

The Evidence-Based Care Challenge for NPs and PAs Webinar

Recorded March 7, 2013

Text Alternatives

Slide 1

The Evidence-Based Care (EBC) Challenge for NPs and PAs: Using Evidence in the Retail Clinic Setting
Welcome!

- Reminder: You will need a phone to take part in this discussion.
 - Click “Audio” at the top of this WebEx screen and then click “Teleconference.”
- Enter the phone number where you’d like to be called in the second box and click “Call Me.”
 - You will be called within two minutes after entering the phone number.
 - When you answer, select Option 1 to join the audio portion of the session.
- Or, you can join the teleconference by calling in on your own.
 - Click on the small arrow in the top box and select “I will call in” from the drop down menu.
 - This will list the toll free number and access code for you to call and join the teleconference.
- For technical support: Contact Jess Fernandez at jfernandez@air.org

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The Evidence-Based Care (EBC) Challenge for NPs and PAs: Using Evidence in the Retail Clinic Setting

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Today’s Agenda

- Welcome and Reminders
- Community Forum Overview
- The EBC Challenge
- Remarks from Winning Teams
- Advisory Committee Commentary
- Audience Q&A
- Adjourn

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Technology Reminders: Audio

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Technology Reminders: Submitting questions for Q&A session and technical assistance

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Image: There is a screenshot of a chat box with the webinar host.

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AHRQ Community Forum

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Community Forum

- Help the Effective Health Care Program to identify more systematic and effective approaches for obtaining public views
- Ensure consistent and comprehensive stakeholder involvement in all aspects of AHRQ’s expanded EHC Program
- Collaborative partnership:
American Institutes for Research ◊ Center for Medical Technology Policy ◊ Consumers Union ◊ AcademyHealth

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What is the Effective Health Care Program?

- Part of the research portfolio of the Agency for Healthcare Research and Quality (AHRQ), HHS
- Houses AHRQ’s program of Comparative Effectiveness Research (CER)
- *Purpose:* To help patients, consumer, providers, and policy-makers make informed choices among alternatives. Provides current, unbiased evidence on comparative effectiveness of health care interventions
- Includes a variety of research: systematic reviews; observational studies; trials; analysis of registry data

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Effective Health Care Program Products

- Free research summaries about the benefits and risks of different treatments for different health conditions, based on comparative effectiveness reviews. (Reports, rather than clinical recommendations or guidelines)

- Consumer, clinician, and policymaker guides

AHRQ EHC Program Nursing Workgroup

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- Who's Involved
 - A group of 10 national professional nursing organizations dedicated to working with AHRQ to advance the needs of the nursing community, improving patient care, and increasing awareness of CER
- Purpose
 - Foster open dialogue between nursing organizations and AHRQ to discuss ways the EHC Program and the nursing community can work together to improve care.
 - Provide insights and feedback on how to engage nurses in CER.

Image: There are logos of the 10 professional nursing organizations – American Nurses Association, American College of Nurse-Midwives; AWHONN, Pediatric Nurse Practitioners, Oncology Nursing Society, American Association of Colleges of Nursing, Institute Pediatric Nursing, American Association of Nurse Practitioners, NBNA, American Psychiatric Nurses Association

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AHRQ EHC Program Nursing Workgroup

- What they do
 - Preview EHC Program initiatives and provide feedback on how to reach and engage nurses
 - Educate members and patients on CER and the EHC Program
 - Share new research, CE opportunities, patient education, and resources and tools with members

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The EBC Challenge

- Objectives:
 - Goal: Increase engagement of Nurse Practitioners (NPs) and Physician Assistants (PAs) in EHC program
 - Translate existing AHRQ research reports into provider-friendly resources for use in retail settings-
 - Health Literacy Interventions and Outcomes: An Updated Systematic Review, and
 - either Acute Otitis Media, Update or the Screening for Obesity in Children and Adolescents -
- Who:
 - Nurse practitioners (NPs), physician assistants (PAs), researchers, students, and other health professionals

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Purpose of the EBC Challenge

- Encourage development of relevant and useful resources that can be adapted for use by NPs and PAs in the convenience care setting
- Introduce and expand use of evidence from the EHC Program to an important clinician audience
- Increase awareness of the EHC Program and its products among the retail NP and PA communities
- Learn about effective ways to communicate with the retail NP and PA communities

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EBC Challenge Timeline



Image: There is a diagram of the challenge timeline. There are 5 boxes, each separated by an arrow pointing to the right. The boxes contain the following text in this order: Launch June 18, Intent to Submit Aug 17, Close Oct. 19, Judging late Nov., Dissemination Early 2013. Underneath the boxes there is one arrow stretching the length of the diagram pointing to the right, containing the phrase: Marketing/Promotion.

