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# Measure Developer Webinar

The NQF Measure Maintenance Team

*June 15, 2020*

# Welcome



## Agenda

- NQF Maintenance Team Introductions
- NQF Measure Feedback Loop Project Findings
- Fall 2020 Cycle Updates

## Measure Maintenance Team

- Wunmi Isijola, MPH, NQF Senior Managing Director
- Kathryn Goodwin, MS, NQF Director
- Hannah Bui, MPH, NQF Manager
- Caitlin Flouton, MS, NQF Analyst



## Measure Feedback Loop Team

- Kim Ibarra, MSc, NQF Managing Director
- Hannah Ingber, MPH, NQF Analyst

# Measure Feedback Loop Project Overview

## Measure Feedback Loop Committee

- **Co-chair:** Rose Baez, RN, MSN, CPHQ, CPPS
- **Co-chair:** Edison Machado, MD, MBA
- Constance Anderson, BSN, MBA
- Robert Centor, MD, MACP
- Elvia Chavarria, MPH
- Dan Culica, MD, PhD
- Melody Danko Holsomback, MSN, CRNP
- Anne Deutsch, RN, PhD
- Tricia Elliott, MBA, CPHQ
- Lee Fleisher, MD
- Mark E. Huang, MD
- Joseph Kunisch, PhD, RN-BC, CPHQ
- Claire Noel-Miller, MPA, PhD
- Ekta Punwani, MHA
- Koryn Rubin, MHA
- Elizabeth (Beth) Rubinstein
- Jill Shuemaker, RN, CPHIMS
- Heather Smith, PT, MPH
- Deborah Struth, MSN, RN, PhD(c)
- Sara Toomey, MD, MPhil, MPH, MSc



## Measure Feedback Loop Project Overview

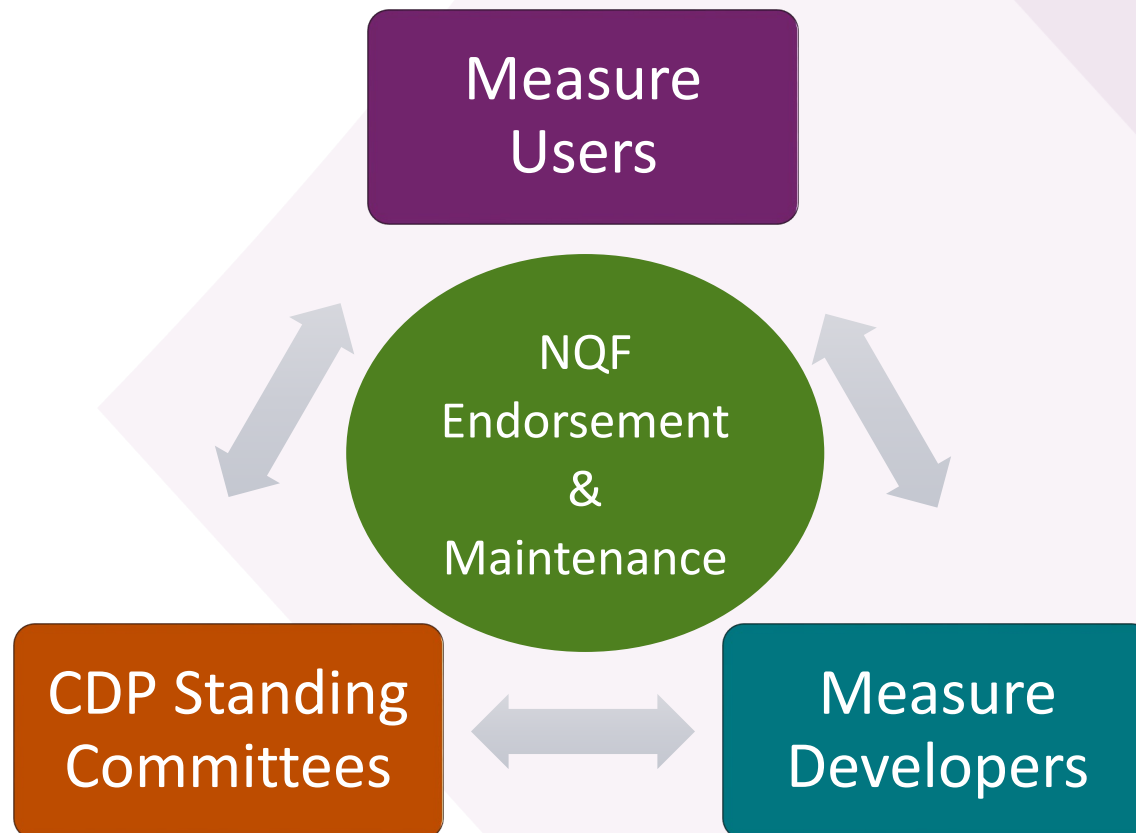
- Determine a workable process to elicit feedback from healthcare stakeholders on the experience of reporting measures, including unintended consequences
- Understand whether measures improve quality and outcomes, and issues or risks with measure implementation
- Help to ensure the quality improvement enterprise undergoes continuous improvement



