



Patient and Community Engagement In Quality Measurement

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Meet the Presenters

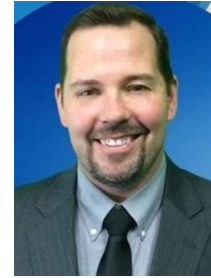


Anna Michie | E&M Deputy Task Lead



- Provides strategic and technical support on endorsement and maintenance (E&M) processes and activities
- 10+ years' quality experience

Matt McDonough | Engagement SME



- Provides measure development and project management guidance for overall project activities
- Experience in outreach and education for measure development and patient and family engagement

Brenna Rabel | PQM Technical Director



- Facilitates collaboration across consensus-based entity activities to ensure consistency and excellence
- 10+ years' health care, public health, and quality experience

Agenda



- Understanding Quality Measurement
- Engaging Patients and the Community in Quality Measurement
- Meaningful Aspects of Quality Measurement to Patients
- Using Quality Measures for Health Care Decisions
- Questions & Answers

Understanding Quality Measurement

Anna Michie, Deputy E&M Task Lead



Understanding Quality Measurement

What is a Quality Measure?

- **Quality Measure** – A metric is used to assess the performance, effectiveness, or quality of care provided by health care providers.
 - Quality measures focus on assessing the quality of care provided to patients, such as patient outcomes, adherence to clinical guidelines, patient safety, and patient satisfaction.
- **Measure Methodology** – How the measure is calculated, which typically includes:
 - **Numerator:** Number of conditions, events, or actions being measured
 - **Denominator:** The total group or population that were eligible to be measured

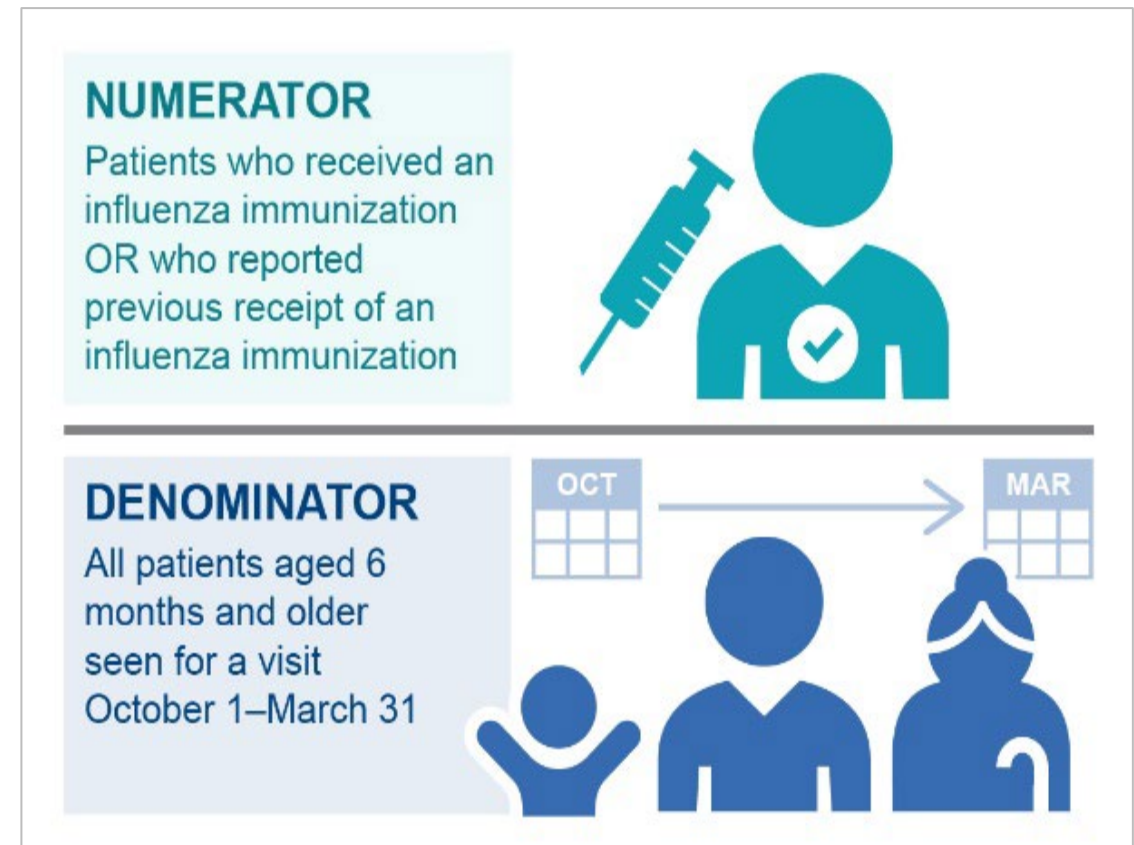


Figure 1. Measure numerator and denominator example [CBE #0041 Preventative Care and Screening: Influenza Immunization](#).

