASPA/CEI.

Subcommittee #5 Members: Lisa Dinkins, David Holdford, Jennifer Moulton, Terri Warholak

STEVE



ACCOMPLISHMENTS:

2009 Communication Plan



Educational Materials ⇒ Schools of Pharmacy


- Educating Pharmacy Students to Improve Quality (EPIQ)
 - *QI* educational curriculum for use by pharmacy faculty and other healthcare educators to educate pharmacy students
 - ACCP Conference: Train the Trainer
 - AMCP Fall Conference:
 - Schools of Pharmacy Relations Committee
 - Diplomat Committee
 - Tracking and outcomes measures for EPIQ implementation in schools' of pharmacy curriculums

Subcommittee #5 Members: Lisa Dinkins, David Holdford, Jennifer Moulton, Terri Warholak

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Steve

EPIQ = Created by Warholak, West, and Holdford via a grant from PQA



ACCOMPLISHMENTS:

EPIQ Program



Educational Materials ⇒ Schools of Pharmacy

- EPIQ distribution
 - 65 program copies disseminated
 - 48 to schools of pharmacy
 - 36 different schools
 - » 3 Incorporated into curriculum
 - » 2 Adopted full class
 - 17 other
 - 4 Organizations
 - 3 Health plans
 - 3 Consulting organizations
 - 2 Hospitals
 - 1 Pharmaceutical company
 - 1 Governmental agency

EPIQ Created by: Terri Warholak, Donna West, and David Holdford,

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TERRI

Organizations included NIQIE, IHI, Fla Medication Safety Initiative, California Pharmacy foundation

IOM stated that pharmacists should learn about QI

Schools that added into curriculum:

Kim Plake – Purdue – adapted into P2 and P3 classes

Ana Quinones – Midwestern university – Chicago

Jill Lavigne - St John fisher College – Pharm 5135 population Health Class for P2 and P3 students

Schools that added entire class:

UA – elective now – required Fall 2011 – Quality Improvement and Medication Error reduction

Jamie Nash – Sullivan University – PCAS 616



ACCOMPLISHMENTS:

EPIQ Program



Educational Materials ⇒ Schools of Pharmacy

- Materials
 - Other dissemination and adoption
 - 1 Adoption in Public Health - inter-professional
 - Companion book
 - Available spring 2010
 - Pre-publication copies being used in 3 classes
 - Dissemination
 - Word of mouth
 - PQA newsletter
 - Letters to Pharmacy Practice Chairs

PQA



 COLLEGE OF
PHARMACY
THE UNIVERSITY OF ARIZONA.



ACCOMPLISHMENTS:

EPIQ Program



Educational Materials ⇒ Schools of Pharmacy

- **Letters to schools of pharmacy**
- **Educating Pharmacy Students to Improve Quality (EPIQ):**
a complimentary, turn-key quality improvement program for pharmacy students
- **Ready for distribution to schools/colleges of pharmacy for educational use.**
- **What is the EPIQ program?**

EPIQ was developed as a quality improvement educational resource to be used by pharmacy faculty and others to educate pharmacy students, pharmacists, and other stakeholders about measuring, reporting, and improving quality in pharmacy practice.

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Educating Pharmacy Students to Improve Quality (EPIQ):

a complimentary, turn-key quality improvement program for pharmacy students

Ready for distribution to schools/colleges of pharmacy for educational use.

What is the EPIQ program?

EPIQ was developed as a quality improvement educational resource to be used by pharmacy faculty and others to educate pharmacy students, pharmacists, and other stakeholders about measuring, reporting, and improving quality in pharmacy practice.

Why was the EPIQ program developed?

The American Association of Colleges of Pharmacy (AACP) and the Accreditation Council for Pharmacy Education (ACPE) have recognized the needs for future pharmacists to understand quality improvement. They have encouraged the addition of “quality improvement” (QI) to the curricula of Colleges of Pharmacy. (ACPE 2007)

The ACPE states in their accreditation standards effective July 1, 2007 (p14): “As recommended by the Institute of Medicine for all health care professionals, pharmacists must be educated to deliver patient-centered care as members of



ACCOMPLISHMENTS:

EPIQ Program



Educational Materials ⇒ Schools of Pharmacy

- **Module I – Status of Quality Improvement (QI) and Reporting in US Health Care System**
 - Quality and the Future of Health Care
 - Understanding Problems in the Use of Medications
 - The Business Case for Pharmacy Quality
 - Organizations Involved in Quality Measurement and Reporting
- **Module II – Quality Improvement Concepts**
 - What is Quality Improvement?
 - Recognizing and Defining Quality Problems
 - Identifying Causes of Quality Problems
 - Statistical Process Control

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In what format is EPIQ presented?

