The AHRQ Evidence-Based Care (EBC) Challenge- Applying Evidence
in NP/PA Retail Settings

FAQ Webinar
July 18, 2012

Text Alternatives

Slide 1

The AHRQ Evidence-Based Care (EBC) Challenge- Applying Evidence in NP/PA

Retail Settings

FAQ Webinar

Underneath FAQ Webinar, the logo of the Effective Health Care Program/Community
Forum is displayed. The logo includes a spiral with three arrows, one yellow, one green
and one red.

In the lower left hand corner, the Department of Health and Human Services and AHRQ
logos are displayed.

Slide 2

Today's Agenda

Goal of Collective Enterprise Efforts: Accountability
- Welcome & Logistics
- About AcademyHealth
- Agency for Healthcare Research and Quality (AHRQ) – Effective Health Care
  Program
- Overview of the Evidence-Based Care Challenge
- Remarks from EBC Challenge Advisory Committee Members
- Audience Q&A
- Closing

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lower right hand corner. The logo includes a spiral with three arrows, one yellow, one
green and one red.

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logos are displayed.

Slide 3

Welcome!

- Alison Rein
    - Director, AcademyHealth
      Alison.rein@academyhealth.org
- If you would like to follow the Challenge on Twitter, we are at #EBCChallenge

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Connecting the Audio

- Audio for this presentation must be accessed through the teleconference via your phone. Two options to connect:
    1. Click on the phone symbol in the toolbar at the top of your screen. Enter your phone number and click "join," the system will call you directly.
    2. Call in directly:
        - Dial (866) 244-8528
        - Enter the access code 436690 and press pound (#)

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Technical Assistance

- Live technical assistance:
    - Call Adobe Connect at (800) 422-3623
- Refer to the 'Technical Assistance' box in the bottom left corner for tips to resolve common technical difficulties

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Questions may be submitted at any time during the presentation

> **To submit a question:**
> 1. Click in the Q&A box on the left side of your screen
> 2. Type your question into the dialog box and click the Send button

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AcademyHealth: Improving Health & Health Care

AcademyHealth is a leading national organization serving the fields of health services and policy research and the professionals who produce and use this important work

Together with our members, we offer programs and services that support the development and use of rigorous, relevant and timely evidence to:
1. Increase the quality, accessibility and value of health care,
2. Reduce disparities, and
3. Improve health

A trusted broker of information, AcademyHealth brings stakeholders together to address the current and future needs of an evolving health system, inform health policy, and translate evidence into action.

On the right hand side of the slide, there is a photograph of a female doctor holding an older man's hand with a woman and young boy sitting next to him.

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In Other Words…

*We help **build** the knowledge base* AND *move knowledge into **action** through programs and services for research **producers** and research **users***

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Leveraging >4,600 Diverse, Expert Members & Organizations

Above the text there are two pie charts with corresponding legends describing the demographics of AcademyHealth's members and organizations.

The pie chart on the left is displayed in shades of blue. The darkest blue represents regular members that make up about seventy percent of membership. The next shade of blue is twenty-three percent and represents student members. Fellow members are the next category and are about five percent. Following is the senior member category which is less than one percent. Finally, international members represent three percent and are in the lightest blue.

The pie chart on the right is displayed in blue, green, yellow and brown. This pie chart depicts the demographics of AcademyHealth's member organizations. Health plan organizations are two percent (light blue). Pharmaceutical companies are three percent (orange-brown). Consulting firms are about four percent (tan). State and Federal Governments are six percent (olive green). Health providers are about eight percent (bright green). Foundations are about eleven percent (yellow). Associations are twenty percent (medium blue). University-based research/policy centers are thirty-three percent (dark blue). Other research/policy centers (not university-based) are thirteen percent (light green). Other organizations make up one percent (black).

AcademyHealth Interest Groups
- → Behavioral Health Services Research
- → Child Health Services Research
- → Disability Research
- → Disparities
- → Gender and Health
- → Health Economics
- → Health Information Technology
- → Health Workforce
- → Interdisciplinary Research Group on Nursing Issues
- → Long-Term Care
- → Public Health Systems Research
- → Quality & Value
- → Translation & Communications
- → State Health Research and Policy

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AHRQ Effective Health Care Program
Community Forum Project

Joanna Siegel, S.D.
Senior Research Scientist

Beth Collins Sharp, Ph.D., **M.S.N.,**
Senior Advisor for Nursing

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What is the Effective Health Care Program?

- ■ Part of the research portfolio of the Agency for Healthcare Research and Quality (AHRQ), HHS
- ■ Houses AHRQ's program of Comparative Effectiveness Research (CER)
- ■ *Purpose:* To help patients, consumer, providers, and policy-makers make informed choices among alternatives. Provides current, unbiased evidence on comparative effectiveness of health care interventions

- Includes a variety of research: systematic reviews; observational studies; trials; analysis of registry data

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AHRQ Community Forum

- Help the Effective Health Care Program to identify more systematic and effective approaches for obtaining public views
- Ensure consistent and comprehensive stakeholder involvement in all aspects of AHRQ's expanded EHC Program
- Collaborative partnership:
    American Institutes for Research ◊ Center for Medical Technology Policy ◊ Consumers Union ◊ AcademyHealth

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Slide 13

Who are EHC Program Stakeholders?