## Project Timeline

Accomplishment / Milestone	Date
Committee Web Meetings	January 2019 – April 2020
Conducted an <a href="#">environmental scan</a> to chart current feedback mechanisms	April 2019
<a href="#">Assessed NQF's criteria and current feedback loop activities</a> to identify opportunities for improvement	April – July 2019
Identified challenges and opportunities for enhancing measure feedback activities at NQF	July – September 2019
Developed a set of proposed strategies in the <a href="#">pilot options report</a>	November 2019
Detail strategies for use and investigation within the <a href="#">Pilot Implementation Plan Report</a>	June 2020

## What is the Measure Feedback Loop?





## Examples of Potential Measure Feedback

- Do measure users feel that the measure causes undue impact on their workload?
- Does the data collection process exert financial burden on the providers/plans/clinicians?
- Is this measure meaningful to patients and can they use it to make decisions?

# Measure Feedback Loop Project Results



## Key Results

1. Committee Defined Goals for the Feedback Loop
2. Details of the Proposed Implementation Plan
  - ▣ Step 1: Generate Meaningful and Actionable Measure Feedback
  - ▣ Step 2: Standardize and Streamline the Tool and Process
  - ▣ Step 3: Support Stakeholders to Apply Measure Feedback
3. Moving Forward



## Committee Defined Goals for the Feedback Loop

1. Minimize burden to provide feedback by improving NQF tool accessibility and ease of use
2. Ensure stakeholders are aware of opportunities and channels to provide measure feedback
3. Ensure NQF standing committees receive meaningful and adequate information to apply relevant criteria and make informed endorsement recommendations
4. Ensure developers receive meaningful, actionable, and timely measure feedback
5. Ensure those who provide feedback receive acknowledgement and are informed about how feedback was adjudicated
6. Define a standard pathway for measure feedback

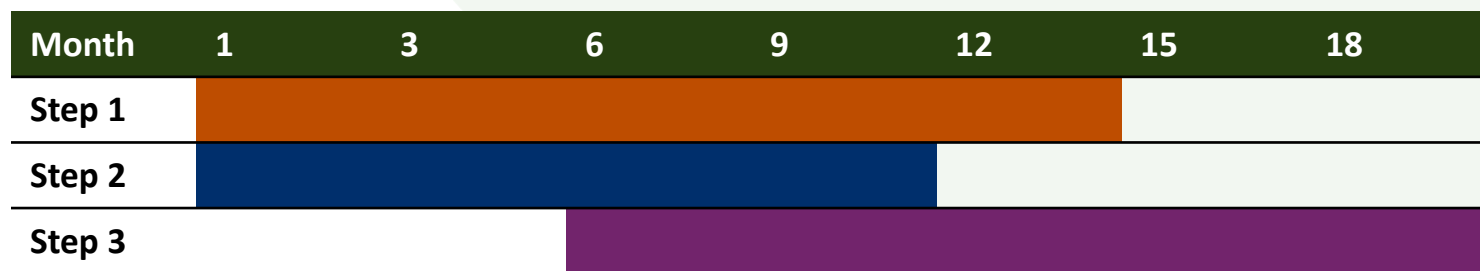


## Final Deliverable: Implementation Plan Report

- Gives a detailed implementation plan for a pilot test informed by Committee input
- Outlines strategies that have the highest potential benefit and low-to medium- resource intensity
- Describes three steps to enhance and improve the NQF measure feedback loop
- Includes example tactics and plans to gauge the effectiveness and feasibility of implementing successful strategies more broadly
- Identifies potential barriers and solutions to promote pilot success

