



# NQF Quality Innovation: Overview for CSAC

Kathleen Giblin, SVP Quality Innovation  
Helen Burstin, Chief Scientific Officer

*July 14, 2016*

# Agenda

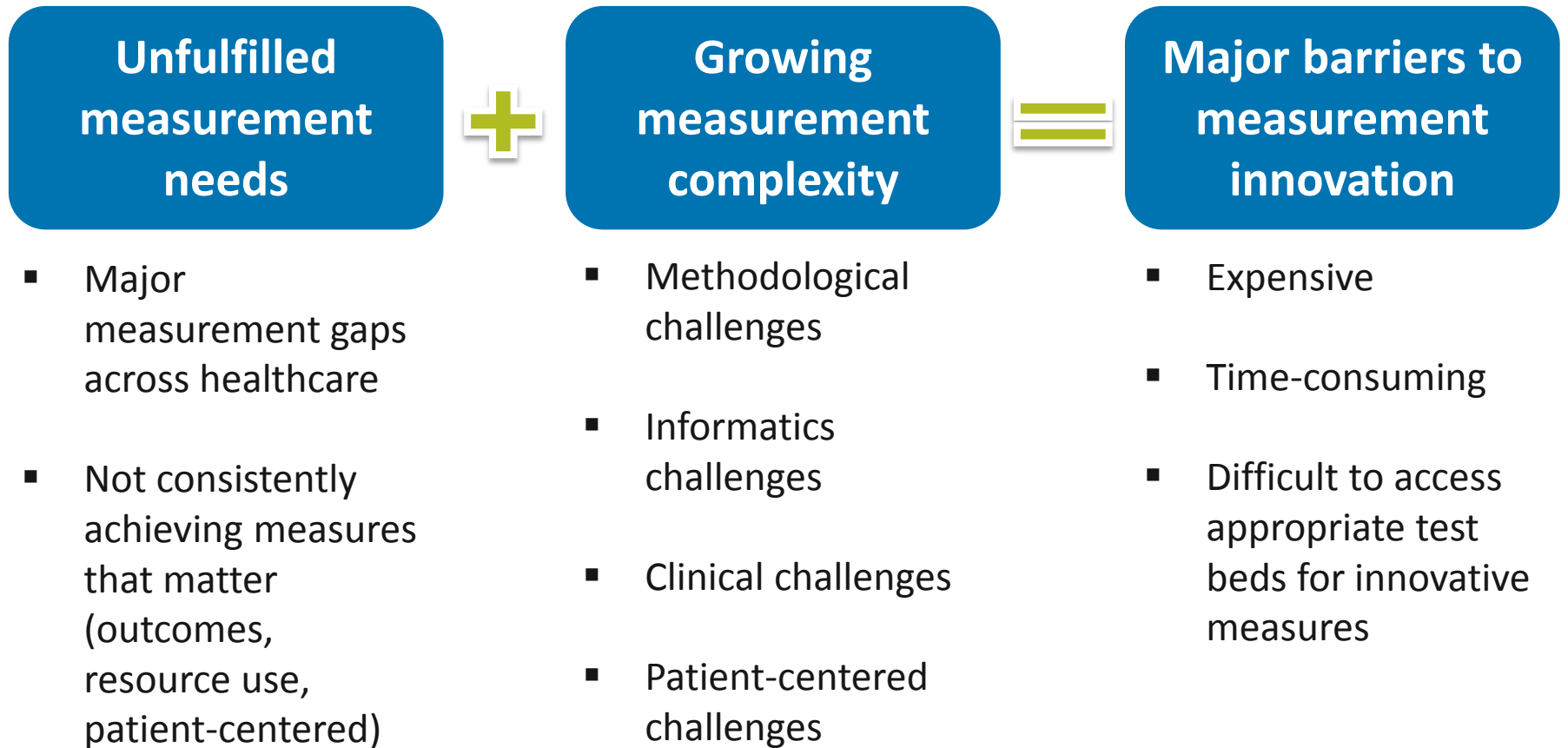
- Welcome
- Introduction to Quality Innovation
- NQF Measure Incubator
- National Quality Partners
- Q/A

