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## Intangible Outcomes Are a Thing of the Past: Comparative Effectiveness - Part Three

In our August 2009 issue, we defined what comparative effectiveness is and what it is not. The ultimate goal of comparative effectiveness research is to accurately assess the quality of our healthcare services. To achieve this, a variety of approaches have been discussed, including the use of standardized, scientifically valid measures of health status - a concept QualityMetric perfected years ago.

Not surprisingly, QualityMetric's tools, like the [SF-36v2](#)<sup>®</sup> Health Survey, are already being used for comparative effectiveness research to assess the medical benefits and risks of treatment options, as well as the [costs](#) involved. Recently, a [CBS News Report](#) highlighted how a common and expensive surgical procedure was found to be unnecessary - a determination made with the help of QualityMetric's SF-36<sup>®</sup> Health Survey. It's a timely example of the movement toward evidence-based medicine as a result of comparative effectiveness research, and emphasizes how this type of data is both measurable and tangible.

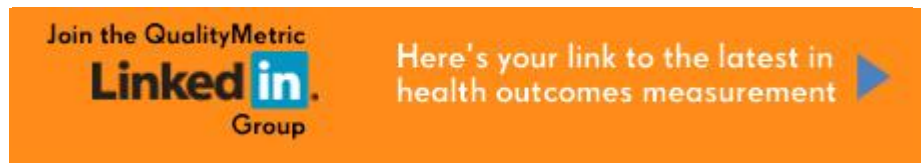
So why is this important? QualityMetric helps you eliminate some of the mystery surrounding healthcare by making it possible to strengthen the healthcare system through quality assessment, increased accountability, and improved understanding for all involved - patients, providers, insurers, and employers. To learn more, visit our [website](#).

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## QualityMetric in the News

- [Mark Kosinski](#), MA, Vice President and Senior Scientist at QualityMetric, will present a podium presentation at the ISOQOL 16th Annual Conference in New Orleans, LA. The presentation will be on October 29 from 2-3pm and will have two main focuses. One of these includes the development of a method to cross-calibrate the mental health score of different generic self-reported outcomes to a widely used depression tool. The validation of cross-calibrated score analysis will also be addressed.

- QualityMetric surveys are now featured on two of [SDI Health's](#) websites - [www.azma.com](http://www.azma.com) and [www.pollen.com](http://www.pollen.com). On the home page for [azma.com](http://azma.com), you will see an invitation to take QualityMetric's [Asthma Control Test™](#) (ACT™). On [pollen.com](http://pollen.com), you will also see an invitation, but for QualityMetric's [Rhinitis Impact™ Survey](#). For each site, once you click on the link and register, you will be prompted to complete the given survey, as well as a symptoms checklist and QualityMetric's [SF-12v2®](#) Health Survey. Upon completion, you will be presented with a survey report capable of trending your scores over time. \*Note: You can use the same user name and password on both sites but must register on each as they are separate sites.
- As of October 26th, QualityMetric's [amlhealthy.com](http://amlhealthy.com) website (also referred to as the [Smart Measurement®](#) System) will have a brand new look. For users of this website, note that this face-lift features new logos, a refreshing color scheme, and some tweaks to the layout. Don't worry - the changes are mostly aesthetic and will not impact core functionality. If you have any questions or concerns, please [contact](#) a QualityMetric Account Executive.



## Product Spotlight

QualityMetric is pleased to announce the availability of the Rhinitis Impact™ Survey. With just six questions, this survey measures the impact of rhinitis on everyday functioning, including performance in usual daily activities, social functioning, emotional functioning, and productivity at work or home.

[View](#) the full product description.

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## Upcoming Events

Our scientist and sales teams will be spreading the word on self-reported outcomes in the following city soon:

- October 28-31 [ISOQOL](#) 16th Annual Conference, New Orleans, LA  
Be sure to attend our presentation described in the news section above.

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