Stakeholders are individuals or organizations with an interest -- personal or professional -- in a research topic

To the right of the text, different stakeholder groups are displayed in grey boxes. The stakeholder groups are as follows from left to right: patients & consumers, insurers & payers, manufacturers & industry, institutional health care providers, clinicians, policymakers and researchers.

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Purpose of involving stakeholders:

- Improve relevance of research topics
- Better research design
  - Relevant questions
  - Appropriate populations
- Make results more usable

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Community Forum

Recent Activities:
- Patient/Consumer Involvement in Research
- Innovative Methods for Involving Stakeholders
- Effective Health Care (EHC) Program Stakeholder Group
- Public consultation methods (deliberative methods)
- EBC Challenge

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[Untitled]

Additional information on the Effective Health Care Program:
http://www.effectivehealthcare.ahrq.gov/

Information on the Community Forum may be found at:
http://effectivehealthcare.ahrq.gov/index.cfm/who-is-involved-in-the-effective-health-care-program1/ahrq-community-forum/

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AHRQ Nursing Activities Cover Many Areas

- AHRQ staff includes nurses across offices
- Measured in National Healthcare Quality Report
- Measured in National Healthcare Disparities Report
- Research on nursing practice
- Expanded CE/CME offerings
- Effective Health Care Nursing Work Group

Underneath the bullets, there is a picture of an assortment of nuts.

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The Evidence-Based Care (EBC) Challenge

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What is the AHRQ EBC Challenge?

- **The Challenge:**
  - Assemble a team to translate select AHRQ research reports into innovative, provider-friendly resources that can be easily adopted for use to facilitate the delivery of evidence-based care in convenient care settings
- **Target Audience:**
  - Nurse Practitioners (NPs) and Physician Assistants (PAs) providing convenience healthcare in retail settings
  - Other interested parties (e.g. students, researchers, care providers) wishing to work with a retail-based practitioner to develop new resources based on priority AHRQ evidence reports

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What is the AHRQ EBC Challenge? (Continued)

- **AHRQ Resources:**
  - Challenge entrants must use as the basis for their project the research findings from the **AHRQ Health Literacy** report, **plus** research findings from the **Otitis Media** report **or** the **Screening for Obesity in Children and Adolescents** report (i.e., Health Literacy + Otitis media OR Screening for Obesity)
  - These resources can be found at http://ebc-challenge.org
- **Key Dates:**
  - Register your team by completing the 'Intent to Submit' application by August 17th
    - note: team registrations will still be accepted after 8/17

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Who Can Participate?

- Nurse Practitioners, Physician Assistants, Researchers, Retail Health Professionals – any and all are welcome so long as each team includes at least one NP or PA practicing in the retail setting
- Teams should include no more than 10 members

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Prizes!

- *1st place*: The winning team will receive a $7,500 "seed funding" award to implement their resource in a retail setting
- *2nd place*: The second place team will receive $1,000 support for designated team members to attend a relevant conference
- *3rd place*: Two members will receive a one-year subscription to UpToDate, an evidence based, peer reviewed information resource to inform point of care decisions
- All winners will be featured in an AcademyHealth press release, blog post, social media and as feasible, trade publications (e.g. Drug Store News)

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EHC Challenge Timeline

This slide displays the timeline graphically so each date has its own rounded box in either dark blue, light blue or yellow and has an arrow between the dates pointing to the next date on the right. In order from left to right, the text is:
- Launch June 18th

- FAQ Webinar July 18th
- Intent to Submit Deadline August 17th
- Final Submissions Due October 19th
- Winner's Announced December 2012

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EBC Challenge Advisory Committee

- Advisory Committee
  - **Kiley Black**, R.N., C.N.P., Target Corporation
  - **Richard DiCarlo**, M.S., P.A.-C., Take Care Health Systems
  - **Mary Jo Goolsby**, Ed.D., M.S.N., A.N.P.-C., American Academy of Nurse Practitioners
  - **Julie Lindenberg**, D.N.P., A.P.R.N., F.N.P.-B.C., D.C.C., RediClinic
  - **Lucy Marion**, Ph.D., R.N., F.A.A.N., F.A.A.N.P., Georgia Health Sciences University
  - **Natacha Moorer**, M.S.N., F.N.P.—B.C., MinuteClinic
  - **Caroline Ridgway**, J.D., Convenient Care Association
  - **Marilyn Wideman**, D.N.P., R.N.-B.C., Rush University

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How to Register Your Team

1. Visit http://ebc-challenge.org to register your team
2. Click the [this is an image that is a screenshot of the light blue button that reads "Register Your Team"] button
3. Fill out the 'Intent to Submit' form and click 'submit.' On this form please include:
   A. Team name
   B. Team lead