# NQF's Quality Innovation Team

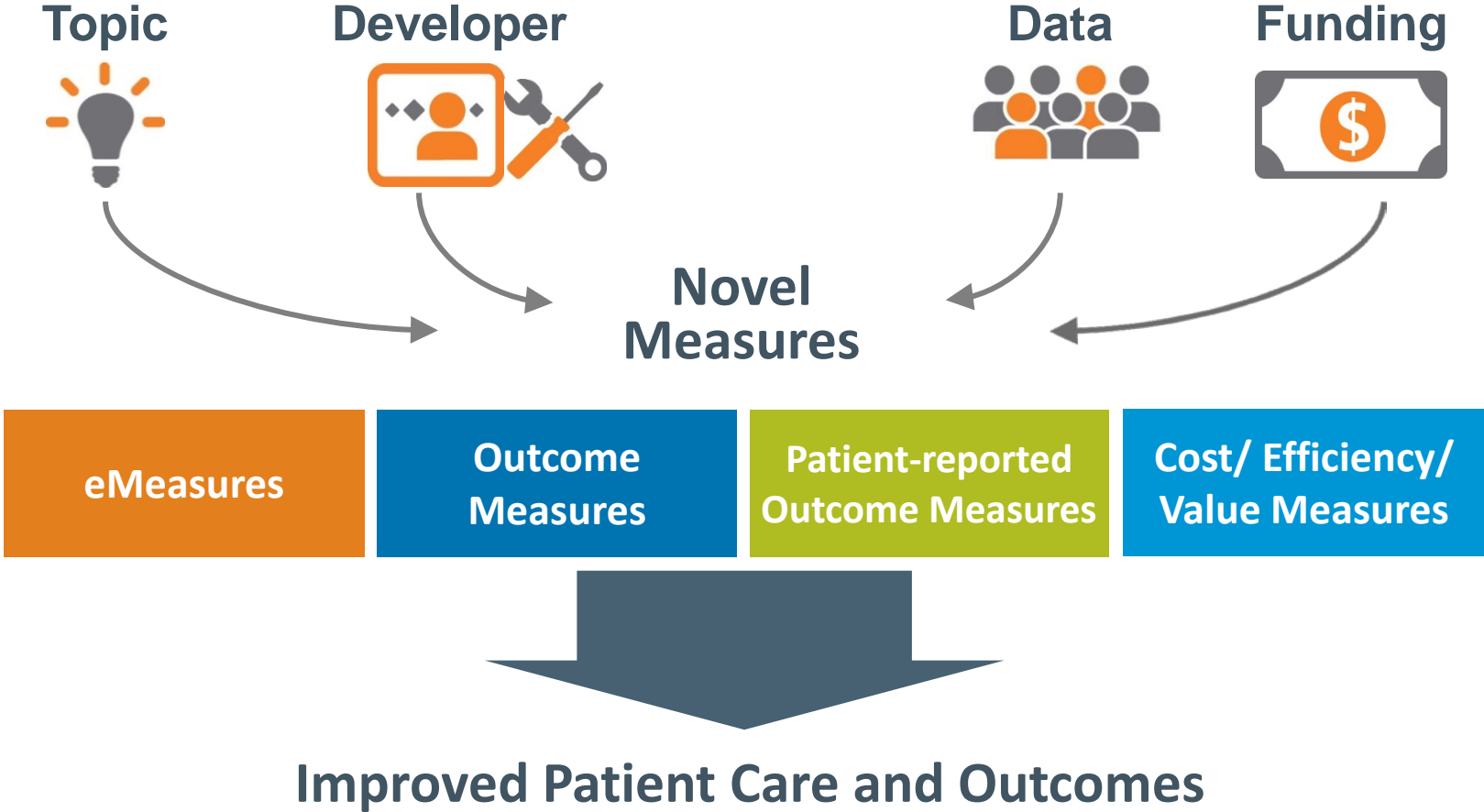
- Kathleen Giblin
  - *Senior Vice President*
- Allie Herr
  - *Managing Director*
- Wendy Prins
  - *Senior Director*
- Kyle Cobb
  - *Senior Director*
- Danitza Valdivia
  - *Administrative Manager*

