Measure Feedback Loop Pilot Options

TECHNICAL REPORT

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NATIONAL QUALITY FORUM
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CONTENTS

EXECUTIVE SUMMARY

This multistep effort aimed at improving NQF's measure feedback loop ultimately seeks to identify a set of strategies that can be piloted to improve the ways in which NQF solicits, collects, facilitates, and shares feedback among stakeholders within the endorsement and maintenance processes. This report describes the scope, goals, and strategies proposed for piloting an improved NQF measure feedback loop.

The NQF measure feedback loop is the process by which feedback on a measure submitted to NQF is relayed to NQF multistakeholder standing committees and measure developers; the feedback originates from those who implement measures or use measure results for decision making and to improve care. Those providing feedback should also receive a response to their feedback with the expectation that measure developers consider the feedback to determine whether revisions to the measure are needed. The Measure Feedback Loop Committee, convened to guide this effort, recommended six goals to guide the pilot:

1. Minimize burden for users to provide feedback by improving accessibility and ease of use of NQF tools designed to collect feedback;

2. Ensure relevant stakeholders (users/implementers/those being measured) are aware of opportunities and channels to comment and provide measure feedback to NQF;

3. Ensure NQF standing committees receive meaningful and adequate information to apply the relevant criteria (in Importance, Use and Usability, and Feasibility) and make informed recommendations for endorsement;

4. Ensure developers receive meaningful and actionable measure feedback for consideration in a timely manner;

5. Ensure that those who provide feedback receive an acknowledgement and are informed about the disposition of the feedback and how it was adjudicated; and

6. Define a standard pathway for generating and collecting measure feedback.

After analysis of 40 strategies identified by the Committee to improve NQF's measure feedback loop, the Committee recommended two pilot options:

- Pilot option 1: Comprehensive expansion of NQF's measure feedback loop

- Pilot option 2: High-impact strategy set

These two potential approaches are outlined for consideration by the Centers for Medicare & Medicaid Services (CMS). The analysis of the proposed strategies and pilot options—including their strengths and weaknesses, costs and benefits—will serve as the basis for the selection of a pilot option by CMS. An implementation plan will be developed for the selected pilot option in the next phase of this work.

INTRODUCTION

This multistep effort aimed at improving NQF's measure feedback loop ultimately seeks to identify a set of strategies that can be piloted to improve the ways in which NQF solicits, collects, facilitates, and shares feedback among stakeholders within the endorsement and maintenance processes. Collecting feedback on newly submitted and endorsed measures is essential to ensuring that NQF's standing committees have access to the information needed to apply NQF's measure evaluation criteria appropriately.

In prior phases of this work, with the guidance of the Measure Feedback Loop Committee, NQF performed an **environmental scan** of current feedback mechanisms within the quality measurement enterprise and of NQF's current channels and activities used to solicit and collect feedback. The Feedback Loop Committee was convened over a series of webinars in which they analyzed data summarized by NQF and provided guidance on key challenges and strategic issues. NQF also conducted an **assessment of NQF's criteria and current feedback loop activities**, namely the Use and Usability criterion to identify opportunities for clarifying and aligning the criteria with NQF and developer needs. These efforts all served to identify challenges and opportunities for enhancing measure feedback activities within the NQF endorsement and maintenance processes. These opportunities for improvement serve as the basis for the strategies proposed in this report for piloting a future NQF measure feedback loop.

PURPOSE

The purpose of this report is to describe the scope, goals, and strategies proposed for piloting an improved NQF measure feedback loop. This report will outline two potential approaches for piloting an improved NQF measure feedback loop for consideration by the Centers for Medicare & Medicaid Services (CMS). The analysis of the proposed strategies and pilot options—including their strengths and weaknesses, costs and benefits—will serve as the basis for the selection of a pilot option by CMS. A plan to implement the selected option will be the final deliverable of this effort.

DEFINING THE NQF MEASURE FEEDBACK LOOP

NQF's current measure feedback loop is characterized by various activities and tools that are used during measure evaluation cycles as well as "off cycle" after measure endorsement. These tools and activities include the NQF measure feedback tool, the measure submission form, public commenting periods, and NQF staff facilitation of sharing of information between users, developers, and the relevant committees. This effort has served as an opportunity to better define the set of activities that comprise the feedback loop, expectations, and goals. The NQF measure feedback loop focuses on measures submitted to NQF for endorsement consideration or maintenance of endorsement through the Consensus Development Process (CDP) (defined in **Appendix B**). The feedback loop relies on the engagement of four key stakeholder groups exchanging information through the NQF CDP (see Figure 1):

1. Measure users;

2. Measure developers;

3. CDP standing committees; and

4. NQF.

FIGURE 1. NQF MEASURE FEEDBACK LOOP
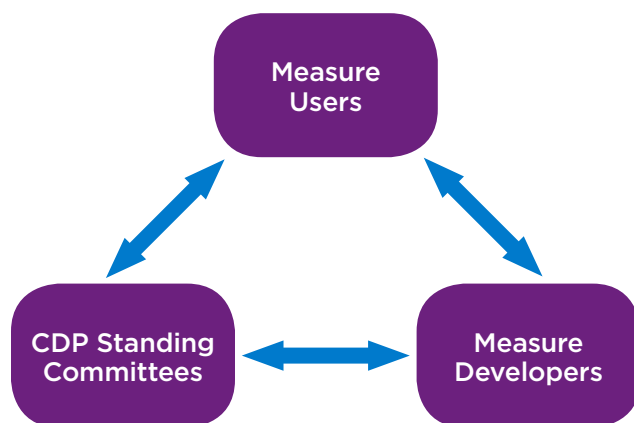
The NQF measure feedback loop is the process by which feedback on a measure submitted by measure users to NQF is relayed to multistakeholder standing committees and measure developers. Measure users include those who implement measures or use measure results for decision making and to improve care. Measure users expect to receive a response to their feedback, and expect that measure developers and committees consider the feedback to determine whether revisions to the measure are needed. Each stakeholder in the feedback loop has a significant role in ensuring that measure feedback is provided, collected, and assessed by the appropriate party. The roles are described below.

NQF's Role

• Steward of endorsement and the NQF measure feedback loop

 – Solicit feedback from relevant stakeholders, including measure users, experts, and advocates on measures under consideration at initial endorsement and during maintenance of endorsement

 – Facilitate the feedback loop; provide tools and channels to collect feedback; and ensure that feedback is communicated to the appropriate stakeholder

 – Serve as a central repository for feedback on endorsed measures

Measure Developer/Steward Role

• Solicit and collect feedback on the measures in use (during development, endorsement, and maintenance of endorsement)

• Report feedback on their measures through the NQF measure submission form

• Consider feedback from measure users and take action to modify their measure or perform additional analyses if needed

• Respond to commenters/measure users who submit feedback

NQF Standing Committee Role

• Consider feedback submitted by measure users and apply NQF's criteria for the evaluation of measures under consideration for endorsement

• Provide feedback to measure developers during measure evaluation

• Respond to comments and feedback from measure users

Measure User Role

• Submit feedback based on their perspective and experience with NQF-endorsed measures and measures under consideration for endorsement

NQF seeks input from measure users via the public comment process, the measure feedback tool, and the measure submission form (as

completed by the measure steward/developer) to support standing committees' application of some of the measure evaluation criteria and make endorsement recommendations:

• Importance

  – Assessment of performance gap and opportunity for improvement

• Feasibility

  – Assessment of any significant barriers to implementation

• Usability and Use

  – Assessment of current or future measure use in an accountability application

  – Assessment of unintended consequences and benefits of the measure

  – Assessment of feedback received on the measure and how it was used

APPROACH

Building on the prior deliberations by the Measure Feedback Loop Committee, the proposed pilot options incorporate multiple inputs from previous deliverables, such as the environmental scan, which included key informant interviews, literature searches, and an assessment of NQF's current mechanisms for soliciting and collecting feedback. Using these inputs, the Measure Feedback Loop Committee guided the development of the goals that should drive NQF's measure feedback loop pilot. These goals were used to align the current practices for soliciting and collecting feedback and to identify the problems and challenges that would need to be addressed to succeed in a future feedback loop pilot. Using the framework of the goals and problems, the Committee proposed a set of strategies that could be implemented

to address each pilot goal and the challenges. These strategies were gathered from Committee recommendations and deliberations and proposed by NQF staff based on findings from the environmental scan.