Understanding Quality Measurement

Why Do We Have Health Care Measures?



Care Improvement

Measures help identify areas for improvement in health care delivery, ensuring care processes are effective and efficient and meet established standards.



Patient-Reported Measures

Patient-reported measures capture data from the perspective of a patient, help identify health care improvement priorities and enhance patient experience and outcomes.



Accountability

Measures hold health care providers and organizations accountable for the care they provide, helping to ensure that patients receive high-quality care.



Data-Driven Decision-Making

Measures enable interested parties (patients, caregivers, providers, policymakers) to make informed decisions, based on objective, measurable data, about the quality of care provided.

Understanding Quality Measurement

Overview of Measure Lifecycle



The five stages of the Measure Lifecycle:

- **Measure Conceptualization** – Considering what to measure and why to measure it.
- **Measure Specification** – Deciding how to create and calculate the measure.
- **Measure Testing** – Ensuring the measure works well and is effective.
- **Measure Implementation** – Putting the measure into action.
- **Measure Use, Continuing Evaluation & Maintenance** – Monitoring the use of the measure and updating as needed.

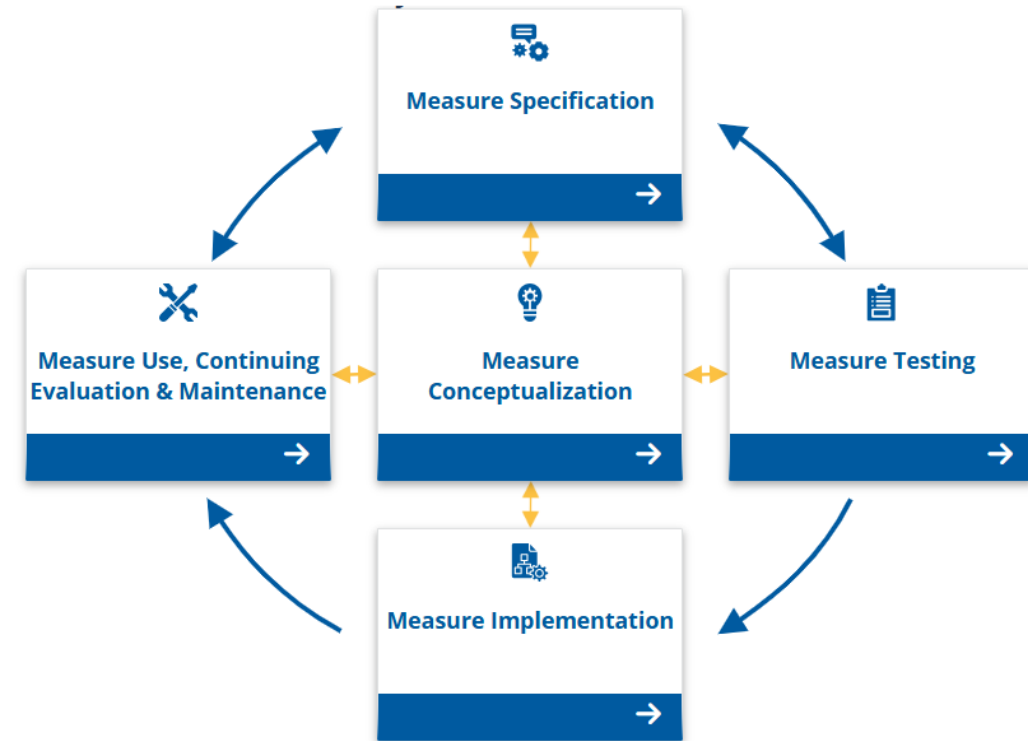


Image Source: [Blueprint Measure Lifecycle Overview | The Measures Management System](#)

Understanding Quality Measurement

Role of Endorsement and Maintenance (E&M)



- **Endorsement and Maintenance (E&M)** are vital steps to ensure that quality measures remain safe, effective, and relevant over time.
 - **Endorsement** – Formal recognition of a measure’s credibility and utility.
 - Most commonly occurs before a measure is implemented.
 - **Maintenance** – Ensures the measure remains up to date and applicable in an evolving health care environment.
 - Occurs every 5 years, typically after implementation.
- Both are integral to the success and continued relevance of quality measures in improving patient outcomes and health care delivery.