# The NQF Measure Incubator

# Why a Measure Incubator?

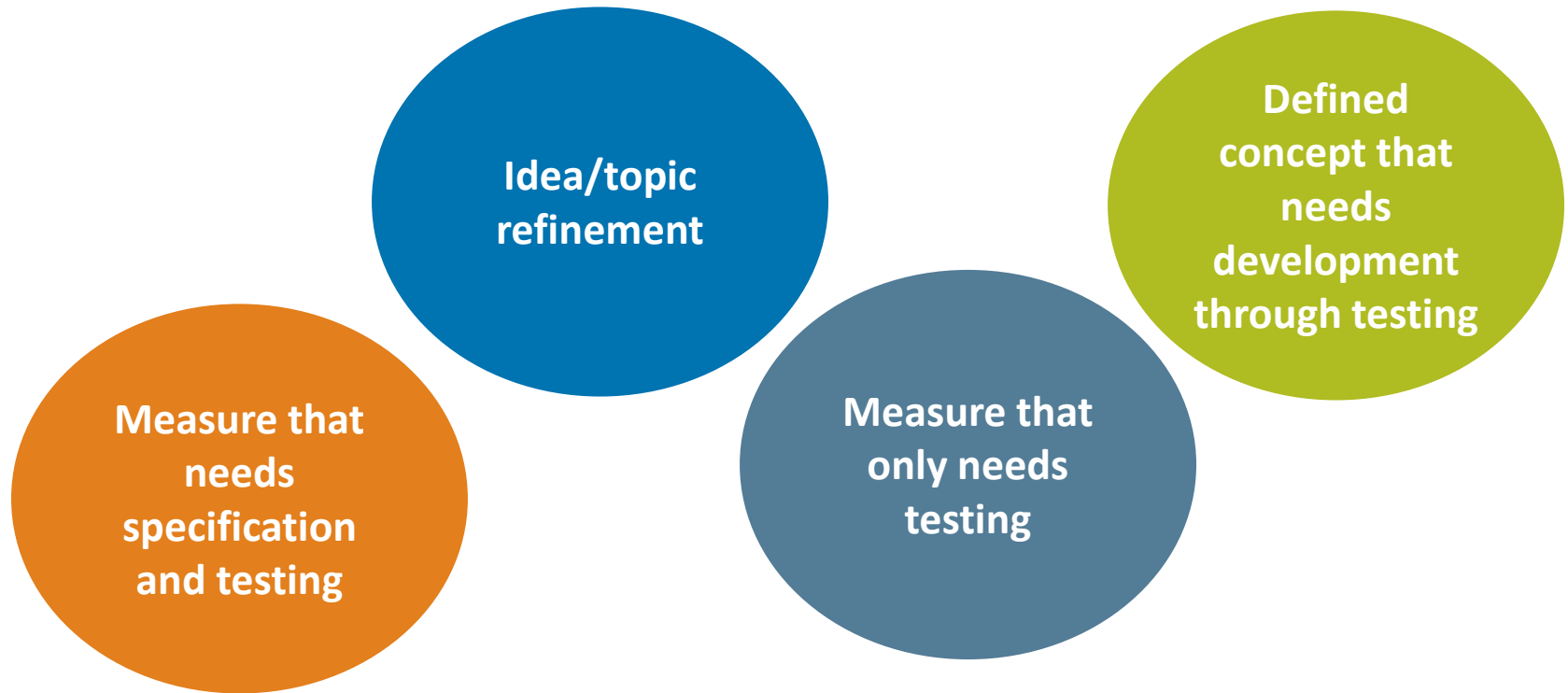


# NQF Measure Incubator: *Getting to quality measures that matter*



# NQF Measure Incubator

## *Project Types*



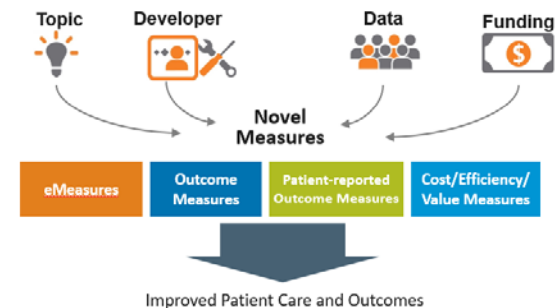
**Groups can use the incubator services based on individual needs, e.g., full measure development, only for testing, etc.**