Once a set of strategies had been designated to address each goal, each strategy was assessed against a set of costs and benefits. The cost-benefit analysis was used to categorize, group, and rank strategies for pilot consideration. The Measure Feedback Loop Committee considered the cost-benefit analysis and recommended an approach for grouping the strategies into the pilot options. The details of the cost-benefit analysis and the approach for scoping the pilot options are discussed in the remainder of the report.

MEASURE FEEDBACK LOOP PILOT GOALS

Based on the prior foundational efforts of this project, the Measure Feedback Loop Committee set goals that would guide the activities of a measure feedback loop pilot. In doing so, the Committee also identified several barriers and challenges in meeting those goals based on the current state of measure feedback activities in the NQF endorsement and maintenance process. Identifying goals and barriers enabled the identification and alignment of strategies to address these needs. The Committee recommended six goals to guide the feedback loop pilot:

1. Minimize burden for users to provide feedback by improving accessibility and ease of use of NQF tools designed to collect feedback;

2. Ensure relevant stakeholders (users/implementers/those being measured) are aware of opportunities and channels to comment and provide measure feedback to NQF;

3. Ensure NQF standing committees receive meaningful and adequate information to apply the relevant criteria (in Importance, Use and Usability, and Feasibility) and make informed recommendations for endorsement;

4. Ensure developers receive meaningful and actionable measure feedback for consideration in a timely manner;

5. Ensure that those who provide feedback receive an acknowledgement and are informed about the disposition of the feedback and how it was adjudicated; and

6. Define a standard pathway for generating and collecting measure feedback.

Goal 1: Minimize Burden for Users to Provide Feedback by Improving Accessibility and Ease of Use of NQF Tools Designed to Collect Feedback

The purpose of this goal is to improve and promote user-friendly approaches (i.e., easily accessed, simple language, visible, intuitive) that minimize user burden on those seeking to submit feedback to NQF. The Committee discussed several challenges that must be addressed in order to simplify access to and design of feedback tools. First, measure feedback submission processes are often described as labor-intensive and burdensome activities by measure users. When users can identify the appropriate portals and pathways to provide feedback, they are often discouraged from doing so because of cumbersome login requirements, crowded webpages, and complex webpage navigation pathways.

The NQF website currently requires users to log in to submit a comment or leave feedback during the commenting period or through the NQF Measure Feedback Tool. The login requirement is intended to prevent comments from being submitted without attribution, which allows for follow-up directly to the submitter and provides the context. However, the Committee viewed this requirement as a hinderance for those wishing to submit feedback in a quick and efficient manner. The Committee agreed that while NQF's website provides copious amounts of important information, the website can be challenging to navigate for individuals who are not familiar with NQF's work. For instance, to comment on a measure under review in the CDP, users must navigate to one of over 20 project pages to find the specific measure to comment on. This is challenging for users who do not closely follow NQF's work and are unfamiliar with the website.

The strategies proposed detail activities that NQF should pursue in order to improve the user interface and accessibility of the NQF webpage and feedback tools.

Goal 2: Ensure Relevant Stakeholders (Users/Implementers/Those Being Measured) Are Aware of Opportunities and Channels to Comment and Provide Measure Feedback to NQF

A measure feedback loop should ensure that there are mechanisms in place to educate stakeholders about the opportunities available to them. While channels for providing measure feedback to NQF exist, stakeholders often do not use these channels because they are unaware of them. In the current process, the solicitation of comments and feedback from NQF is predominantly passive; commenting opportunities and feedback tools are communicated to external audiences, but require that users know how and where to access the input portals on NQF's website. Strategies that address this goal will focus on enhancing communication channels and using partnerships with other organizations to communicate opportunities for providing feedback.

Goal 3: Ensure NQF Standing Committees Receive Meaningful and Adequate Information to Apply the Relevant Criteria and Make Informed Recommendations for Endorsement

The purpose of this goal is to ensure that strategies are in place to facilitate the collection of relevant feedback from measure developers and users. This information is vital for committees to make informed endorsement recommendations, particularly on the criteria that rely on users' input (Importance, Usability and Use, and Feasibility). One of the most significant challenges to address

in achieving this goal is that developers often omit responses to questions on the submission form intended to collect this information. Furthermore, developers are not always aware of implementers of their measures, or from whom to solicit feedback. Therefore, some measure evaluations are constrained by inadequate feedback, where committees do not have sufficient information on which to base their decision. Strategies to address this goal focus on identifying alternate pathways for collecting feedback beyond the developers, using partnerships with other organizations to facilitate the collection of feedback.

Goal 4: Ensure Developers Receive Meaningful and Actionable Measure Feedback for Consideration in a Timely Manner

To ensure a measure is performing as intended and the endorsement and maintenance of measures meets the needs of stakeholders, developers need feedback on their measures during the development and implementation phases of their stewardship to determine whether or not to update their measures. The Measure Feedback Loop Committee recognized that feedback can be more or less useful depending on the stage of measure development or use (i.e., concept development, specification development, testing, or implementation) and that the timing of the receipt of feedback is critical.

NQF and the Committee identified several challenges to accomplishing this goal, including resource constraints and technological limitations. Many developer organizations have established internal practices for collecting feedback outside of the NQF process, predominantly during measure development. However, there is a need to continue to collect feedback on measures after they are endorsed and in use. It is NQF's role as the steward of measure endorsement and maintenance to help to facilitate this process for organizations that may not have these resources or that have been unsuccessful in collecting

feedback through their own channels. Further, while the facilitation of feedback is rather regimented during the endorsement review process, there are no standardized activities to solicit feedback on measures during the three-year maintenance period after a measure is endorsed. Strategies for this goal focus on expanding NQF's activities for the solicitation of comments during the maintenance period as well as improving the technological capabilities of the feedback tool using automation.

Goal 5: Ensure That Those Who Provide Feedback Receive an Acknowledgement and Are Informed of the Disposition of the Feedback and How It Was Adjudicated

The engagement of the measure user is a crucial element of the measure feedback loop. Without the input from measure users, the evaluation and measure development process lacks the necessary inputs to refine measures, address unintended consequences, and apply the NQF measure evaluation criteria. Tracking opportunities and the process to provide feedback requires resources and effort from the measure user. When measure users provide feedback that goes unacknowledged, there is a disincentive to

continue to engage in the process and provide feedback in the future. Strategies linked to this goal are designed to provide structure and consistency to the feedback response process, such that measure users understand who is responsible for responding to comments, how the responses will be communicated, and in what timeframe.

Goal 6: Define a Standardized Pathway for Generating and Collecting Measure Feedback.

With multiple existing pathways for soliciting, collecting, and sharing feedback, it is challenging for many stakeholders to track when and how to provide feedback to NQF. For example, NQF's online commenting tool to collect feedback during an endorsement review is different from the NQF Measure Feedback tool used to collect feedback on maintenance measures that are not under review. Further, the fields and user interfaces for these tools are also different. In order to foster consistency across feedback collection tools, the Committee called for standardization of these pathways and approaches to collect and display comments. Strategies grouped to this goal aim at aligning the existing feedback collection tools, improving access to the tools, and streamlining how feedback is shared and displayed.