C. Team lead contact information
D. The AHRQ reports you plan to use, and
E. A description of your proposed submission

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How to Submit Your Final Report

1. Visit http://ebc-challenge.org
2. Click the [this is an image that is a screenshot of the light blue button that reads "Submit Your Entry"] button
3. Complete the 'Final Submission Questionnaire'
4. Ensure that your team's final submission satisfies the challenge technical and other requirements found on http://ebc-challenge.org
5. Finally, the team lead must e-mail all final products to: EBC_Challenge@academyhealth.org by 11:59pm ET on October 19th, 2012

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Advisory Committee Remarks

Lucy Marion, Ph.D., R.N., F.A.A.N., F.A.A.N.P. Georgia Health Sciences University
Richard DiCarlo, M.S., P.A.-C., Take Care Health Systems

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Frequently Asked Questions

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Submitting Questions

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Frequently Asked Questions

- *What qualifies as a retail setting or retail clinic?*
    - Retail clinics, also called convenient care clinics or in-store clinics, are small healthcare facilities embedded in a retail location, including drugstores, grocery stores and "big-box" retail stores. They are typically adjacent to a pharmacy
    - They are typically staffed by NPs and PAs and offer a focused range of primary care services, with an emphasis on acute, episodic care and preventive care
    - Retail Clinics offer care at convenient hours with no appointment (necessarily) needed

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Frequently Asked Questions

- *What are the judging criteria?*
  - Submissions will be scored by an expert panel on a 100 point scale:
  - *Effectiveness* (i.e., is the resource tailored to highlight and effectively communicate key content areas most relevant to NPs/PAs in retail settings?) – 40%
  - *Usefulness at point of care* (i.e., can the resource be easily used by NPs and PAs at the point of care in the retail setting?) - 30%
  - *Scalability* (i.e., can the resource be used by a larger target audience?) – 15%

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Frequently Asked Questions (Continued)

- *What are the judging criteria?*
  - *Creativity* (i.e., is the resource intuitive and "catchy?") - 10%
  - *Team composition* (i.e., does the team represent a variety of disciplines?) Please note that each team must include at least one NP or PA with experience practicing in a retail setting, but should not exceed 10 members - 5%
- TIP: Higher scores will be awarded to teams who think creatively about ways to communicate and display information! Teams are also encouraged to develop resources that are easily scalable and accessible

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Frequently Asked Questions

- ***Who will judge submissions?***
  - Submissions will be scored by an expert panel according to specified judging criteria
  - The judging panel will be comprised of subject matter experts, thought leaders, and professionals familiar with the retail health care environment
  - We will be announcing the panel shortly, so stay tuned!

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Frequently Asked Questions

- ***Can my team reference evidence reports other than the AHRQ Health Literacy, the Otitis Media, or Screening for Obesity in Children and Adolescents?***
  - For the purposes of this Challenge, teams may *only* reference the evidence reports listed above
  - REMEMBER: Teams must reference either the Otitis Media + AHRQ Health Literacy reports OR the Screening for Obesity in Children and Adolescents + AHRQ Health Literacy reports

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Frequently Asked Questions
- ***Can my team still enter to participate even after the Intent to Submit deadline (8/17/12) has passed?***

   – Yes, but we encourage you to **register your project** early so that you have sufficient time to build a team and develop your resource for submission

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Frequently Asked Questions

- *"I want to participate, but I do not have a team. How can I join one?"*
    - Individuals can submit projects, but we highly encourage participants to form a team for greater collaboration
    - Team members can be from any discipline, so there are many opportunities for partnership
    - If you are looking to join or team or be matched with another interested party, you can email us at ebc_challenge@academyhealth.org

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Frequently Asked Questions

- *Where does the prize money go?*
    - Winning teams will receive the prize money and manage it at their discretion based on the prize they are awarded

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Frequently Asked Questions

- *I work for a large company or organization. Can we brand the materials?*
    - Yes, you may include a brand or logo on the resource if it ends up being used in an applied setting
    - However, for winning team(s), such branding cannot restrict the distribution or use of the resource by others
    - For more information, please see the terms and conditions on the AHRQ EBC Challenge website. http://ebc-challenge.org/

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Frequently Asked Questions

- *Can students participate?*
    - Yes! Students are strongly encourage to join or initiate teams

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Frequently Asked Questions

- *"I work in a retail setting. Can I devote my time at work to this project?"*
    - This is a matter to discuss directly with your employer, as it is up to their discretion whether participating employees can use time at work on this project or make it an "extra-curricular" activity
        - Teams should speak with their respective employers to coordinate the timing of their efforts

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Closings and Reminders

- Important Dates
  - **August 17:** Intent to Submit Deadline
  - **October 19:** Final Submission Deadline
  - **December 2012**: Winners Announced
  - Where can I find more information?
  - Visit the http://ebc-challenge.org
  - Send an e-mail to: EBC_Challenge@academyhealth.org

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Thank You!

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