

In This Issue

[Use PROs to Remove Guesswork and Enhance Understanding](#)

[QualityMetric News](#)

[Product Spotlight](#)

[New Publications](#)

[Upcoming Events](#)

Use PROs to Remove Guesswork and Enhance Understanding

Comparative effectiveness research and outcomes measurement are fairly new developments in health care, right? Wrong. It turns out that both concepts have been around for far longer than some may realize. In fact, these date back to at least the mid-1800s thanks to Florence Nightingale.

Well-known for her pioneering work in the nursing field, Nightingale was also one of the first individuals to champion quality management and improved patient care through outcomes measurement. A simple online search yields various articles on this topic and even a [book](#) she wrote about outcomes measurement as it relates to the nursing profession.

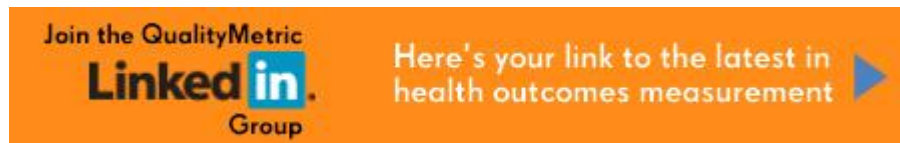
This history and subsequent evolution of outcomes measurement is the focus of an Outcomes Special Report set to be released this fall by the publishers of *Case In Point* magazine. QualityMetric's Vice President of Operations and Senior Scientist, Martha Bayliss, MSc, penned a chapter for the report. Centered on the importance of the patient's voice in health care, Martha's chapter details the various roles that patient-reported outcomes (PROs) can play in the health care process, including their ability to remove guesswork and enhance understanding about how patients are progressing.

QualityMetric News

- Business has been booming here at QualityMetric. To keep pace and renew our focus on customer service, the following promotions and organizational changes have been announced.
 - [Martha Bayliss](#), MSc is now Vice President of Operations and Senior Scientist. She was a founding member of our measurement science team in 1997 and recently rejoined us with nearly 20 years of PRO expertise and scientific leadership.
 - Marie Perrone is now Director of Sales Operations for Life Sciences, OGSR, and Provider Markets. She will be coordinating sales and licensing activities for many of our market segments, including pharmaceutical, medical device, biotechnology, and student research.
 - David Parrillo is now Manager of Provider and Hospital Markets. He will be in charge of managing all sales functions within these markets.

- Denise Richard is now Customer Support Manager and will be responsible for coordinating all administrative and customer service functions.

- On September 1, Magellan Health Services announced results from a program called Outcomes360SM that point to improvement of mental health services for both children and adults served by Magellan. Outcomes360 includes three PRO health surveys that were developed jointly with QualityMetric and based on the [SF-12v2[®]](#) Health Survey. [Read](#) the press release to learn more about these tools.
- Mark Kosinski, MA and Regina Rendas-Baum, MS, QualityMetric scientists, recently published an [article](#) titled Validation of the Headache Impact Test™ (HIT-6™) Across Episodic and Chronic Migraine. Learn more about QualityMetric's [HIT-6](#) and our [scientists](#).
- In the September 14 issue of Ingenix's eNewsletter *Ingenix Innovations*, Senior Vice President of Business Solutions at Ingenix, Daniel L. Dunn, PhD, details the current shift of payment for health care services toward the promotion of quality. He also discusses the possible benefits of this shift, stating "Where successful, providers dedicated to quality and efficiency will be rewarded, costs will decrease, employer premiums will stabilize, and most importantly patient outcomes will improve." [Read](#) the full article.



Product Spotlight

Have you considered using a patient-reported outcome (PRO) health survey, but are worried it will be too cumbersome or time consuming? With the hectic nature of health care, this is a valid concern. QualityMetric realizes how vital it is that a new tool be seamlessly integrated into any given program or treatment process. Our PROs and technology make this possible. That's because our surveys can be completed by patients in a variety of ways, called modes of administration.

Our modes of administration are HIPAA compliant and include static (paper/pencil), online, fax, interviewer script, eForm, PDA, tablet, and interactive voice response (IVR). From pharmaceutical clinical trials to physician practices, patient populations are diverse and program goals vary, making it essential to be able to efficiently measure the health of people of all age ranges and across conditions. This versatility is represented in all of our surveys and modes, making them suitable for a wide variety of uses throughout health care markets.

Learn more about these [modes](#) of administration and how each can be used to your advantage.

Connect with your
friends at QualityMetric



New Publications

QualityMetric publishes a user guide to accompany each PRO that we develop. Here are a few of our newly released publications.

- **Quick Start Guide for the MOS Sleep Scale-Revised**
This guide provides users with the basic information necessary to become familiar with QualityMetric's MOS Sleep-R, the revised version of the original MOS Sleep Scale, including instructions on how to properly use the instrument.
- **Quick Start Guide for the Short Form Survey Reports**
Enhancing the uses of the SF-36v2[®] Health Survey, SF-12v2[®] Health Survey, and SF-8[™] Health Survey are the Short Form survey reports. These reports can serve as "lab reports" that patients can use to monitor their own progress over time and to facilitate discussions with their care providers, as well as with other individuals in their support networks. This guide is designed to provide information related to the development of and recommendations for the use of the Short Form survey reports developed by QualityMetric.
- **Quick Start Guide for the Smart Measurement System**
This guide provides users with the basic information necessary to become familiar with QualityMetric's Smart Measurement[®] System, including an overview of how to quickly set up and begin using the system.

[Contact](#) an Account Executive to place an order or learn more.

Upcoming Events

QualityMetric representatives will be spreading the word on PROs at the following conferences soon:

- **October 13-15 The Forum 2010: 12th Annual Meeting of [Care Continuum Alliance](#) (formerly DMAA), Washington, DC**
Visit us at booth #316/318.
- **November 11-12 [OptumHealth](#) 4th Annual Medical Director Forum: Improving Health Care Value and Effectiveness, Austin, TX**

QualityMetric eNewsletter Editor: [Kristin Wysteppek](#)