COST AND BENEFIT ANALYSIS OF PILOT STRATEGIES

After compiling strategies developed by the Committee, NQF arrived at a total of 40 strategies that either NQF or its partners could employ to advance one or more of the six identified goals of the feedback loop. These strategies were the focus of a cost and benefit analysis to guide the selection, prioritization, and grouping of strategies. The full list of strategies and cost/benefit ratings are available in Appendix C.

In order to differentiate among the strategies, NQF rated each for its potential costs and benefits. The ratings were intended to facilitate the grouping of strategies into pilot options, and eventual selection for implementation, based on the strategies' feasibility, anticipated position impact, responsiveness to the stated goals of the feedback loop pilot, and the correspondence with contractual requirements of the projects (i.e., addressing information technology and specialty society outreach).

Strategies were assessed as one of "High," "Moderate," or "Low" across four potential costs and five potential benefits. NQF staff drafted the cost and benefit criteria, and the Committee then reviewed and approved them. Tables 1 and 2 describe the benefit and cost criteria.

TABLE 1. BENEFIT CRITERIA

Benefit Criteria	Rationale
Addresses more than one pilot goal or problem	Prioritizing strategies that are multivalent and comprehensive
Adequately addresses at least one pilot goal or problem	Prioritizing strategies that are responsive to the goals of the feedback loop
Enhances the quality of feedback to developers and NQF standing committees	Prioritizing strategies that are generative of feedback that is readily interpretable and actionable by developers, and useful as a basis for adjudicating endorsement
Increases the volume of feedback to developers and NQF standing committees	Prioritizing strategies that will increase the number of instances of feedback received, expand the variety of measures on which feedback is collected, and offer opportunities to all stakeholders, including those under-represented in the feedback loop
Meets the needs of those providing feedback	Prioritizing strategies that are responsive to those being measured and others who are expending time and effort to provide feedback on a measure, in order to incentivize future feedback and be responsive to the needs of the field

TABLE 2. COST CRITERIA

Cost Criteria	Rationale
NQF workload/resources	Prioritizing strategies that consider workload and level of effort, anticipated resources on the part of NQF in order to effectively conduct the CDP process and measure evaluations more generally
NQF investment in technology/technical complexity	Prioritizing strategies that make use of existing technological infrastructure, including NQF's Feedback Tool and measure database; or strategies that minimize the level of investment in maintenance or new development of technological resources
Developer workload/resources	Prioritizing strategies that minimize workload and level of effort on the part of measure developers in order to effectively advance measures through the CDP process and implement measures at different clinical care settings
Burden to those providing feedback	Prioritizing strategies that minimize workload and level of effort on the part of those being measured and others who would like to offer feedback on performance measures, including both the processes required to comment and the cognitive load to identify the appropriate portals for comment

Two NQF staff independently rated each strategy, and then converted the ratings into a score: for benefits, High = 3, Moderate = 2, and Low = 1; for costs, High = 1, Moderate = 2, and Low = 3. Then, the scores across the five benefits were averaged to yield a "summary benefit score," and the scores across the five costs were averaged to yield a "summary cost score." The scores are intended to provide a "face validity" assessment of the cost and benefit of these strategies, and are not intended to present a formal investigation of all possible costs and benefits.

Designating high, moderate, and low ratings was based on NQF staff's knowledge of existing process and infrastructure to support the activity and what additional inputs would be required to fully implement the strategy. For example, a strategy would be high on a cost if it required a significant amount of new infrastructure building beyond what exists today to support the implementation of the strategy. A moderate rating would apply where the infrastructure already exists, but the strategy requires some new process. A low rating would apply where the infrastructure and process exist, but the existing process needs improvements. For benefits, initial high, moderate,

and low ratings were assigned based on NQF staff's assessment of the relative improvement that the strategy would have on existing process for the given benefit.

To facilitate a ranking exercise, an "overall summary score" was calculated by summing the summary cost and summary benefit scores. Summary scores could range from 2 to 6. An overall summary score closer to 6 represents a strategy that is anticipated to yield a high benefit with a low cost. The Committee reviewed the ratings and summary scores and were given the opportunity to pull strategies for further Committee discussion and provide recommendations to modify scoring and the associated goal. Of the 40 strategies, nine were pulled for discussion and were modified per Committee recommendations. Of the nine strategies pulled, the Committee deemed three strategies (21, 25, and 27) to have been rated too low in the staff's assessment of potential benefits. One strategy, 28, was pulled in order to clarify "users." Other strategies were pulled for their congruence with other goals established by the Committee, and not just those noted by the staff. **Appendix B** presents only the most current iteration of these strategies.

On average, the strategies were scored highly for the benefit criterion for addressing more than one goal (2.4). The ratings for the benefit criterion of "enhancing the quality of feedback to developers and NQF standing committees" averaged low at 1.5. For the cost analysis, the cost criterion "burden to those providing feedback" averaged 3.0 (low) across the 40 strategies. While the "NQF workload/resources" criterion had the lowest average score (2.2) across the strategies, the score indicates a moderate cost overall to NQF to implement the strategies. See Appendix B for details on each strategy, its cost and benefit ratings, and summary scores.

TABLE 3. AVERAGE BENEFIT SCORES ACROSS THE 40 STRATEGIES

Benefit Criteria	Average Score (n=40)
Addresses more than one pilot goal or problem	1.6
Adequately addresses at least one pilot goal or problem	2.4
Enhances the quality of feedback to developers and NQF standing committees	1.5
Increases the volume of feedback to developers and NQF standing committees	1.6
Meets the needs of those providing feedback	1.9

TABLE 4. AVERAGE COST SCORES ACROSS THE 40 STRATEGIES

Cost Criteria	Average Score (n=40)
NQF workload/resources	2.2
NQF investment in technology/ technical complexity	2.4
Developer workload/resources	2.8
Burden to those providing feedback	3.0

MEASURE FEEDBACK LOOP PILOT OPTIONS

With the costs and benefits scored and summarized for each strategy, the Committee considered several proposed groupings of strategies. Strategies were organized with multiple criteria in mind:

- Each goal should also have at least one strategy to support its attainment

- Each pilot option should have a strategy to support each goal

- Minimize costs and maximize benefits (based on summary scores)

- Avoiding duplication of strategies

- Grouping similar and complimentary strategies

Using these criteria, strategies were grouped into four categories:

1. Strategies that should not be implemented

2. Strategies that should be Implemented with any pilot

3. Pilot option 1: Comprehensive expansion of NQF's measure feedback loop

4. Pilot option 2: High-impact strategy set

Detailed lists showing the association of each strategy with the pilot goals for pilot options 1 and 2 are in **Appendix C** (option 1) and **Appendix D** (option 2).

Strategies That Should Not Be Implemented

Strategies that were grouped into the "should not be implemented" category were so designated because the costs clearly outweighed the benefits or because the strategies duplicated existing strategies or were out of scope for the pilot based on its established goals and focus.

TABLE 5. STRATEGIES THAT SHOULD NOT BE IMPLEMENTED

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
1	NQF to work with CMS partners and establish guidance for developers who desire to submit measures for pre-rulemaking consideration and subsequently incorporate feedback in a timely manner prior to submitting for endorsement consideration (i.e., suggested timeline)	1.4	2.5	3.9
3	NQF to consider incorporating a landing page for measure developers on the NQF website where they can easily access and view all the comments submitted on their measures in real time.	1	2	3
4	NQF to provide standing committee trainings on eCQMs and other evolving measure constructs	1	2.75	3.75

Strategies to Be Implemented with Any Pilot

Strategies that were grouped into the "implement with any pilot" category include both current activities that NQF and the Committee agreed should continue to be implemented, and a set of new high-impact strategies. While the cost-benefit analysis of the current activities showed that these activities were low impact, they were also highly feasible (low cost). Despite the seemingly low impact, they remain fundamental aspects of endorsement and maintenance that facilitate openness and transparency of the process. These activities also serve as the foundation for enhancements to the process and for several of the new strategies recommended.