Engaging Patients and the Community in Quality Measurement

Matt McDonough, Engagement SME



Patient vs. Community Engagement in Quality Measurement



Patient Engagement



- Focuses on individual patient interactions.
- Aims to ensure that health care services and quality measures reflect the needs, preferences, and experiences of individual patients.
- Enhances relevance, improves health outcomes, and ensures that care is patient centered.

Community Engagement



- Focuses on population health.
- Aims to address the health of communities, considering social determinants of health.
- Builds trust, improves public health outcomes, and promotes health equity.

Engaging Patients in Quality Measurement

Value of Patient Engagement

- Patients are critical to the development and endorsement of quality measures.
- Patients ensure measures are relevant, patient centered, and effective in improving health care by providing valuable lived experiences and sharing their own insight.
- Engagement in the process results in informed patient care decisions, improved care and affordability, and personalized care through technology.

Patient engagement in the measure development and endorsement processes:



Ensures patient-centered focus



Improves measure relevance



Enhances equity in health care



Empowers patients

Engaging Patients in Quality Measurement

How to Get Involved



- Patient involvement in quality measure development is essential for creating measures that are meaningful, effective, and truly focused on improving the quality of the health care that patients receive.
- Patients can contribute by:
 - Joining a technical expert panel (TEP)
 - Participating in public comment opportunities
 - Joining a focus group
 - Joining a working group
 - Attending “one-on-one” interviews



Engaging Patients in Quality Measurement

How to Get Involved – Join a TEP



- A TEP is a group of people brought together to share ideas, expertise, and opinions on a measurement area or topic.
- TEP participants review proposed quality measures to ensure that the measures are meaningful, understandable, and focused on improving patient care.
- TEPs are most effective when they include:
 - Patients
 - Family members and/or caregivers
 - Clinicians
 - Measure developers
 - Other interested parties (statisticians, quality improvement experts, methodologists, etc.)

Engaging Patients in Quality Measurement

How to Get Involved – Participate in Public Comments



- The public comment period for measures offers the public a chance to share feedback on quality measures. This helps include ideas and suggestions from a diverse audience and ensures the process is transparent.
- Public commenting guidelines:
 - Include contact information (with organization/affiliation information if applicable)
 - Provide observations, critical suggestions, and compliments
 - **Exclude** personal health information

Public Comment Opportunity	Description	Resources
Measures under development	Measure developers solicit feedback from the public about proposed measure concepts, measure details, and preliminary testing results to inform refinements to a measure specification.	MMS Hub
Measures under consideration for use in a CMS program	As part of the pre-rulemaking process, CMS shares a list of the measures they are considering for adoption in certain quality reporting and value-based programs. The public is welcome to comment on the measures.	PQM Public Comment
Measures proposed for adoption in a CMS program	Many CMS programs must use the rulemaking process to formally propose and finalize measures. The public may comment on proposed new measures and measures proposed to continue in a CMS program.	Regulations.gov
Measures under endorsement and maintenance review	The CMS consensus-based entity gathers public comments on measures seeking initial endorsement and maintenance.	PQM Public Comment

Engaging Patients in Quality Measurement

How to Get Involved – Join a Focus Group

- Focus groups are organized discussions with a small group of interested parties that typically meet once to provide thoughts and opinions about a specific area of focus (e.g., a health care condition).
- Focus groups ideally include 5-6 individuals reflecting a diverse group of patients, family, caregivers, or clinicians.
- Focus group participants contribute by providing their opinions, lived experiences, and feedback.



Engaging Patients in Quality Measurement

How to Get Involved – One-on-One Interviews

- One-on-one interviews are conversations with individuals to help gather detailed feedback from people with specific knowledge, experience, or expertise.
- Interviews obtain feedback from a single participant to identify granular issues with clarity, relevance, perception, and comprehension.
- Interviews can facilitate early identification of potential issues and allow for the refinement of a measure before introduction to a broader group.