# Measure Incubator

## *Work Underway*

- Inappropriate prescribing for dementia & Alzheimer's disease (OptumLabs & University of MD)
- Homebound population (OptumLabs & AARP)
- Risk categorization of patients with multiple chronic conditions (OptumLabs & Mayo Clinic)
- COPD PRO-PM (Minnesota Community Measurement & GSK)
- Multiple Sclerosis PRO-PM (Biogen)
- PRO-PMs using Open Research Exchange (PatientsLikeMe)

### *Getting to Quality Measures that Matter*





# Measure Incubator

## *Proposals in Process*

- Acute Pain Management (Mallinckrodt)
- Social Determinants of Health (Aetna Foundation)
- Oncology PRO-PM (Johnson & Johnson)
- Adult Immunizations (OASH)
- Rheumatoid Arthritis Change in Functional Status (Bristol-Myers Squibb)
- eMeasures for ICU setting (AdvaMed)
- Obesity Quality Measures (NovoNordisk)



# Incubator Design Session

## *Outcomes*



### **Multi-stakeholder Working Groups**

200 volunteers convening to foster continuous stakeholder engagement and input on how to best facilitate measure incubation. Two groups focused on:

- Partnerships & Collaborations
- Data & Testing

### **Learning Collaborative**

A gathering of diverse stakeholders to share lessons learned in development and testing

- Secured funding for initial phase (series of webinars)
- Early design work underway to launch initial phase



# NQF Measure Incubator

## *Ongoing*

- Incubate measures that matter by:
  - *Executing on existing Incubator projects*
  - *Initiating new projects*
- Build a scalable Incubator infrastructure
- Develop sustainable funding/revenue source
- Advance the Incubator vision with a 2017 Design Session 2.0 in order to:
  - *Share successes and lessons learned*
  - *Leverage input from existing stakeholders and engage new thought leaders*
- And....

# National Quality Partners

# National Quality Strategy

**Better Care**

**Healthier People,  
Healthier Communities**

**Smarter Spending**

## **PRIORITIES**

**Make care safer by reducing harm caused in the delivery of care.**

**Strengthen person and family engagement as partners in care.**

**Promote effective communication and coordination of care.**

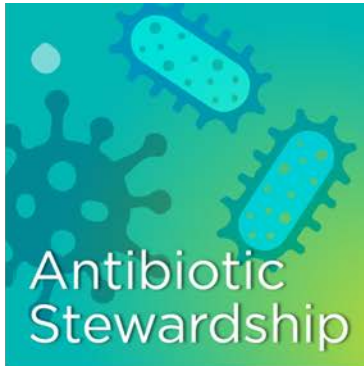
**Promote effective prevention and treatment of chronic disease.**