Current Activities That NQF Should Continue to Implement

These strategies were grouped into four themes:

1. Solicit comments and feedback (Table 6)

2. Solicit measure developer input during measure endorsement review (Table 7)

3. Facilitate communication and share comments among stakeholders (Table 8)

4. Create opportunities for users to provide feedback and comments (Table 9)

TABLE 6. SOLICIT COMMENTS AND FEEDBACK

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
7	Solicit comments for measures that are actively under endorsement review via blast emails to NQF members and individuals who have opted in to receive project updates	3	1.6	4.6

TABLE 7. SOLICIT MEASURE DEVELOPER INPUT DURING MEASURE ENDORSEMENT REVIEW

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3	1.6	4.6
12	Developer submits written responses to comments after committee recommendations and are discussed on the post-comment call	3	1.4	4.4

TABLE 8. FACILITATE COMMUNICATION AND SHARE COMMENTS AMONG STAKEHOLDERS

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
5	The CDP public commenting portal is available on each project's page during an active public commenting period	3	1.6	4.6
9	Include public and member comments collected by NQF in the committee materials for measure evaluation	3	1.4	4.4
10	Include comments, feedback, and recommendations from the Measure Applications Partnership deliberations in Standing Committee measure evaluation materials.	3	1.6	4.6
11	Public comments and feedback submitted prior to a committee's evaluation are shared with the developer within one week for their consideration and discussed by the committee during their deliberations	3	1.4	4.4
13	Comments and feedback are posted on the NQF project page with developer and committee responses and included in report as an appendix	3	1.8	4.8
14	Responses to comments from measure developers and Committees are posted on the project page and included in report as an appendix	3	1.8	4.8
15	Commenters receive written responses from developers via email	3	1.8	4.8

TABLE 9. CREATE OPPORTUNITIES FOR USERS TO PROVIDE FEEDBACK AND COMMENTS

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF homepage or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	3	1.4	4.4
15	Measure users may attend the standing committee's post-comment webinar to engage in discussion of comments and feedback	3	1.8	4.8

New Strategies That Should Be Implemented with Any Pilot Option

These new strategies were grouped into five themes:

1. Improving access to online measure feedback (Table 10)

2. Enhancing education and guidance to users who seek opportunities to provide measure feedback to NQF (Table 11)

3. Enhancing the committee's ability to apply the NQF measure evaluation criteria (Table 12)

4. Promoting timely response to feedback by measure developers (Table 13)

5. Standardizing the collection of feedback (Table 14)

TABLE 10. IMPROVING ACCESS TO ONLINE MEASURE FEEDBACK

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
21	NQF to ensure access point for the NQF Measure Feedback Tool and the Quality Positioning System (QPS) is more prominent, visible, and accessible on website homepage	2.5	2	4.5

TABLE 11. ENHANCING EDUCATION AND GUIDANCE TO USERS WHO SEEK OPPORTUNITIES TO PROVIDE MEASURE FEEDBACK TO NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored to the needs of the user and stakeholder perspective) • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2.5	2.2	4.7
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	3	2	5
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their website, communication channels to their constituencies) Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	2.5	2.4	4.9

TABLE 12. ENHANCING THE COMMITTEE'S ABILITY TO APPLY THE NQF MEASURE EVALUATION CRITERIA

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
18	NQF staff to ensure that comments are carried over from one maintenance review cycle to the next (via the measure worksheets) so that committees can track relevant issues, identify themes of feedback, and requested actions from developers	3	1.4	4.4

TABLE 13. PROMOTE TIMELY RESPONSE TO FEEDBACK BY MEASURE DEVELOPERS

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

TABLE 14. STANDARDIZING THE COLLECTION OF FEEDBACK

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05
23	Provide structure for those submitting feedback that aligns with NQF criteria: • Text boxes for entering feedback on: – Improvement data/impact of measurement on performance scores – Feasibility of implementation (e.g., challenges with specifications, data collection strategy) – Unintended consequences/benefits How measure is being used (program, location, purpose, etc.)	2.25	1.4	3.65
24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure Feedback Tool and the commenting tool used during endorsement consideration	2	1.8	3.8

Pilot Options

NQF initially prepared two pilot options for Committee consideration based on two major themes: (1) Improving NQF's stewardship role of the measure feedback loop and (2) Enhancing communication channels and partnerships. Each remaining strategy not grouped in to the "should not implement with any pilot" and "implement with any pilot option" categories was instead grouped into one of the two proposed pilot options. However, the Committee strongly recommended that one of the pilot options should encompass all of the proposed strategies to emphasize the importance of implementing strategies that impact multiple facets of the process, infrastructure, and communication strategy. Pilot option 1 proposed here reflects the Committee's recommendation for a comprehensive pilot option; similar and complementary strategies have been grouped and themed when possible.

Pilot Option 1: Comprehensive Expansion to NQF's Measure Feedback Loop

Pilot option 1 encompasses all strategies that the Committee identified. If implemented, it would encompass 16 new strategies (Tables 15-20), strategies currently implemented by NQF (Tables 6-9, above), and those recommended to implement with any pilot option (Tables 10-14, above). The Committee strongly supported a

comprehensive option, but acknowledged that while this option was comprehensive, it would require a larger investment in resources over a longer period. The recommended strategies complement and build on one other and would call for a multiphased effort in order to fully implement all of the strategies. For example, in order to share the link to a standardized feedback tool with external organizations, the tool would first have to be modified from its current state to address the concerns with the infrastructure. The 16 new strategies for pilot option 1 were grouped according to six themes:

1. Establishing partnerships with organizations to link to NQF's standardized feedback tool (Table 15)

2. Simplifying access to the feedback tool, viewing, and adding comments (Table 16)

3. Enhancing communication from the feedback tool by using automation (Table 17)

4. Expanding NQF's collection of feedback from existing external and HHS/CMS resources (Table 18)

5. Enhancing NQF's collaboration with measure developers (Table 19)

6. Enhancing the solicitation of feedback (Table 20)

TABLE 15. ESTABLISHING PARTNERSHIPS WITH ORGANIZATIONS TO LINK TO NQF'S STANDARDIZED FEEDBACK TOOL

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using an NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

TABLE 16. SIMPLIFYING ACCESS TO THE FEEDBACK TOOL, VIEWING, AND ADDING COMMENTS

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
30	NQF to modify the feedback tool and website to enable simple, accessible viewing of all comments submitted on any endorsed measures Users would be able to easily access all comments submitted for a measure throughout its endorsement lifecycle in one accessible location	2.5	1.2	3.7
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85
39	NQF to modify website to remove login requirement to submit comments/measure feedback Commenters must identify themselves or organization, but can opt to leave email address if they would like a follow-up response.	2.5	1.8	4.3

TABLE 17. ENHANCING COMMUNICATION VIA THE FEEDBACK TOOL BY USING AUTOMATION

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
32	Automate responses to commenters from the NQF Measure Feedback Tool • An automated email confirming receipt of a comment/feedback would be generated and sent to the submitter (if contact information was shared)	2	2	4
38	NQF to modify the measure feedback tool so that comments submitted are automatically sent to measure steward and available for viewing on NQF's website. The measure steward would be able respond to comments via a link in their email that is sent back to the NQF maintenance team and the commenter.	2	2	4

TABLE 18. EXPANDING NQF COLLECTION OF FEEDBACK FROM EXISTING EXTERNAL AND HHS/CMS RESOURCES

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	2.5	2.2	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	2.5	2.4	4.9
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	2.5	2.4	4.9

TABLE 19. ENHANCING NQF'S COLLABORATION WITH MEASURE DEVELOPERS

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

TABLE 20. ENHANCING THE SOLICITATION OF FEEDBACK

#	Strategy	Summary Costs Score	Summary Benefits Score	Overall Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	2.5	2	4.5
37	NQF to identify ways in which measure users can be incentivized to provide feedback	2.75	2.2	4.95

Pilot Option 2: High-Impact Strategy Set

After designing a comprehensive pilot option (option 1), the Committee recommended that a second pilot option represent a subset of strategies from pilot option 1 that were deemed the highest impact (high benefit) while also being feasible (low cost). The Committee suggested that offering a narrower scope of high-impact strategies would support significant improvements in the feedback loop while managing resources and would offer the opportunity for a shorter implementation timeframe. Using the overall summary score, the 16 central strategies of pilot option 1 were ranked with a goal of selecting the top eight strategies, selecting all strategies with scores at or above the median. This analysis was shared with the Committee who then provided further recommendations for ranking strategies.