Each module consists of several 50-minute educational sessions. Each 50-minute educational session was designed to follow the basic structure outlined below:

20 minutes of lecture or other information transfer;

20 minutes of learner-centered activities to encourage use of the new materials and problem solving (e.g., group activities, class discussions, case studies, and workshop formats); and

10 minutes of general discussion about the activity.



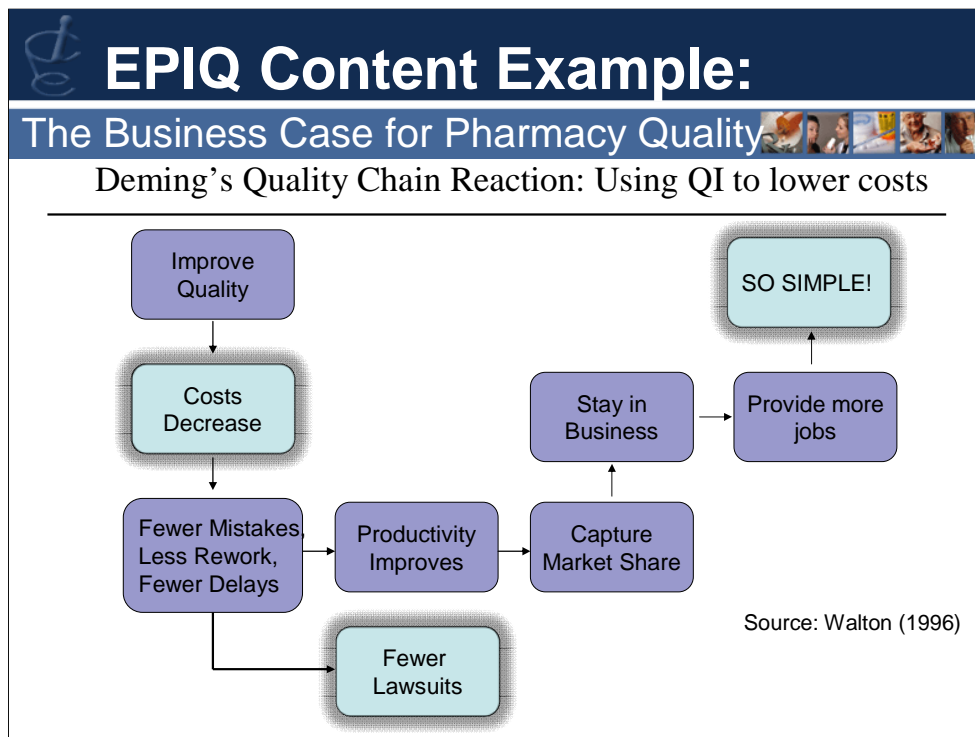
ACCOMPLISHMENTS:

EPIQ Program



Educational Materials ⇒ Schools of Pharmacy

- **Module III: Quality Measurement**
 - Measurement of Safety and Quality
 - CAHPS Measures
 - Risk Management
- **MODULE IV: Quality-Based Interventions and Incentives**
 - Implementing Changes to Enhance Quality
 - Improving the QI process with technology
 - Reporting on Health Care Quality
 - Payment incentives
- **Module V: Application of QI to the Pharmacy Practice Setting**
 - Responding to an outside assessment of pharmacy quality
 - Implementing your own QI Program



1. Contrast the business case for pharmacy quality versus the economic and social cases.
2. Describe the needs and underlying assumptions associated with establishing a business case for pharmacy quality.
3. Use well known conceptual models to advocate for how improving quality can be profitable.
4. Build a case for quality in pharmacy practice.
5. List barriers to building a business case for quality in pharmacy practice.



EPIQ Content Example:

Measurement of Safety and Quality



Why Measure Quality and Safety?