Engaging Patients in Quality Measurement

How to Get Involved – Join a Working Group



- A working group is a small group of interested parties collaborating over an extended period to develop and refine quality measures.
- Working groups design and refine specific metrics or measurements for a particular measurement.
- Working groups are most effective when they include:
 - Patients
 - Family members and/or caregivers
 - Clinicians
 - Measure developers
 - Other interested parties



Engaging Patients in Quality Measurement

How to Get Involved – Resources



- To review current TEP opportunities, visit the [Measures Management System \(MMS\) Hub](#).
- Join or review the websites for patient advocacy organizations related to a health condition of interest as they may facilitate connections with measure developers.
 - [Connecticut Center for Patient Safety](#)
 - [Patients for Patient Safety](#)
 - [Patients Like Me](#)
- Sign up for a free account with the [Partnership for Quality Measurement](#) to be alerted about engagement opportunities, such as serving on a committee for the E&M process.

Engaging Patients in Quality Measurement

Effective Patient Engagement Strategies – For Developers



Patient engagement greatly benefits measure developers through:

- Ensuring diversity of perspectives
- Establishing clear expectations for patient involvement throughout the process
- Maintaining transparency about how patient input is used
- Establishing a clear feedback mechanism
- Leveraging technology to improve participation and accessibility
- Providing education and patient-accessible information
- Cultivating a sense of patient empowerment through input, appreciation, and recognition

Engaging Patients in Quality Measurement

Effective Patient Engagement Strategies – For Patients



Patients can maximize their engagement experience in the measure development process by:

- Asking for and using educational materials about quality measurement
- Sharing honest feedback about lived experiences, both positive and negative
- Connecting with other patients to share and learn about experiences and effective engagement techniques
- Understanding the need for and promoting diverse patient involvement
- Offering constructive feedback

Engaging Communities

The Value of Community Engagement in Quality Measurement



- **Enhances Measure Relevance and Trust:**
 - Promotes transparency in the measure development process.
 - Ensures cultural and contextual appropriateness of measures.
 - Builds trust and buy-in from the populations the measures are intended to serve.
- **Promotes Health Equity:**
 - Incorporates broader determinants of health into quality measures.
 - Helps identify and address health disparities, promoting health equity.
- **Facilitates Effective Measure Implementation:**
 - Contributes to measure sustainability via community support and advocacy for the measure.
 - Provides insights into community-specific barriers and facilitators.



Engaging Communities

Effective Community Engagement Strategies



- Choose appropriate engagement methods (e.g., public forums, focus groups, surveys).
- Provide clear information on goals and expectations of engagement.
- Develop accessible and culturally appropriate engagement materials.
- Partner with community organizations and engage community leaders.
- Leverage technology to improve accessibility.
- Ensure diversity and representation from marginalized groups.
- Establish a feedback mechanism.

Meaningful Aspects of Quality Measurement to Patients

Brenna Rabel, PQM Technical Director



Aspects of Quality Measures

What Matters Most to Patients?



- Patients identify with quality measures that focus on what matters most to them.
- Key patient aspects in quality measures include:
 - Patient Safety
 - Effectiveness of Care
 - Satisfaction with Care and Patient Experience
 - Patient-Centered Outcomes
 - Timeliness and Access of Care
 - Overall Patient Experience