While the goal was to only include eight strategies in this option, due to the complementary nature of some of the strategies, strategies similar to the top eight were also included in the top eight and grouped under a singular theme. Therefore, a total of nine individual strategies comprise pilot option 2. The strategies in this option cross multiple themes including expanding NQF partnerships to expand use of the NQF Measure Feedback Tool, enhancing NQF's role in the measure feedback loop, and collaboration with measure developers to identify feedback targets. Table 21 illustrates option 2 strategies in rank order by the overall summary score. Option 2 would also include those strategies that would be implemented with any pilot option (Tables 10-14, above), and those that NQF would continue to conduct (Tables 6-9, above).

TABLE 21. PILOT OPTION 2

#	Strategy	Overall Summary Score
25 27	NQF partnership with organizations to link to NQF's standardized feedback tool • NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g. QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	4.6
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	4.5
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise.	5.05
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	4.5
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	4.9
34 36	NQF collaboration with measure developers • Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback. NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	4.8
37	NQF to identify ways in which measure users can be incentivized to provide feedback.	4.95
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	4.9

NEXT STEPS

Based on these analyses, CMS will determine which option should be selected as the basis of further work to determine an approach for implementation. The fourth and final deliverable for this effort will be an implementation plan on the selected pilot option which will consider various factors related to implementation including timing, infrastructure and technology considerations, marketing and communication, risk mitigation, training and education, as well as an approach to evaluation of the pilot. The Measure Feedback Loop Committee will convene on November 19, 2019 and January 16, 2020 to discuss the selected pilot option and the development of the implementation plan.

APPENDIX A:
Measure Feedback Loop Committee and NQF Staff

COMMITTEE

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APPENDIX B:
Operational Definitions of Key Terms

Accountability applications: Uses of performance results about identifiable, accountable entities to make judgments and decisions as a consequence of performance, such as reward, recognition, punishment, payment, or selection (e.g., public reporting, accreditation, licensure, professional certification, health information technology incentives, performance-based payment, network inclusion/exclusion). Selection is the use of performance results to make or affirm choices regarding providers of healthcare or health plans.

Measure feedback: Information received or solicited on a measure following its implementation related to performance rates, measure feasibility, or Usability and Use of the measure, including unintended consequences.

Feedback loop: The process by which feedback on an NQF-endorsed measure is relayed to NQF multistakeholder standing committees and measure developers by those who implement measures or use measure results for decision making and improving care. Those providing feedback should also receive a response to their feedback with the expectation that measure developers adjudicated that feedback, considering whether revisions to the measure are needed.

Measure user: includes any individual or organization either implementing or interpreting the results of a healthcare performance measure. Thus, users may include those selecting measures for inclusion in a quality improvement or accountability application, those reviewing performance measure scores to choose a healthcare provider or advocate for better quality care, clinicians or administrators using performance measure scores to assess and improve their quality of care, among others.

Performance rate: Measure output.

Registry: A system for keeping an official list or record of health processes or outcomes.

Unintended consequences: A set of results due to measure implementation that was not intended as an outcome.

Implementation: A specified set of activities designed to put into practice an activity or program of known dimensions.

Feasibility: Extent to which the specifications, including the measure logic, require data that are readily available or could be captured without undue burden and can be implemented for performance measurement.

Dashboard: An information management tool that visually tracks, analyzes, and displays performance indicators, metrics, and key data points.

Usability and use: Extent to which potential audiences (e.g., consumers, purchasers, providers, policymakers) are using or could use performance results for both accountability and performance improvement to achieve the goal of high-quality, efficient healthcare for individuals or populations.

Patient-reported outcomes: Any report of the status of a patient's health condition that comes directly from the patient, without interpretation of the patient's response by a clinician or anyone else.

APPENDIX C:
Results of Costs and Benefits Analysis

The table below indicates the cost and benefit summary scores for each strategy.

Strategy Number	Strategy Description[1]	Goals	Cost - NQF workload/ resources	Cost - NQF investment in technology/ technical complexity	Cost - developer workload/ resources	Cost - Burden to those providing feedback	Cost Summary Score (Weighted Average)	Benefit - Addresses more than one pilot goal or problem	Benefit - Adequately addresses at least one pilot goal or problem	Benefit - Enhances the quality of feedback to developers and NQF standing committees	Benefit - Increases the volume of feedback to developers and NQF standing committees	Benefit - Meets the needs of those providing feedback	Benefit Summary Score	Overall Summary Scores
1	NQF to work with CMS partners and establish guidance for developers who desire to submit measures for pre-rulemaking consideration and subsequently incorporate feedback in a timely manner prior to submitting for endorsement consideration (i.e., suggested timeline)	5, 6	1	3	3	3	2.5	2	2	1	1	1	1.4	3.9
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	3, 5, 6	3	3	1	3	2.5	1	2	3	1	2	1.8	4.3
3	NQF to consider incorporating a landing page for measure developers on the NQF website where they can easily access and view all the comments submitted on their measures in real time.	4	2	1	2	3	2	1	1	1	1	1	1	3
4	NQF to provide Standing Committee trainings on eCQMs and other evolving measure constructs	3	2	3	3	3	2.75	1	1	1	1	1	1	3.75
5	The CDP public commenting portal is available on each project's page during an active public commenting period	1, 6	3	3	3	3	3	2	3	1	1	1	1.6	4.6
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF home page or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	1, 6	3	3	3	3	3	2	2	1	1	1	1.4	4.4
7	Solicit comments for measures that are actively under endorsement review via blast emails to NQF members and individuals who have opted in to receive project updates	2	3	3	3	3	3	1	3	1	1	2	1.6	4.6
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3, 6	3	3	3	3	3	2	3	1	1	1	1.6	4.6
9	Include public and member comments collected by NQF in the Committee materials for measure evaluation	3	3	3	3	3	3	1	3	1	1	1	1.4	4.4
10	Include comments, feedback, and recommendations from the Measure Applications Partnership deliberations in Standing Committee measure evaluation materials.	3	3	3	3	3	3	1	3	2	1	1	1.6	4.6
11	Public comments and feedback submitted prior to a committee's evaluation are shared with the developer within one week for their consideration and discussed by the committee during their deliberations	4	3	3	3	3	3	1	3	1	1	1	1.4	4.4