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Judging Process

- All entries were reviewed by a panel of expert judges composed of:
 - Academics
 - Practitioners
 - Patients
 - Representatives from convenience care organizations and the retail clinic industry

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Criteria

- Submissions were scored on a 100 point scale:
 - Effectiveness (i.e., is the resource tailored to highlight and effectively communicate key content areas most relevant to NPs/PAs in retail settings?) – 40 points
 - Usefulness at point of care (i.e., can the resource be easily used by NPs and PAs at the point of care in the retail setting?) – 30 points
 - Scalability (i.e., can the resource be used by a larger target audience?) – 15 points
 - Creativity (i.e., is the resource intuitive and “catchy?”) – 10 points
 - Team composition (i.e., does the team represent a variety of disciplines?) Please note that each team must include at least one NP or PA with experience practicing in a retail setting, but should not exceed 10 members – 5 points

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Prizes!

- 1st place: \$7,500 "seed funding" award to implement resource in a retail setting
- 2nd place: \$1,000 support for designated team members to attend a relevant professional conference
- 3rd place: Two members receive a one-year subscription to UpToDate, an evidence-based, peer reviewed information resource to inform point of care decisions
- All winners have been featured in blog posts, listservs, social media, AHRQ and AcademyHealth websites, and trade publications

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Team Remarks

- First Place: QR Medica
- Second Place: PAWS Team
- Third Place: The Tympanic Trio
- View winning submissions:

<http://effectivehealthcare.ahrq.gov/index.cfm/tools-and-resources/the-ahrq-evidence-based-care-ebc-challenge/>

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QR Medica Team

Kelly McGee, M.B.A., M.S.N., N.P.-C
 Melinda McGaughy, M.S.N., F.N.P.-BC
 Paul Vineyard, Freelance IT

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The QR Medica Team

- Kelly McGee - MBA, MSN, DNPc, NP-C
- Melinda McGaughy - BSN, MS, FNP-BC
- Janet Schmittgen - BS, RPh, Walgreens Pharmacist
- Jordan A. McGaughy - Nursing Student, Central Ohio Technical College
- Amanda McGaughy - Nursing Student, The Ohio State University
- Christine Lake – ADN, American Institute of Alternative Medicine
- Paul Vineyard - Marketing, Design, Training , Business Development

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Imagine Evidence Based Care ...

Diagnosis, Treatment & Patient Education Information at Your Fingertips

Image: There is an image of an educational handout with barcodes on the left side of the slide. On its right is an arrow, pointing to computer, tablet and phone. Above this image are the words: straight to your preferred device.

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Connecting Patient and Provider

- Office Posters
- Handouts
- Clinic Kiosks
- LCD Video Monitors

- Web Access

Image: There are 2 images of computers and 2 images of educational handouts.

Slide 23

Common Retail Clinic Conditions

- Sinus Infections
- Sore Throats
- Chest Colds
- Diarrhea
- Urinary Tract Infections
- Lyme Disease
- Other Condition

Image: there is an image of an educational handout with barcodes that can be scanned for more information.

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Resourcing the Medical Community

- Posters in clinics/pharmacies
- Article in Drug Store News
- Booth at the Convenient Care Association Retail Clinicians Education Congress
- Poster Presentation at the American Academy of Nurse Practitioners (AANP) National Convention June 2014
- Ohio Association of Advance Practice Nurses (OAAPN) poster presentation
- Develop application (App Store iTunes)
- YouTube video
- Partnering with ENT associations, pediatric associations and family practice associations

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Working with the EBC Challenge

- Why Acute Otitis Media?
- The Need for Dissemination in Retail Clinics
- Providing “Real-World” Solutions
- Affirming Best Practices
- Consistency in the Marketplace

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The Secret of Our Success

- Diversity of Knowledge and Skills
- Convenient Care Business Management
- Real-World Experience
- Marketing, Design, and Advertising Perspectives
- Robust Technology Experience
- Unique Collective Perspective

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Working with AHRQ and AcademyHealth

- Insightful Perspective
- Helpful Suggestions
- Quality Assurance
- Industry Standard Compliance
- Experts in Evidence Based Research
- Insightful Comments and Suggestions
- Ensuring Compliance

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PAWS Team: Prescription for Antibiotics or Wait and See

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PAWS Resource

- A double-sided brochure on otitis media intended to help patients navigate treatment decisions with their provider at the point of care.
- Utilizes animal paw prints and acronyms
- Encourages the patient to follow a path to good health
- Supports evidence-based guidelines found in AHRQ report

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Why a brochure?