Aspects of Quality Measures

Guest Speaker



Connie Montgomery



Using Quality Measures for Health Care Decisions

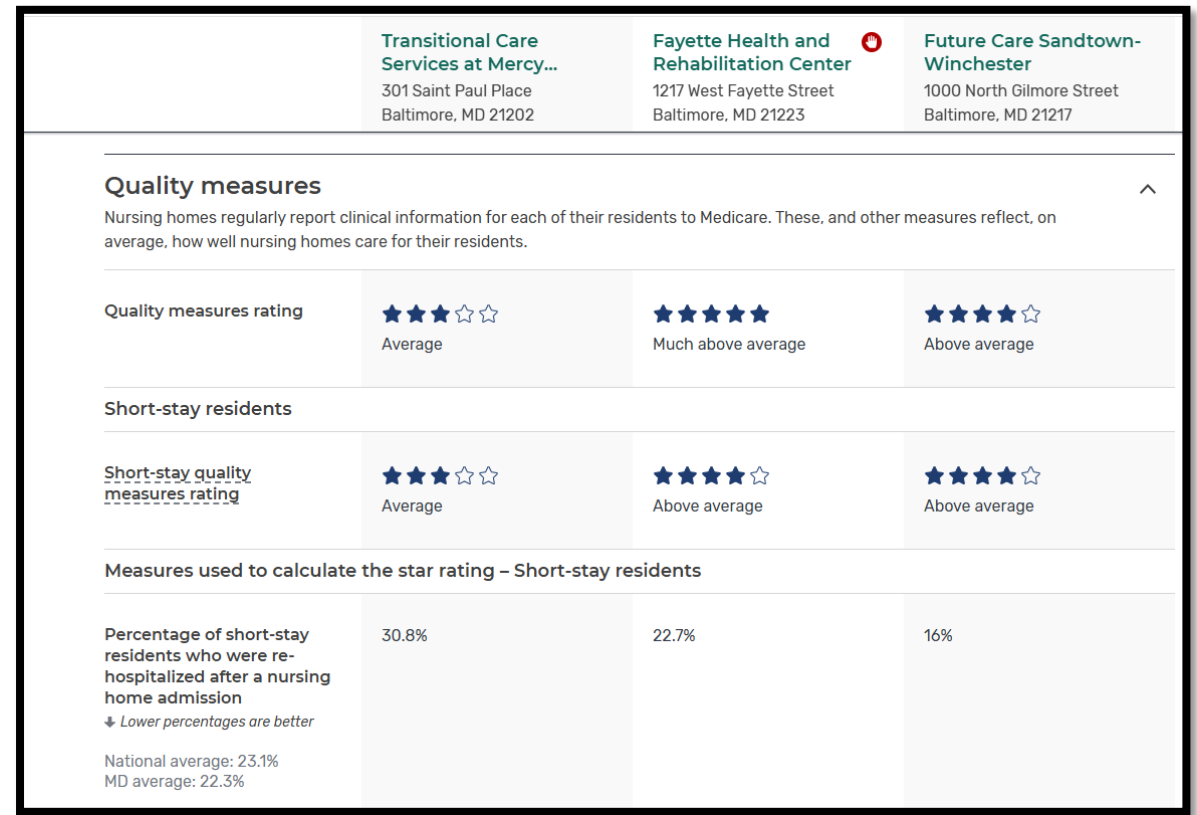
Anna Michie, E&M Deputy Task Lead



Using Quality Measures For Health Care Decisions

Using Quality Measures to Make Informed Choices – Care Compare

- [Care Compare](#) – A Medicare.gov website helping consumers make informed decisions through the comparison of health care provider quality measures.
- Care settings include:
 - Doctors & clinicians
 - Hospitals
 - Nursing homes, including rehab services
 - Home health services
 - Hospice care
 - Inpatient rehabilitation facilities
 - Long-term care hospitals
 - Dialysis facilities
 - Medical equipment & suppliers



The screenshot displays the Medicare Care Compare website interface. At the top, three nursing homes are listed: Transitional Care Services at Mercy..., Fayette Health and Rehabilitation Center (marked with a red location pin), and Future Care Sandtown-Winchester. Below this, the 'Quality measures' section is expanded, showing a descriptive paragraph and three columns of star ratings. The first column shows a 3-star rating (Average), the second shows a 5-star rating (Much above average), and the third shows a 4-star rating (Above average). A 'Short-stay residents' section follows, with a 3-star rating (Average), a 4-star rating (Above average), and another 4-star rating (Above average). The bottom section, 'Measures used to calculate the star rating – Short-stay residents', is a table with three columns corresponding to the facilities above. The first column shows 30.8%, the second 22.7%, and the third 16%. A note indicates that lower percentages are better. At the bottom, national and MD averages are provided: National average: 23.1% and MD average: 22.3%.

	Transitional Care Services at Mercy...	Fayette Health and Rehabilitation Center	Future Care Sandtown-Winchester
Quality measures rating	★★★☆☆ Average	★★★★★ Much above average	★★★★☆ Above average
Short-stay residents	★★★☆☆ Average	★★★★☆ Above average	★★★★☆ Above average
Measures used to calculate the star rating – Short-stay residents	30.8%	22.7%	16%
Percentage of short-stay residents who were re-hospitalized after a nursing home admission			
↓ Lower percentages are better			
National average: 23.1%			
MD average: 22.3%			

