



A PCPCC-hosted webinar:

Engaging Primary Care Practices in Quality Improvement: Strategies for Practice Facilitators

July 8, 2015

12:00–1:00 p.m., ET



I. Welcome, Background, and Acknowledgments



Marci Nielsen, Ph.D., M.P.H.
CEO
Patient-Centered Primary
Care Collaborative



Agenda for the Webinar

- I. Welcome, background, and acknowledgments (5 minutes)
- II. Overview of white paper: “Engaging Primary Care Practices in Quality Improvement: Strategies for Practice Facilitators” (5 minutes)
- III. Panel discussion (30 minutes)
- IV. Q&A with panel (15 minutes)
- V. Wrap-up (5 minutes)



II. Overview of White Paper



Kristin Geonnotti, Ph.D.
**Associate Director & Senior
Researcher**
Mathematica Policy Research



Resources Now Available

- White paper, “quick start” guide, and tip sheet for practices available at www.pcmh.ahrq.gov
 - ▶ Describe approaches practice facilitators can use to encourage primary care practices to improve quality
 - ▶ Present framework for engaging primary care practices in quality improvement (QI)
 - ▶ Provide practical strategies for gaining buy-in from practices, maintaining meaningful and sustained engagement in QI

White paper citation: Geonnotti, Kristin, Erin Fries Taylor, Deborah Peikes, Lisa Schottenfeld, Hannah Burak, Robert McNellis, and Janice Genevro. “Engaging Primary Care Practices in Quality Improvement: Strategies for Practice Facilitators.” AHRQ Publication No. 15-0015-EF. Rockville, MD: Agency for Healthcare Research and Quality, March 2015. Available at:

<http://www.pcmh.ahrq.gov/sites/default/files/attachments/QI-strategies-practices.pdf>



Thanks to Our Technical Expert Panel

- **Bruce Bagley**, M.D., president and CEO, TransforMED
- **Sharon Donnelly**, M.S., senior vice president, corporate strategy, HealthInsight
- **Robert Gabbay**, M.D., Ph.D., chief medical officer and senior vice president, Joslin Diabetes Center, Harvard Medical School
- **Amy Gibson**, R.N., M.S., chief operating officer, PCPCC
- **James W. Mold**, M.D., M.P.H., George Lynn Cross research professor, director of research, Department of Family and Preventive Medicine, University of Oklahoma Health Sciences Center
- **Julie Schilz**, B.S.N., M.B.A., vice president, care delivery transformation, Anthem



Thanks to Our Other Contributors

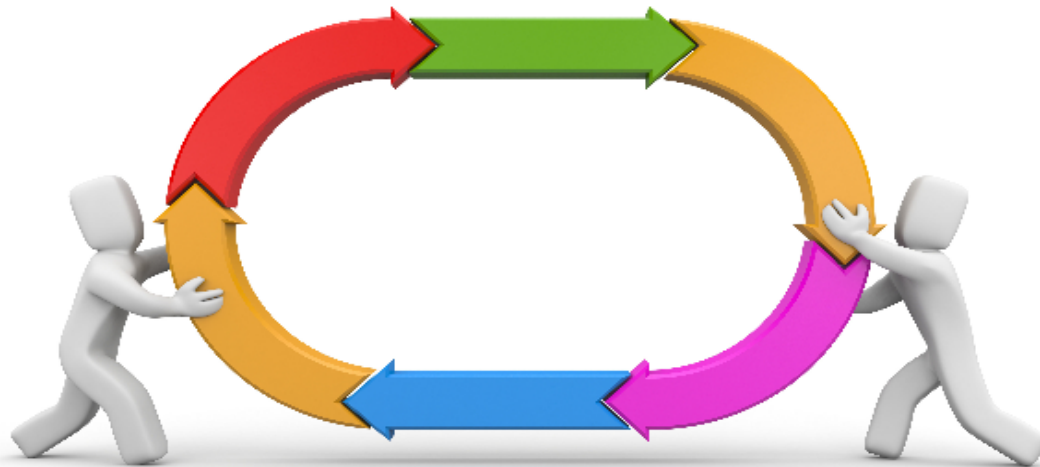
- **Perry Dickinson**, M.D., professor, Department of Family Medicine, University of Colorado
- **Marie Maes-Voreis**, R.N., M.A., director, health care homes, Minnesota Department of Health
- **David Meyers**, M.D., acting director, Center for Evidence and Practice Improvement, Agency for Healthcare Research and Quality (AHRQ)
- **David Share**, M.D., M.P.H., senior vice president, Value Partnerships, Blue Cross Blue Shield of Michigan
- **Jonathan Sugarman**, M.D., M.P.H., president and CEO, Qualis Health
- **Janet Tennison**, Ph.D., M.S.W., project coordinator, HealthInsight



Introduction

- Already-busy practices often find it challenging to carve out time for QI initiatives
- Even practices that recognize the importance of QI and have the financial incentive to improve quality may not know where to begin
- Practices are likely to benefit from assistance in developing new skills to meet improvement goals, including:
 - ▶ Identifying areas for improvement
 - ▶ Understanding and using data
 - ▶ Planning and making system-level changes
 - ▶ Tracking performance over time

- How can practice facilitators:
 - ▶ Begin to engage clinicians and staff in QI initiatives?
 - ▶ Assess a practice's readiness for QI initiatives?
 - ▶ Gain and maintain buy-in for meaningful and sustained QI initiatives?