- Easily reproducible
- User friendly
- Accessible and reliable tool at point of care
- Reinforces evidence-based treatment plan
- Illustrated resource for patients
- Resource tool for provider and pharmacy
- Applies to all patients regardless of access to electronics and computers

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Enhances Care Delivery

- Applicable to children and adults
- Resource tool
- Promotes active interaction of patient in decision making
- Reinforcement of information after the clinic visit
- Supports collaborative care model for patient and providers

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Plan for Dissemination

- Submission of abstract for presentation at Retail Clinician Educational Conference
- Submission for abstract for local University Research Day
- Submission as a Doctoral Capstone Project
- Educational sessions for local retail health clinicians for utilization of brochure
- Long term goal to expand use among retail health agencies nation wide

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PAWS Team

- CVS/MinuteClinic- One Store One Team approach
- Team composition
 - Nurse Practitioner
 - Pharmacist
 - Store Manger
 - Shift Supervisors
 - Photo Lab Supervisor

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Team Challenges

- Accessible to all members of the team
- Applicable to all members of the team
- Unified goal
- Diverse educational and professional back rounds and knowledge base
- Highlighting common goals among all members
- Complexity of project
- Time frame

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Nurse Practitioner Role

- The changes of the delivery of health care systems in a retail clinic setting requires the advanced practice nurse to demonstrate high clinical proficiency, leadership skills, and apply evidence based practice to improve outcomes (Draye, Ackerman, & Zimmer, 2006).

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Nurse Practitioners

- Inter-professional collaboration,
- Cost quality outcomes,
- Health care delivery systems in a retail health setting
- Health care leadership
- Evidence based medication

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The Tympanic Trio

Nicola Archie B.S.N., M.S.N., F.N.P.-C

Tara Jones B.S.N., M.S.N., F.N.P.-C

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Content

Flipbook:

- Provider views one side of the booklet and the patient views the other side of the booklet. Terminology and education differ based on the side that is being viewed.
- Interactive teaching tool
- User-friendly
- Easily accessible

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Flipbook Example

Provider View

- Otitis Media with Effusion
 - Treatment can vary based on child's age and severity of symptoms. Uncomplicated AOM, the existing research suggests the "Wait and see" approach (9).
- Patient/Guardian Instructions
 - Keep ears clean and dry
 - Follow up with your provider for symptoms of fever, ear pain, drainage from the ear
 - Follow up with provider as directed

Patient View

- Fluid in the Ear Drum
 - With this type of an ear infection, clear fluid builds up or collects behind the ear drum (9). Often the fluid will go away on its own without medication (9).
 - "Wait and see" approach (9).
- Patient/Guardian Instructions
 - Keep ears clean and dry
 - Follow up with your provider for symptoms of fever, ear pain, drainage from the ear
 - Follow up with provider as directed

Image: There are two images of an ear drum.

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Enrich provider-patient interactions

- Quick reference guide
- Easy to read and maneuver
- Provides visual illustrations
- Can transport the resource to any setting

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Dissemination of the resource

- Short-term:
 - Retail Clinician Educational Conference 2013
- Long-term:
 - Introduce the resource to other clinical settings (Doctors' offices, urgent care centers)

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Expansion of the resource

- Transform flipbook from paperback to hard cover
- Partner with a vendor to create a digitally enhance application (cell phones, iPads)
- Create an interactive online tool

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Implementation into retail settings

- Use flipbook to educate about:
 - Upper respiratory infection (common cold)
 - Pharyngitis (sore throat)
 - Conjunctivitis (eye infection)
 - Dermatological conditions (rashes)

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Appeal of the Challenge

- Healthcare provider challenge
- Developing a useful resource
- Improve health literacy
- Educate patients and healthcare providers

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Challenges working as a team

- Lack of graphic design artist
- Difficult to obtain photos for booklet
- Time management-- to meet desired goals/deadlines
- Putting all of the pieces of the project together

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AHRQ Report

- Evidence-based
- Descriptive
- Comprehensive
- Educational

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Integrating evidence into practice

- Fosters continuing education
- Provides factual standards/measures
- Aids in technological advancements
- Framework for medical growth through research

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Advisory Committee Commentary

Dr. Mary Jo Goolsby, Vice President, Research, Education, & Professional Practice, AANP

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Audience Q&A

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Submitting questions for Q&A session

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Wrap Up

- View winning submissions and learn more about the EBC Challenge:
<http://effectivehealthcare.ahrq.gov/index.cfm/tools-and-resources/the-ahrq-evidence-based-care-ebc-challenge/> or <http://challenge.gov/HHS/427-evidence-based-care-challenge-applying-evidence-in-np-pa-retail-settings>
- EBC Challenge case study – coming soon!
- For questions or follow up, please contact Joanna Siegel at Joanna.Siegel@ahrq.hhs.gov

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Thank you!