Strategy Number	Strategy Description	Goals	Cost - NQF workload/ resources	Cost - NQF investment in technology/ technical complexity	Cost - developer workload/ resources	Cost - Burden to those providing feedback	Cost Summary Score (Weighted Average)	Benefit - Addresses more than one pilot goal or problem	Benefit - Adequately addresses at least one pilot goal or problem	Benefit - Enhances the quality of feedback to developers and NQF standing committees	Benefit - Increases the volume of feedback to developers and NQF standing committees	Benefit - Meets the needs of those providing feedback	Benefit Summary Score	Overall Summary Scores
12	Developers provide written responses to comments submitted after committee recommendations are discussed during a public webinar	5	3	3	3	3	**3**	1	1	1	1	3	**1.4**	4.4
13	Comments and feedback are posted on the NQF project page with developer and committee responses and included in report as an appendix	5	3	3	3	3	**3**	1	3	1	1	3	**1.8**	4.8
14	Responses to comments from measure developers and committees are posted on the project page and included in report as an appendix	5	3	3	3	3	**3**	1	3	1	1	3	**1.8**	4.8
15	Commenters receive written responses from developers via email; measure users may attend the standing committee's post-comment webinar to engage in discussion of comments and feedback	5	3	3	3	3	**3**	1	3	1	1	3	**1.8**	4.8
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored to the needs of the user and stakeholder perspective • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2, 3	1	3	3	3	**2.5**	1	3	1	3	3	**2.2**	4.7
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/ maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	5, 6	3	3	3	3	**3**	2	3	1	1	3	**2**	5
18	NQF staff to ensure that comments are carried over from one maintenance review cycle to the next (via the measure worksheets) so that committees can track relevant issues, identify themes of feedback, and requested actions from developers	3	3	3	3	3	**3**	1	3	1	1	1	**1.4**	4.4
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their website, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2, 3, 6	2	3	3	3	**2.75**	2	2	1	3	2	**2**	4.75

Strategy Number	Strategy Description	Goals	Cost - NQF workload/ resources	Cost - NQF investment in technology/ technical complexity	Cost - developer workload/ resources	Cost - Burden to those providing feedback	Cost Summary Score (Weighted Average)	Benefit - Addresses more than one pilot goal or problem	Benefit - Adequately addresses at least one pilot goal or problem	Benefit - Enhances the quality of feedback to developers and NQF standing committees	Benefit - Increases the volume of feedback to developers and NQF standing committees	Benefit - Meets the needs of those providing feedback	Benefit Summary Score	Overall Summary Scores
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	1, 2	2	2	3	3	**2.5**	2	3	1	3	3	**2.4**	4.9
21	NQF to ensure access points for the NQF Measure Feedback Tool and the Quality Positioning System (QPS) are more prominent, visible, and accessible on website homepage	1	3	1	3	3	**2.5**	1	2	1	3	3	**2**	4.5
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	3, 4, 6	2	1	3	3	**2.25**	2	2	2	1	2	**1.8**	4.05
23	Provide structure for those submitting feedback that aligns with NQF criteria: • Text boxes for entering feedback on: – Improvement data/Impact of measurement on performance scores – Feasibility of implementation (e.g., challenges with specifications, data collection strategy) – Unintended consequences/benefits – How measure is being used (program, location, purpose, etc.)	3, 6	2	1	3	3	**2.25**	2	1	2	1	1	**1.4**	3.65
24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure Feedback Tool and the commenting tool used during endorsement consideration	3, 6	1	1	3	3	**2**	2	2	2	1	2	**1.8**	3.8
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	1, 2, 6	1	3	3	3	**2.5**	2	2	1	3	3	**2.2**	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	1, 2, 3, 4, 6	2	3	2	3	**2.5**	3	2	1	2	2	**2**	4.5

Strategy Number	Strategy Description	Goals	Cost - NQF workload/ resources	Cost - NQF investment in technology/ technical complexity	Cost - developer workload/ resources	Cost - Burden to those providing feedback	Cost Summary Score (Weighted Average)	Benefit - Addresses more than one pilot goal or problem	Benefit - Adequately addresses at least one pilot goal or problem	Benefit - Enhances the quality of feedback to developers and NQF standing committees	Benefit - Increases the volume of feedback to developers and NQF standing committees	Benefit - Meets the needs of those providing feedback	Benefit Summary Score	Overall Summary Scores
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	1, 2, 6	2	2	2	3	2.25	2	2	1	3	3	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise.	1, 2, 3, 4, 6	1	2	3	3	2.25	3	3	3	3	2	2.8	5.05
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	3, 4, 6	2	3	2	3	2.5	2	3	1	3	1	2	4.5
30	NQF to modify the feedback tool and website to enable simple, accessible viewing of all comments submitted on any endorsed measures • Users would be able to easily access all comments submitted for a measure throughout its endorsement lifecycle in one accessible location.	1	3	1	3	3	2.5	1	1	1	1	2	1.2	3.7
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	3, 4	1	3	3	3	2.5	2	3	3	2	1	2.2	4.7
32	Automate responses to commenters from the NQF Measure Feedback Tool • An automated email confirming receipt of a comment/ feedback would be generated and sent to the submitter (if contact information was shared).	5, 6	1	1	3	3	2	2	3	1	1	3	2	4
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/ QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	3, 4	1	3	3	3	2.5	2	3	3	2	2	2.4	4.9
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2, 3, 4	2	3	2	3	2.5	2	3	3	2	1	2.2	4.7
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions. and questions	1, 2, 3, 4	2	1	3	3	2.25	1	2	1	2	2	1.6	3.85

Strategy Number	Strategy Description	Goals	Cost - NQF workload/ resources	Cost - NQF investment in technology/ technical complexity	Cost - developer workload/ resources	Cost - Burden to those providing feedback	Cost Summary Score (Weighted Average)	Benefit - Addresses more than one pilot goal or problem	Benefit - Adequately addresses at least one pilot goal or problem	Benefit - Enhances the quality of feedback to developers and NQF standing committees	Benefit - Increases the volume of feedback to developers and NQF standing committees	Benefit - Meets the needs of those providing feedback	Benefit Summary Score	Overall Summary Scores
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	3, 4, 6	1	3	3	3	2.5	2	3	3	2	2	2.4	4.9
37	NQF to identify ways in which measure users can be incentivized to provide feedback	3, 4	2	3	3	3	2.75	2	2	2	2	3	2.2	4.95
38	NQF to modify the measure feedback tool so that comments submitted are automatically sent to measure steward and available for viewing on NQF's website. The measure steward would be able respond to comments via a link in their email that is sent back to the NQF maintenance team and the commenter.	1, 5	1	1	3	3	2	2	3	1	1	3	2	4
39	NQF to modify website to remove login requirement to submit comments/measure feedback • Commenters must identify themselves or organization, but can opt to leave email address if they would like a follow-up response.	1	3	1	3	3	2.5	1	2	1	3	2	1.8	4.3
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	3, 4	1	3	3	3	2.5	2	3	3	3	1	2.4	4.9

APPENDIX D:
Pilot Option 1 Strategies and the Pilot Goals

In an effort to understand how the implementation of pilot option 1 will address the goals of the pilot, the strategies have been organized below based on the associated goal(s). Please note that some strategies may address multiple goals and may be listed multiple times.

Goal 1: Minimize Burden for Users to Provide Feedback by Improving Accessibility and Ease of Use of NQF Tools Designed to Collect Feedback

Easy Access to the Feedback Tool, Viewing, and Adding Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
30	NQF to modify the feedback tool and website to enable simple, accessible viewing of all comments submitted on any endorsed measures • Users would be able to easily access all comments submitted for a measure throughout its endorsement lifecycle in one accessible location	2.5	1.2	3.7
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85
39	NQF to modify website to remove login requirement to submit comments/measure feedback • Commenters must identify themselves or organization, but can opt to leave email address if they would like a follow-up response.	2.5	1.8	4.3

Enhancing Communication via the Feedback Tool by Using Automation

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
38	NQF to modify the measure feedback tool so that comments submitted are automatically sent to measure steward and available for viewing on NQF's website. The measure steward would be able respond to comments via a link in their email that is sent back to the NQF maintenance team and the commenter.	2	2	4

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	2.5	2.4	4.9

Improving Access to Online Measure Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
21	NQF to ensure the access points for the NQF Measure Feedback Tool and the Quality Positioning System (QPS) are more prominent, visible, and accessible on website homepage	2.5	2	4.5