**Work with communities to promote best practices of healthy living.**

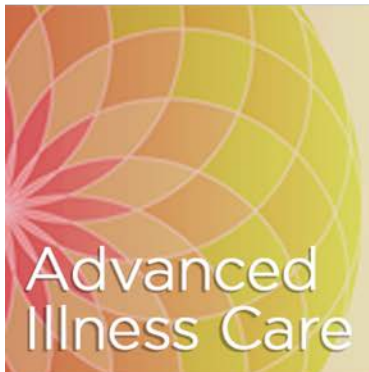
**Make care affordable.**

# National Quality Partners

## *2015-2016 Action Teams*



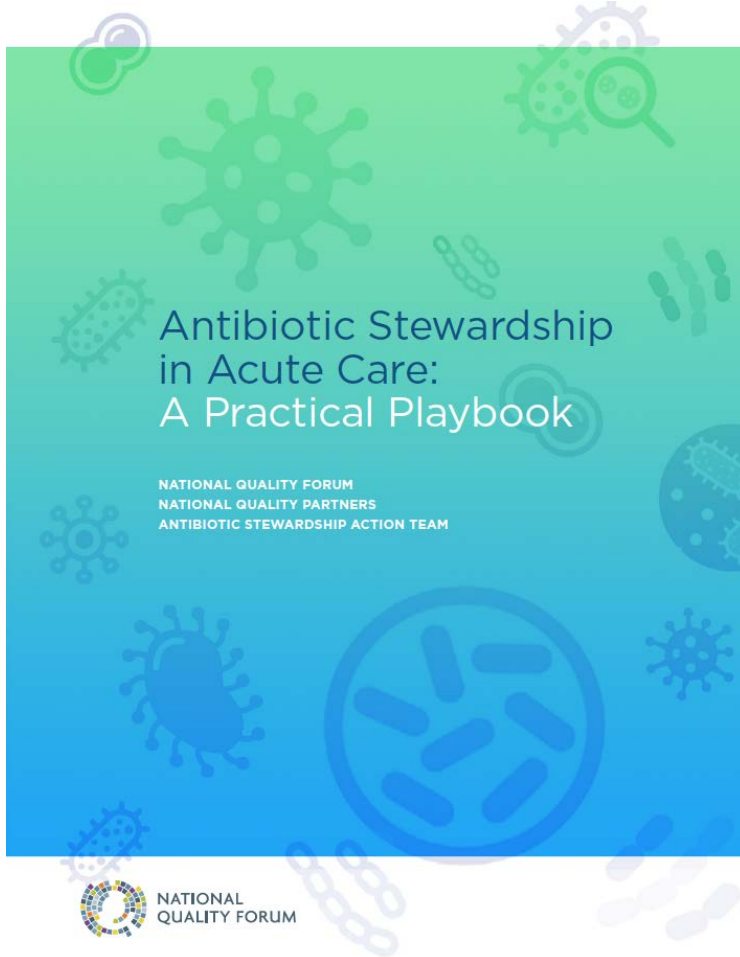
- Reducing antimicrobial resistance by implementing effective antibiotic stewardship programs across healthcare



- Improving personalized advanced illness care through authentic patient and family engagement around preferences, values, and goals