## Pilot Implementation Plan Steps

1. Generate Meaningful and Actionable Measure Feedback
  - ▣ Increase awareness, reduce burden, and enhance partnerships to increase quality and quantity of feedback
2. Standardize and Streamline the Tool and Process
  - ▣ Improve the tool's structure and automate processes
3. Support Stakeholders to Apply Measure Feedback
  - ▣ Ensure that changes help standing committees and measure developers utilize the increased measure feedback





## Step 1: Strategies to Generate Feedback

- Use criteria to identify priority NQF-endorsed measures where feedback would be most useful
- Partner with target organizations to publicize feedback opportunities
- Communicate expectations around feedback and regularize outreach
- Make the NQF tool more prominent, visible, and accessible on the homepage and QPS
- Incentivize users to provide measure feedback



## Step 2: Strategies to Standardize and Streamline the NQF Measure Feedback Tool and Process

- Automate acknowledgement of the feedback submission
- Explore integration of the commenting tool and Measure Feedback Tool
- Standardize the collection of all comments and feedback to the same format that aligns with NQF criteria using more structured fields
  - ▣ Costs and/or burden of collection and/or reporting
  - ▣ Impact and improvements from using the measure



## Step 3: Strategies to Support Stakeholders to Apply the Measure Feedback

- Improve how feedback is distributed to measure developers
- Enhance standing committee ability to use measure feedback in their evaluation of measures in endorsement decisions
- Close the loop with those who submit measure feedback by exploring appropriate actions for adjudicating measure feedback



## Continuous Quality Improvement and Evaluation

- Evaluate the pilot strategies against the goals identified for the measure feedback loop prior to broader implementation
- Assess the feasibility, costs, and benefits from pilot implementation
- Monitor for any potential negative unintended consequences of implementing changes (e.g., undue burden) during the pilot
- Use data that NQF naturally collects as part of its regular processes as much as possible to accelerate learning during the pilot
- Reveal the need to modify or discontinue pilot strategies that are not successful
- Support quickly scaling successful strategies beyond the pilot

## A Path Forward

- Measure feedback so that we can understand whether and how measures work in the real world
- Continue engagement with stakeholders, including measure developers, to strengthen and not duplicate existing feedback mechanisms
- Explore continued measure developer and stakeholder input into the measure feedback loop and measure feedback tool



# Thank you!

## Questions?



## Fall 2020 Updates

- All measures due for maintenance review in the Fall 2020 cycle are now open
  - ▣ Deferral requests should be sent as soon as possible, preferably by June 19
- Project teams are available for technical assistance
- Fall 2020 Intent to Submit is on August 3 at 6 PM ET

# Measure Developer Resources





## Submitting Standards Web Page

- Measure Evaluation Criteria and Guidance Document
  - ▣ Includes evaluation algorithms for evidence, reliability, and validity
    - » Lays out the logic that committees will use for rating Evidence, Reliability, and Validity subcriteria
- Measure Developer Guidebook
  - ▣ Explains the NQF process and expectations for developers
- What Good Looks Like: examples of good submissions
- Blank copies of submission forms
- Resource Libraries:
  - ▣ Recordings of SMP and Developer Webinar meetings
  - ▣ On-demand educational recordings
  - ▣ TIPS for developers



## Tips for Measure Developers

- General reminders:
  - ▣ Refer to the NQF Submitting Standards web page
  - ▣ Attend the bi-monthly measure developer webinars to ensure you are up to date with NQF timelines and process changes
  - ▣ Contact [measuremaintenance@qualityforum.org](mailto:measuremaintenance@qualityforum.org) for general inquiries or questions related to the Consensus Development Process (CDP), measure evaluation criteria, or technical assistance
  - ▣ Check your Dashboard regularly and verify the correct measure developer/steward contacts are listed. If this changes, please notify NQF immediately via the appropriate project mailbox. NQF uses the contacts listed in the Dashboard to send updates and reminders about deadlines related to your measure.



## Tips for Measure Developers

- Measure Submission:
  - ▣ Seek technical assistance from NQF staff early and often. Measure submission deadlines are firm and extensions will not be granted. If you would like NQF staff to provide input on your draft submission, please contact the appropriate NQF project team and request technical assistance well in advance of the deadline
  - ▣ Submitting a measure includes two important deadlines: the Intent to Submit (ITS) deadline and the full measure submission deadline
    - » **Intent to Submit** deadline occurs three months prior to the measure submission deadline and requires a [testing attachment](#). “Intent to Submit” information will be due every year on January 5 and August 1

**THANK YOU.**

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