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
5	The CDP public commenting portal is available on each project's page during an active public commenting period	3	1.6	4.6

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF homepage or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	3	1.4	4.4

Goal 2: Ensure the Relevant Stakeholders (Users/Implementers/Those Being Measured) Are Aware of Opportunities and Channels to Comment and Provide Measure Feedback to NQF

Easy Access to the Feedback Tool, Viewing, and Adding Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored towards the needs of the user and stakeholder perspective • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2.5	2.2	4.7
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	2.5	2.4	4.9

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Solicitation of Comments and Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
7	Solicit comments for measures that are actively under endorsement review via blast emails to NQF members and individuals who have opted in to receive project updates	3	1.6	4.6

Goal 3: Ensure NQF Standing Committees Receive Meaningful and Adequate Information to Apply the Relevant Criteria (in Importance, U/U, and Feasibility) and Make Recommendations for Endorsement

Easy Access to the Feedback Tool, Viewing, and Adding Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85

Enhance the Committee's Longitudinal View of Measure Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
18	NQF staff to ensure that comments are carried over from one maintenance review cycle to the next (via the measure worksheets) so that committees can track relevant issues, identify themes of feedback, and requested actions from developers	3	1.4	4.4

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored to the needs of the user and stakeholder perspective) • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2.5	2.2	4.7
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	2.5	2	4.5
37	NQF to identify ways in which measure users can be incentivized to provide feedback	2.75	2.2	4.95

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
9	Include public and member comments collected by NQF in the committee materials for measure evaluation	3	1.4	4.4
10	Include comments, feedback, and recommendations from the Measure Applications Partnership deliberations in standing committee measure evaluation materials.	3	1.6	4.6

NQF Collection of Feedback from Existing External and HHS/CMS Resources

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	2.5	2.2	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	2.5	2.4	4.9
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	2.5	2.4	4.9

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise.	2.25	2.8	5.05

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3	1.6	4.6

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05
23	Provide structure for those submitting feedback that aligns with NQF criteria: • Text boxes for entering feedback on: – Improvement data/impact of measurement on performance scores – Feasibility of implementation (e.g., challenges with specifications, data collection strategy) – Unintended consequences/benefits – How measure is being used (program, location, purpose, etc.)	2.25	1.4	3.65
24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure feedback Tool and the commenting tool used during endorsement consideration	2	1.8	3.8

Goal 4: Ensure Developers Receive Meaningful and Actionable Measure Feedback for Consideration in a Timely Manner

Easy Access to the Feedback Tool, Viewing, and Adding Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	**2.5**	**2**	4.5
37	NQF to identify ways in which measure users can be incentivized to provide feedback	**2.75**	**2.2**	4.95

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
11	Public comments and feedback submitted prior to a committee's evaluation are shared with the developer within one week for their consideration and discussed by the committee during their deliberations	3	1.4	4.4

NQF Collection of Feedback from Existing External and HHS/CMS Resources

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	2.5	2.2	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	2.5	2.4	4.9
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	2.5	2.4	4.9

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05

Goal 5: Ensure That Those Who Provide Feedback Receive an Acknowledgement and Are Informed About the Disposition of the Feedback and How It Was Adjudicated

Enhancing Communication via the Feedback Tool by Using Automation

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
38	NQF to modify the measure feedback tool so that comments submitted are automatically sent to measure steward and available for viewing on NQF's website. The measure steward would be able respond to comments via a link in their email that is sent back to the NQF maintenance team and the commenter.	2	2	4
32	Automate responses to commenters from the NQF Measure Feedback Tool • An automated email confirming receipt of a comment/feedback would be generated and sent to the submitter (if contact information was shared)	2	2	4

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/ maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	3	2	5

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
13	Comments and feedback are posted on the NQF project page with developer and committee responses and included in report as an appendix	3	1.8	4.8
14	Responses to comments from measure developers and committees are posted on the project page and included in report as an appendix	3	1.8	4.8
15	Commenters receive written responses from developers via email	3	1.8	4.8

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
15	Measure users may attend the standing committee's post-comment webinar to engage in discussion of comments and feedback	3	1.8	4.8

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
12	Developers provide written responses to comments submitted after committee recommendations are discussed during a public webinar	3	1.4	4.4

Goal 6: Define a Standardized Pathway for Generating and Collecting Measure Feedback

Enhancing Communication via the Feedback Tool by Using Automation

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
32	Automate responses to commenters from the NQF Measure Feedback Tool • An automated email confirming receipt of a comment/feedback would be generated and sent to the submitter (if contact information was shared)	2	2	4

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	3	2	5
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	2.5	2	4.5

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
5	The CDP public commenting portal is available on each project's page during an active public commenting period	3	1.6	4.6

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF homepage or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	3	1.4	4.4

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3	1.6	4.6

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score

22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria
	
	• Clarify questions regarding:
	  – Process for obtaining feedback (during testing and implementation)
	  – Description of the feedback (by use and type of user)
	  – Developer actions taken in response to feedback
	  – Addition of questions addressing intended audience and usability specifically for patients/consumers
	  – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion
		2.25	1.8	4.05

23	Provide structure for those submitting feedback that aligns with NQF criteria:
	
	• Text boxes for entering feedback on:
	  – Improvement data/impact of measurement on performance scores
	  – Feasibility of implementation (e.g., challenges with specifications, data collection strategy)
	  – Unintended consequences/benefits
	  – How measure is being used (program, location, purpose, etc.)
		2.25	1.4	3.65

24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure Feedback Tool and the commenting tool used during endorsement consideration	2	1.8	3.8

APPENDIX E:
Pilot Option 2 Strategies and the Pilot Goals

In an effort to understand how the implementation of pilot option 2 will address the goals of the pilot, the strategies have been organized below based on the associated goal(s). Please note that some strategies may address multiple goals and may be listed multiple times.

Goal 1: Minimize Burden for Users to Provide Feedback by Improving Accessibility and Ease of Use of NQF Tools Designed to Collect Feedback;

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	2.5	2.4	4.9

Improving Access to Online Measure Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
21	NQF to ensure access points for the NQF Measure Feedback Tool and the Quality Positioning System (QPS) are more prominent, visible, and accessible on website homepage	2.5	2	4.5

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
5	The CDP public commenting portal is available on each project's page during an active public commenting period	3	1.6	4.6

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF home page or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	3	1.4	4.4

Goal 2: Ensure the Relevant Stakeholders (Users/Implementers/Those Being Measured) Are Aware of Opportunities and Channels to Comment and Provide Measure Feedback to NQF

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored to the needs of the user and stakeholder perspective) • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2.5	2.2	4.7
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored toward the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75
20	NQF to include instructions on the webpage (e.g., embedded links, rollovers) with instructions on how to submit feedback	2.5	2.4	4.9

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQFs measure feedback tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Solicitation of Comments and Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
7	Solicit comments for measures that are actively under endorsement review via blast emails to NQF members and individuals who have opted in to receive project updates	3	1.6	4.6

Goal 3: Ensure NQF Standing Committees Receive Meaningful and Adequate Information to Apply the Relevant Criteria (in Importance, U/U, and Feasibility) and Make Recommendations for Endorsement

Easy Access to the Feedback Tool, Viewing, and Adding Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
35	NQF to explore offering the measure feedback tool as an online forum/bulletin board where commenters can view and post comments, suggestions, and questions	2.25	1.6	3.85

Enhance the Committee's Longitudinal View of Measure Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
18	NQF staff to ensure that comments are carried over from one maintenance review cycle to the next (via the measure worksheets) so that committees can track relevant issues, identify themes of feedback, and requested actions from developers	3	1.4	4.4