# National Quality Partners

## *Antibiotic Stewardship Action Team*

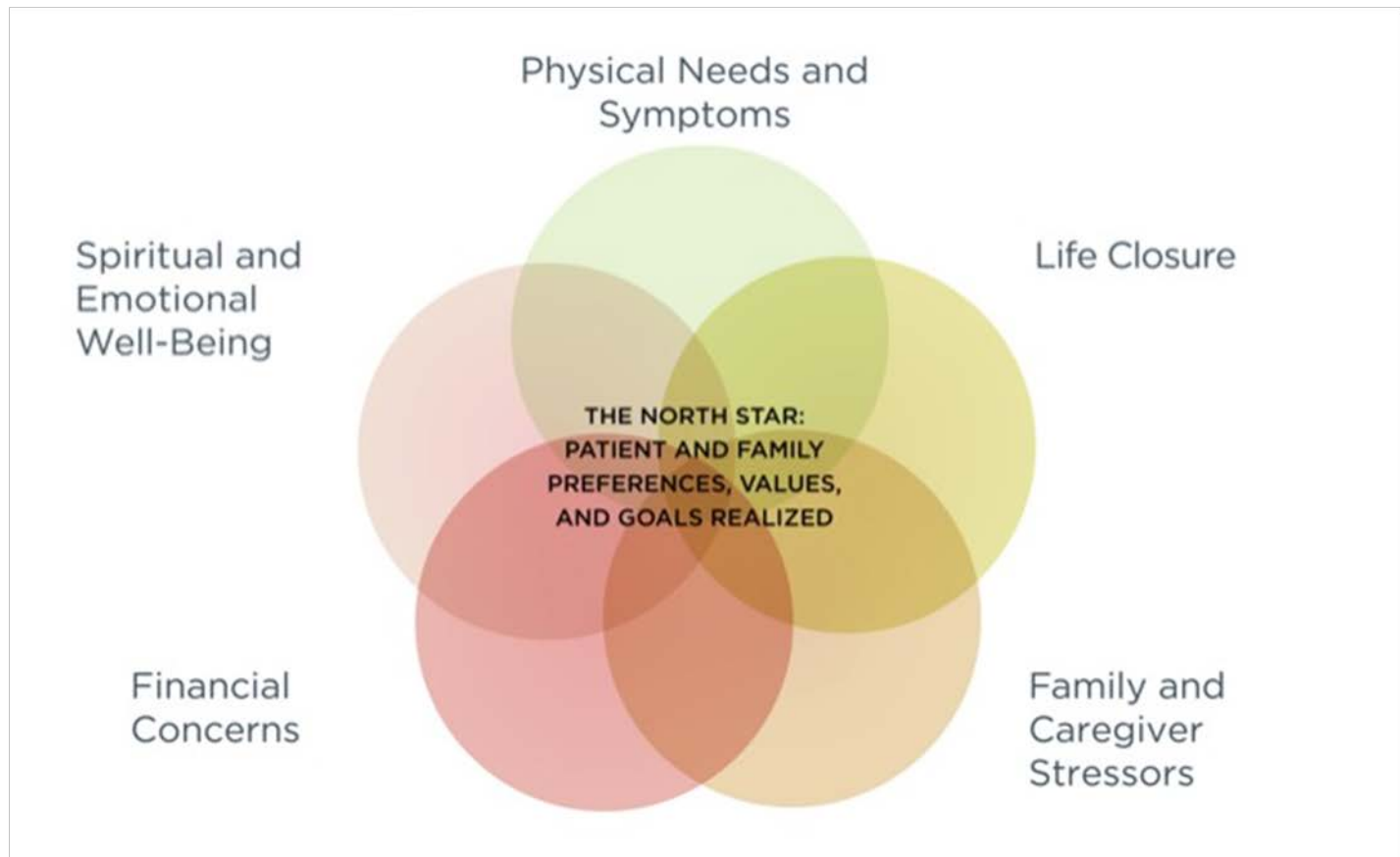


### Practical Playbooks for Antibiotic Stewardship:

- ✓ Acute care (completed)
- Long-term care (conceptual)
- Ambulatory care (conceptual)

# National Quality Partners *Advanced Illness Care Action Team*

*Concept: Playbook for Advance Care Planning Inclusive of*





# National Quality Partners

## *2016-2017 Project Areas*

### Shared Decision Making

- Development of National Standards for Decision Aids (current)
- Shared Decision Making Action Team (conceptual)
  - *Developing a common agenda for advancing shared decision making through patient-provider partnerships*

### Depression

- Patient-reported Outcomes Action Team (conceptual)
  - *Developing a common agenda for improving patient-reported depression through performance measurement*

Questions?



## THE NEED: FILLING GAPS WITH MEASURES THAT MATTER

Critical areas of health and healthcare do not have enough or the right kinds of measures to drive improvement. Examples of measure “gap” areas include palliative and end-of-life care, diagnostic accuracy, behavioral health, and care of people with Alzheimer’s disease or multiple chronic conditions. There are also not enough measures of patient-reported outcomes. These areas and others need measures that will provide better data to benchmark performance and help ensure that patients receive high-quality care.

Measure gaps occur for many reasons. A principal cause is the measure development process itself. The design, testing, and dissemination of quality measures can be burdensome, costly, and time-consuming. Estimates indicate that it can take two to three years to develop a new measure and put it into use.

## THE RESPONSE: NQF’S MEASURE INCUBATOR

The NQF Measure Incubator is an innovative effort that facilitates efficient measure development and testing through collaboration. It addresses important aspects of care for which quality measures are underdeveloped or nonexistent. In leading the Measure Incubator, NQF’s role is to facilitate the work of others. NQF itself will not develop measures.

Similar to incubators that nurture entrepreneurs in technology environments, the NQF Measure Incubator is designed to facilitate and accelerate the development of needed measures. The Incubator connects groups interested in particular measure concepts with measure development experts, financial and technical resources, and data sources.

NQF is exploring innovative and agile approaches to incubate and test measures more efficiently, such as early and continuous access to data. Over the next few years, the Incubator will test best practices with selected, initial measures, with the volume of incubated measures expected to increase as the Incubator matures.

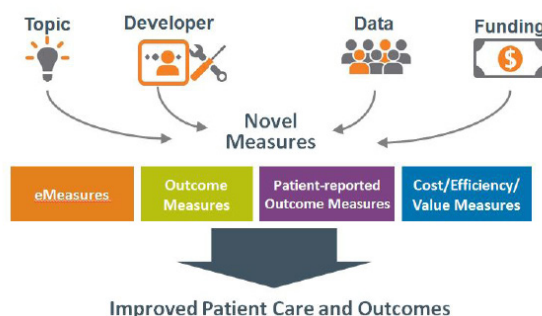
## NQF’S LEADERSHIP OF THE MEASURE INCUBATOR

As a national, trusted convener of multiple stakeholders in healthcare quality, NQF has a wide and growing network of experts to develop and lead the Measure Incubator.

