



Sponsorship Prospectus

Antibiotic Stewardship

The National Quality Forum is taking the lead on developing a common agenda to improve antimicrobial stewardship and address the imminent dangers of antibiotic resistance. To support this work, we are seeking sponsorship from like-minded partners.

Motivation

The discovery of antibiotics and antimicrobials over the past century and their widespread availability have changed the field of medicine beyond any other inventions to date. Because of these drugs, we are able to combat many serious infections that previously would have been deadly. Unfortunately, their pervasive use has resulted in increasing antibiotic/antimicrobial resistance, creating the real and growing threat of new “super-bugs” that are increasingly difficult to treat. This is a concern not only for the healthcare field, but also for public health and national security. A 2013 analysis estimated avoidable costs from antibiotic misuse to range from \$27 billion to \$42 billion.¹

This problem requires significant improvements to clinical practice patterns to reduce the pervasive inappropriate use of antibiotics. To that end, we must have coordinated leadership around a common agenda for improving antimicrobial stewardship. Given recent progress in establishing a national agenda to address the dangers of antibiotic resistance, now is the optimal time to convene an influential group of NQF members to collaborate for meaningful, sustainable progress on the issue.

Objective

NQF is convening a group of diverse stakeholder organizations to address the healthcare delivery system’s role in antimicrobial stewardship in the United States. NQF uses a collaborative model to address critical issues through multistakeholder partnership. Guided by the principles of [collective impact](#), the group will focus on the major barriers—and more importantly corresponding solutions—to raising accountability for the healthcare system in antimicrobial stewardship.

The objectives of this work are to:

- bring attention to and broadly disseminate best, promising, or innovative practices;
- promote solutions to barriers to appropriate antibiotic prescribing; and
- partner to implement robust accountability strategies such as payment, public reporting, accreditation, and certification.

¹ Avoidable Costs in U.S. Healthcare: The \$200 Billion Opportunity from Using Medicines More Responsibly. Report by the IMS Institute for Healthcare Informatics.

NQF will focus on promising public and private sector efforts to address antibiotic resistance and will draw from NQF's extensive membership, which is a representative cross-section of the healthcare system. NQF expects to accelerate adoption of antibiotic stewardship programs and the use of quality measures and accountability levers to impact antibiotic prescribing patterns.

Approach

Over a 12-month period, NQF will host a webinar series and meet-up(s) with opportunities for learning, partnership, and engagement. Topics may include innovative provider strategies to improve antibiotic utilization; technical guidance and feedback on currently available performance metrics; the incorporation of elements of antibiotic stewardship into accountability programs; available tools and resources to support stewardship (e.g., CDC, state-based programs, etc.); and mechanisms for rapid deployment of diagnostic tests that may reduce antibiotic use.

NQF's Unique Capabilities

NQF has successfully used this model to address significant health and healthcare challenges through focused activities in several areas, including:

- Early elective deliveries—NQF contributed to the dramatic drop in early elective delivery rates nationally by over 50 percent.
- Avoidable readmissions for vulnerable populations—NQF spread best practices to identify and manage patients at high-risk for readmissions due to psychosocial issues.
- Patient and family engagement—NQF developed the *Patient Passport*, a patient engagement tool intended to promote authentic conversations between patients and their providers about their needs, values, and preferences.

NQF is an independent, non-profit, nonpartisan organization that works to catalyze improvements in the nation's health and healthcare. As an essential forum for multistakeholder engagement and a leader in advancing health quality, NQF routinely convenes stakeholders to reach consensus and spur action on important issues in health policy. NQF staff is skilled at building consensus on challenging and controversial topics, and as a neutral convener ensures that diverse stakeholder perspectives are captured and voiced. NQF's membership includes 400+ organizations from all healthcare sectors.

National Quality Partners John Bartlett, Johns Hopkins Medicine
Christine Cassel, National Quality Forum
David Gilbert, Providence Health
Peggy O'Kane, National Committee for Quality Assurance
Ed Septimus, HCA
Brad Spellberg, LAC+USC Medical Center

NQF Staff Wendy Prins, Vice President, National Quality Partners
wprins@qualityforum.org



National Quality Partners

Supporting Collaboration and Collective Action

PARTNERSHIP LEVEL	BENEFITS	PRICE
Pioneer	Please contact NQF to discuss terms. Pioneer Partners will work with NQF staff and NQP leaders to develop a mutually beneficial Action Team project.	
Premier	<p>Premier Partners enjoy exposure to NQP stakeholders through:</p> <ul style="list-style-type: none"> • Prominently featured logo and name on project website with hyperlink to the web page of your choice • Prominently featured logo and name on signage for at least one in-person forum and two webinars • Recognition and thanks from the podium at the forum reception, which will include wine and hors d'oeuvres • Name featured on related NQP materials and programs • Opportunities for joint media promotion and/or recognition • Five complimentary registrations for one forum 	\$15,000
Supporting	<p>Supporting Partners enjoy exposure to NQP stakeholders through:</p> <ul style="list-style-type: none"> • Featured logo and name on project website with hyperlink to the web page of your choice • Featured logo and name on signage for at least one in-person forum and one webinar • Recognition and thanks from the podium at the forum reception, which will include wine, drinks and hors d'oeuvres • Name featured on related NQP materials and programs • Three complimentary registrations for one forum 	\$10,000
Forum	<p>Forum Partners enjoy exposure to key NQP stakeholders through:</p> <ul style="list-style-type: none"> • Recognition and thanks from the podium at the networking reception, which will include wine and hors d'oeuvres • Logo featured on signage near the reception entrance • Logo and name listed in the printed program • Three complimentary registrations for one forum 	\$5,000
Webinar Series	<p>Webinar Series sponsors receive:</p> <ul style="list-style-type: none"> • Logo and name featured on all webinars • Logo and name featured on all webinar materials 	\$5,000
Webinar	<p>Webinar sponsors receive:</p> <ul style="list-style-type: none"> • Logo and name featured on individual webinar(s) • Logo and name featured on individual webinar materials 	\$2,500

For more information on and sponsorship, please contact
Wendy Prins, Vice President, National Quality Partners wprins@qualityforum.org