Methods

- Targeted search of peer-reviewed and grey literature
- Technical expert panel
 - ▶ Six nationally recognized experts in QI, primary care redesign, and technical assistance and support to primary care practices
- Interviews with four experts to discuss initiating QI (experts represented a payer, QI organization, state department of health, and academic institution)
- Shared insights and best practices from QI and practice redesign initiatives with more than 6,000 practices in 44 states

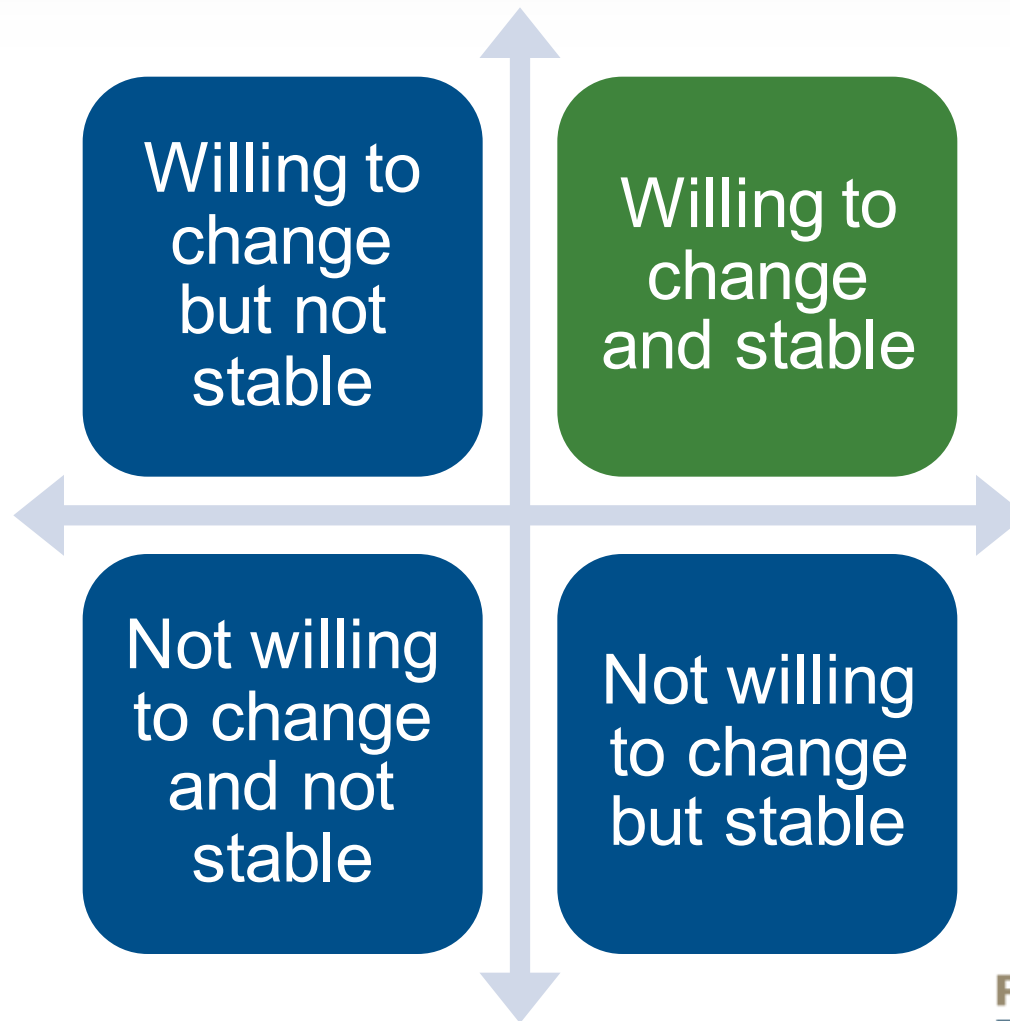


Framework for Engaging Practices in QI: Readiness to Engage

- Willingness to change: the motivation and receptivity that people in a practice have toward engaging in QI and working with a practice facilitator
- Organizational stability and resources
 - ▶ Practice leadership
 - ▶ Adequate financial and other resources (including time) for making changes
 - ▶ Culture with positive attitude toward change
 - ▶ Absence of disruptive level of organizational stress



Practices' Readiness to Engage





III. Panel Discussion



Our Panelists



**Jonathan Sugarman, M.D.,
M.P.H.**

**President and CEO
Qualis Health**



Our Panelists



Julie Schilz, B.S.N., M.B.A.
**Vice President, Care Delivery
Transformation**
Anthem



Our Panelists



**Karla Silverman, M.S., R.N.,
C.N.M.**

**Director, Clinical and Training
Initiatives**

**Primary Care Development
Corporation**



Question 1

What are some of the most important factors that shape a practice's capacity to engage in QI?



Question 2

How do the strategies for engaging practices differ by practice characteristics?



Question 3

One strategy discussed in the paper for gaining buy-in is using an “easy win” as a practice’s first QI project.

What might be a good first QI project for a practice?



Question 4

What successes have you had in engaging patients in QI, and what was important to those successes?

- ▶ What do practices need to know about engaging patients?



Question 5

What are some best practices for communicating with a practice during QI or transformation efforts?



Question 6

The paper discusses several examples of messaging techniques that can encourage practice buy-in:

- ▶ Data feedback and benchmarking
- ▶ Identifying pain points and offering solutions
- ▶ Drawing on practice's core values and mission

In your experience, how can these messaging techniques be used effectively?



IV. Q&A with Panel



Bob McNellis, M.P.H., P.A.
Senior Advisor for Primary Care
Agency for Healthcare Research
and Quality



V. Wrap-Up

- What did we learn today?
 - ▶ What are the best strategies for engaging practices?
 - ▶ How do we determine a good first QI project?
 - ▶ How can we engage patients in QI?
 - ▶ How can we communicate effectively with practices and use messaging techniques to encourage buy-in?
- Join our Practice Facilitation community: Sign up for AHRQ's biweekly newsletter on primary care practice facilitation at <https://pcmh.ahrq.gov/page/practice-facilitation>