Through the Measure Incubator, NQF is uniquely positioned to:

- effectively match measure developer(s) with projects, using NQF’s strong relationships with measure developers and other technical experts;
- help prioritize measure gaps and measures that matter, based on NQF’s substantial work to vet measures and to advance the science of quality measurement;
- Provide a pathway to development of patient-reported outcome performance measures, based on its seminal work in this area in 2013
- ensure that the best possible data assets are available throughout the measure development and testing lifecycle;
- leverage its experience working to expand and refine electronic quality measures; and
- convene leading experts in the field who bring the most current evidence-based data and knowledge to Measure Incubator projects.

### NQF Measure Incubator: Getting to quality measures that matter



## GOALS OF NQF'S MEASURE INCUBATOR

- Facilitate the incubation of more meaningful measures
- Accelerate the process to close measurement gaps
- Spur development of electronic clinical quality measures through use of EHR data
- Drive outcome-based healthcare measurement that better reflects the voices of patient and caregiver
- Advance measurement science by seeking to make tools and test beds more accessible
- Improve availability of meaningful measures by prospecting for proven measures in use by leading providers at the local or regional level that could be developed into standards for the nation

## CURRENT WORK TO INCUBATE NEEDED MEASURES

NQF is working with an array of stakeholders, data sources, and measurement developers to incubate and test needed measures.

- A collaboration with **OptumLabs** is providing access to its unique data assets to participating OptumLabs partner organizations for several measure projects, including:
  - » **University of Maryland**—measures focused on inappropriate prescribing for dementia and Alzheimer's disease;
  - » **AARP**—measures addressing dementia/Alzheimer's disease and homebound populations (AARP is a founding contributor to the NQF Measure Incubator); and
  - » **Mayo Clinic**— risk categorization of patients with multiple chronic conditions, as a precursor to measure development for this complex population.

- **PatientsLikeMe (PLM)** Robert Wood Johnson Foundation funding supports a collaboration between PLM's Open Research Exchange and NQF to facilitate the development of performance measures based on patient-reported outcomes. The work will result in patient-reported outcome measures (PROs) that capture what's most important to patients, such as pain and function, amplifying the patient voice in the measurement of healthcare performance.
- **Minnesota Community Measurement** is developing and testing a new PRO performance measure for chronic obstructive pulmonary disease to better determine physician practice outcomes. GSK, a global leader in respiratory disease, will collaborate with the Incubator as the sponsor of the project.

## ENGAGE IN NQF'S MEASURE INCUBATOR

Opportunities to engage in the Measure Incubator emerged from a design session of interested stakeholders. Participants recommended that NQF share evolving approaches and best practices for measure development through a "learning collaborative." Two newly formed workgroups are spearheading the design and implementation of the learning collaborative:

- **Partnerships and Collaboration**—advises NQF on when and how stakeholders can best and most efficiently engage throughout the measure development process.
- **Data and Testing**—provides NQF input on data needs and potential data sources as well as advises how data might be used more efficiently in the measure development process.

The workgroups meet monthly by teleconference or webinar. To learn more about these groups or the work of the Measure Incubator, or to discuss incubating a measure, please contact NQF at [incubator@qualityforum.org](mailto:incubator@qualityforum.org).

## INCUBATOR ADVISORY COUNCIL

The Incubator Advisory Council (IAC), an advisory panel to the NQF Board, develops transparent conflict-of-interest policies that reflect NQF's values and protect NQF's mission. The IAC also advises NQF on Incubator funding and project selection, and makes recommendations to ensure that NQF's measure endorsement work is kept separate from the Incubator environment. For example, incubated measures will be conferred no advantage in the endorsement process.

### Members Of The Incubator Advisory Council Include:

- Carolyn Clancy, MD, chief medical officer, Veterans Health Administration
- Robert Galvin, MD, MBA, operating partner, Equity Healthcare, The Blackstone Group
- Michael McGinnis, MD, National Academy of Medicine senior scholar and executive director, Institute of Medicine Roundtable on Value & Science-Driven Health Care

- Eric Schneider, MD, MSc, senior vice president for policy and research, The Commonwealth Fund
- Susan Sheridan, MIM, MBA, DHL, director of patient engagement, Patient-Centered Outcomes Research Institute (PCORI)
- Jed Weissberg, MD, senior fellow, Institute for Clinical and Economic Review (ICER)

For more information:  
[incubator@qualityforum.org](mailto:incubator@qualityforum.org)