... Because you can't improve quality if you don't measure it

Session 9

1. Describe the importance of measurement of quality in health care and pharmacy
2. List the criteria for standardized quality measures
3. Provide 3 examples of quality measures in pharmacy
4. Propose a quality measure for pharmacy

INSTRUCTOR NOTES:

[None]

INSTRUCTOR SCRIPT:

In session 5 we talked about health care quality. We **defined health care quality** as increasing the probability of positive outcomes, decreasing the probability of negative outcomes, corresponding with current medical knowledge, offering the patient what he wants, and providing the patient what he needs.

To improve the health care system, it is important to measure health care quality and safety. We know that **when we measure something, people will work to improve in that area.** For example, if a professor tells the students that he is



EPIQ Content Example:

Measurement of Safety and Quality



Why Measure Quality and Safety?

- **Quality/Performance Improvement**
- **Public Reporting / Consumer Empowerment**
- **Contract & Network Decisions**
- **Pay for Performance (P4P)**



INSTRUCTOR NOTES:

[None]

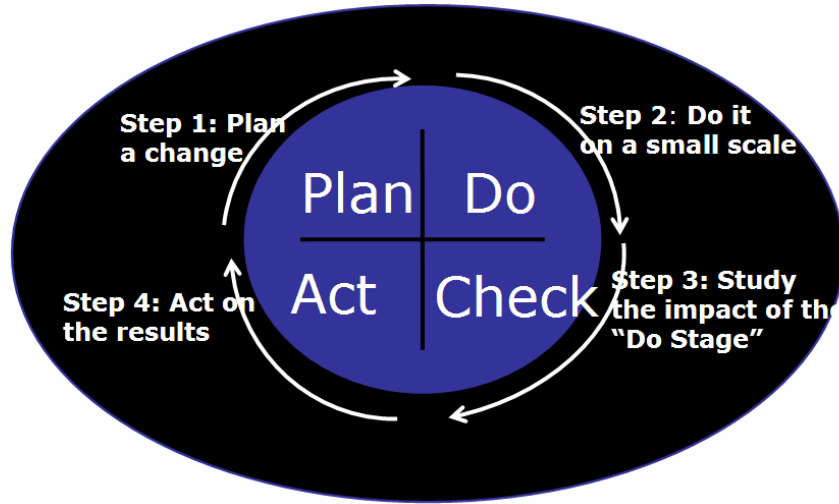
INSTRUCTOR SCRIPT:

These PQA measures will be used as other healthcare quality measures have been used. They can be used for pharmacies to develop quality improvement programs, they can be reported and used by consumers to make decisions on where to shop, they can be used by PBMs and other payers to determine which pharmacies may be in a network, and they can be used to develop pay-for-performance programs. Overall, they are used to indicate the quality of care provided by a pharmacy or pharmacist.



EPIQ Content Example:

QI Methodology





ACCOMPLISHMENTS:

EPIC Program Outcomes Assessment



OUTREACH SURVEY

- Did you receive the EPIQ materials?
- Would you like to receive materials on the EPIQ program?
- Have you had the opportunity to review the EPIQ content?
- What is your opinion of the EPIQ content?
- Do you intend to use any portion of the EPIQ content in your class or school?

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Our records show you were sent materials regarding the EPIQ program.

Did you receive these materials?

- ◇ YES (skip to question #3)
- ◇ NO (see question #2)

2. Would you like to receive materials on the EPIQ program?

- ◇ YES. Please check the mailing information above and make any corrections. We will send you a CD copy of the EPIQ materials within ___ weeks.
- ◇ NO. Not at this time.

(Thanks for your information. You have completed the survey.)

3. Have you had the opportunity to review the EPIQ content?

- ◇ YES (proceed to question #4)

◇ NO: May we contact you after ___/___/___ (please indicate acceptable date) to discuss the content? Please indicate the preferred contact (email or phone):_____

If you forwarded these materials to someone else at your institution can you provide a name and contact information for this person?

4. What is your opinion of the EPIQ content?



ACCOMPLISHMENTS:

EPIQ Program



Educational Materials

- The creators of the EPIQ content are planning to do an evaluation of its implementation at several schools. Are you willing to participate?
 - Article #1
 - Article #2
- **Adoption encouraged!**
- **How to request a copy of EPIQ**
 - warholak@pharmacy.arizona.edu



PQA C&E 2010



- **Newsletter Articles**
- **Stakeholder Outreach**
- **Lecture Topics**



- **Speaker recommendations**
- **Prospective Member Identification**

WE NEED YOU !

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STEVE