Using Quality Measures For Health Care Decisions

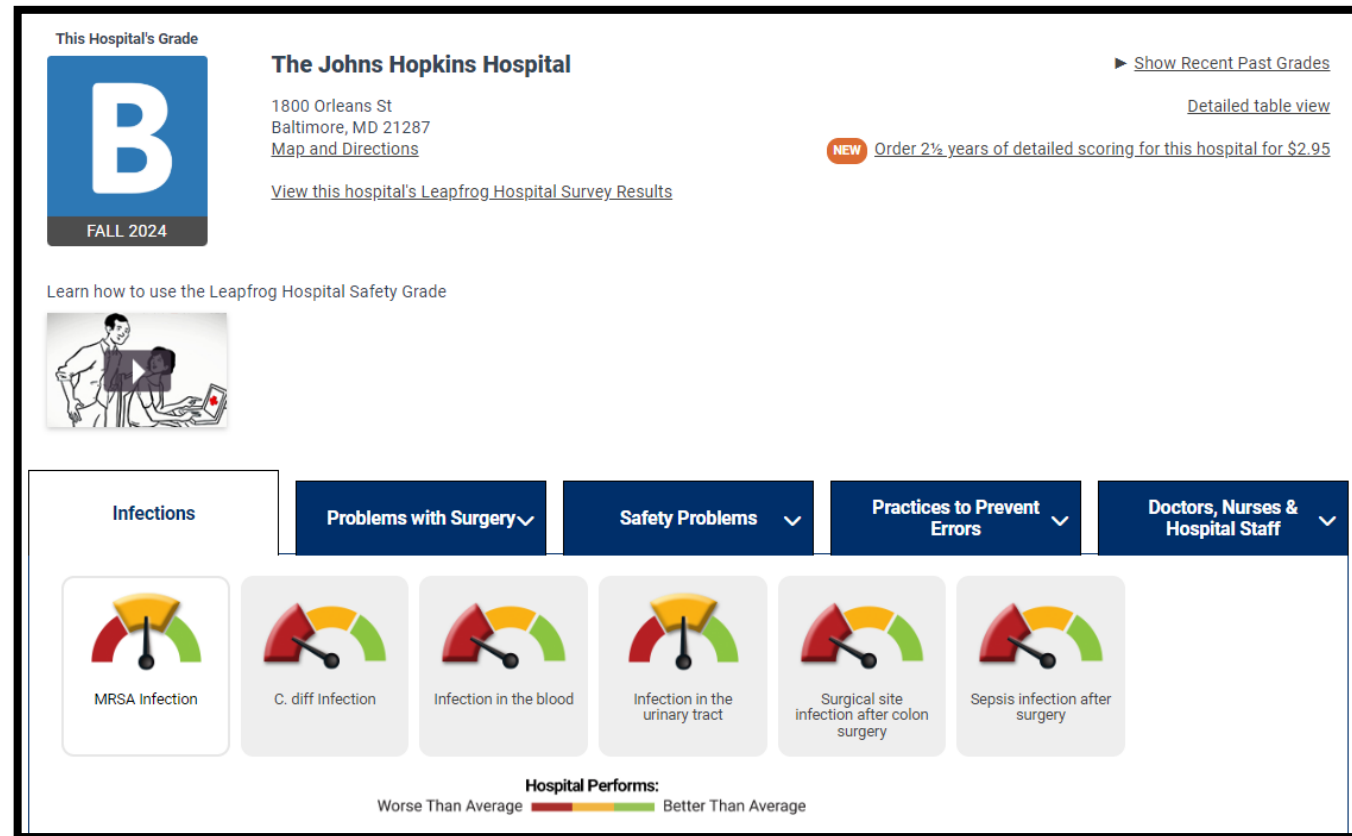
Using Quality Measures to Make Informed Choices - Leapfrog



- [Leapfrog](#) – A website developed by The Leapfrog Group, a national nonprofit organization that collects and reports on hospital performance.

Programs include:

- Hospital Survey – A voluntary survey that asks hospitals about their safety, quality of care, and how they use their resources.
- Hospital Safety Grade – A letter-grade system that rates how well hospitals protect patients.
- Ambulatory Surgery Center (ASC) Survey – A voluntary survey that collects safety and quality data from ASCs, where patients can have less-complex, same-day surgeries without staying overnight.



Using Quality Measures For Health Care Decisions

Collaboration Between Patients, Providers, and Communities



- Collaboration between patients, providers, and communities in the development of quality measures fosters shared decision-making, transparency, and continuous improvement.
- Working together helps to enhance care quality, improve patient outcomes, and ensure that health care is more patient centered and accessible.

Questions & Answers