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
16	NQF to develop educational resources and opportunities to inform individuals of opportunities to provide feedback; when possible guidance should be tailored to the needs of the user and stakeholder perspective) • Develop and post a tutorial document and video with instructions on how to submit feedback or a comment to the NQF website	2.5	2.2	4.7
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	2.5	2	4.5
37	NQF to identify ways in which measure users can be incentivized to provide feedback	2.75	2.2	4.95

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
9	Include public and member comments collected by NQF in the committee materials for measure evaluation	3	1.4	4.4
10	Include comments, feedback, and recommendations from the Measure Applications Partnership deliberations in standing committee measure evaluation materials.	3	1.6	4.6

NQF Collection of Feedback from Existing External and HHS/CMS Resources

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	2.5	2.2	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	2.5	2.4	4.9
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	2.5	2.4	4.9

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise.	2.25	2.8	5.05

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3	1.6	4.6

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05
23	Provide structure for those submitting feedback that aligns with NQF criteria: • Text boxes for entering feedback on: – Improvement data/impact of measurement on performance scores – Feasibility of implementation (e.g., challenges with specifications, data collection strategy) – Unintended consequences/benefits – How measure is being used (program, location, purpose, etc.)	2.25	1.4	3.65
24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure Feedback Tool and the commenting tool used during endorsement consideration	2	1.8	3.8

Goal 4: Ensure Developers Receive Meaningful and Actionable Measure Feedback for Consideration in a Timely Manner

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	**2.5**	**2**	4.5
37	NQF to identify ways in which measure users can be incentivized to provide feedback	**2.75**	**2.2**	4.95

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
34	Measure developers should collaborate with NQF in identifying key external stakeholders that should be targeted for outreach to solicit feedback.	2.5	2.2	4.7
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicate Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
11	Public comments and feedback submitted prior to a committee's evaluation are shared with the developer within one week for their consideration and discussed by the committee during their deliberations	3	1.4	4.4

NQF Collection of Feedback from Existing External and HHS/CMS Resources

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
31	NQF to conduct literature searches using PubMed to identify any published implementations of the measure and impacts identified.	2.5	2.2	4.7
33	In preparation for endorsement and maintenance review, NQF staff to access feedback on measures considered and implemented in federal programs, Impact Reports, QRS/QHP Reports, and other resources for implementation feedback and incorporate it into committee materials.	2.5	2.4	4.9
40	NQF to partner with CMS to receive an annual export of the feedback on measures considered and implemented in federal programs and distribute to measure developers.	2.5	2.4	4.9

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05

Goal 5: Ensure That Those Who Provide Feedback Receive an Acknowledgement and Are Informed About the Disposition of the Feedback and How It Was Adjudicated

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/ maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	3	2	5

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
13	Comments and feedback are posted on the NQF project page with developer and committee responses and included in report as an appendix	3	1.8	4.8
14	Responses to comments from measure developers and committees are posted on the project page and included in report as an appendix	3	1.8	4.8
15	Commenters receive written responses from developers via email	3	1.8	4.8

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
15	Measure users may attend the standing committee's post-comment webinar to engage in discussion of comments and feedback	3	1.8	4.8

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
12	Developers provide written responses to comments submitted after committee recommendations are discussed during a public webinar	3	1.4	4.4

Goal 6: Define a Standardized Pathway for Generating and Collecting Measure Feedback

Enhancing Education and Guidance to Users Who Seek Opportunities to Provide Measure Feedback to NQF

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
17	NQF to communicate expectations for commenters and those who provide feedback on how their feedback may or may not be acted upon during the current phase of the measure development/maintenance lifecycle. (Measure specifications and testing for measures should not be changed during the evaluation process.)	3	2	5
19	NQF to expand marketing and communication strategy to promote use of NQF commenting and feedback tools by measure users: • Identify target list of key stakeholders for each topic area and perspective (e.g., patient-focused organizations, specialty societies) • Develop education materials or guidance tailored to the needs of the specific stakeholder group • Establish partnerships to enable communication of NQF feedback opportunities through target organizations (i.e., through their websites, communication channels to their constituencies) • Establish practices for using social media outlets to publicize commenting periods (i.e., Twitter, LinkedIn)	2.75	2	4.75

Enhancing the Solicitation of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
29	NQF to regularize the solicitation/outreach for comments on endorsed measures (not under review); for example, comments are solicited quarterly for existing endorsed measures across all topics.	2.5	2	4.5

NQF Collaboration with Measure Developers

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
36	NQF to identify measures with missing feedback (defined as fewer than five public comments in the past five years and no meaningful entries in the "feedback by those being measured and others" section of the Measure Submission Form) and collaborate with developers to proactively identify a strategy to collect measure feedback.	2.5	2.4	4.9

NQF Collates and Communicates Comments to Committee Members from Various Inputs/ Facilitating the Communication and Sharing of Comments Among Stakeholders

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
5	The CDP public commenting portal is available on each project's page during an active public commenting period	3	1.6	4.6

NQF Partnership with Organizations to Link to Standardized Feedback Tool

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
25	NQF to explore opportunities to partner with EHR vendors, and other more commonly utilized tools by measure implementers (e.g., QCDRs, registries), to incorporate links to NQF's Measure Feedback Tool into the user interface; align submission of feedback with workflow and data entry for measure data collection	2.5	2.2	4.7
26	NQF to encourage measure stewards with NQF-endorsed measures to share the link to the NQF Measure Feedback Tool with known users of their measure(s)	2.5	2	4.5
27	NQF to explore opportunities for adding links to a standardized NQF feedback tool on other organizations' webpages for easy access to users who may not frequent NQF's website	2.25	2.2	4.45
28	NQF to partner with specialty societies and relevant organizations to identify opportunities for using the NQF feedback tool as standard method for collecting feedback on NQF-endorsed measures from end-user groups and external users. • For each project/topic area, identify relevant specialty societies, patient-focused organizations, and other interest groups that should be targeted for outreach and feedback. • Seek to establish relationships with new organizations and engage them in NQF's work and the quality measurement enterprise	2.25	2.8	5.05

Promote Timely Response to Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
2	Measure developers to respond to comments (on endorsed measures) through monthly or quarterly batched responses with acknowledgement and next steps	2.5	1.8	4.3

Providing Opportunities to Users to Provide Feedback and Comments

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
6	The NQF Measure Feedback Tool can be accessed anytime on the NQF homepage or via QPS to submit feedback on endorsed measures; additionally, NQF offers a 16-week continuous commenting period for measures under endorsement and maintenance consideration	3	1.4	4.4

Solicit Developer Input During Measure Endorsement Review

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
8	Developers complete the submission form sharing feedback they have collected to support the evaluation of their measure for endorsement or maintenance of endorsement	3	1.6	4.6

Standardizing the Collection of Feedback

#	Strategy	Summary Costs Score	Summary Benefits Score	Summary Score
22	NQF to revise the measure submission form to clarify questions and modify as needed to correspond with any changes to the evaluation criteria • Clarify questions regarding: – Process for obtaining feedback (during testing and implementation) – Description of the feedback (by use and type of user) – Developer actions taken in response to feedback – Addition of questions addressing intended audience and usability specifically for patients/consumers – Any other changes to submission form required based on CSAC approval of changes to the Use and Usability Criterion	2.25	1.8	4.05
23	Provide structure for those submitting feedback that aligns with NQF criteria: • Text boxes for entering feedback on: – Improvement data/impact of measurement on performance scores – Feasibility of implementation (e.g., challenges with specifications, data collection strategy) – Unintended consequences/benefits – How measure is being used (program, location, purpose, etc.)	2.25	1.4	3.65
24	Standardize collection of all comments and feedback collected by NQF with the same format and tool/interface • Merge NQF Measure feedback Tool and the commenting tool used during endorsement consideration	2	1.8	3.8

APPENDIX F:
Public Comments

NQF held a 14-day NQF member and public commenting period from October 7 to October 21, 2019. NQF received zero public comments during this time.