



March 2011 Issue

Quality Connection



QualityMetric Wins Innovation Award

On March 11, UnitedHealth Group (UHG), QualityMetric's parent company, held its first annual Innovation Day to "unearth tomorrow's next big ideas." Employees company-wide were encouraged to submit their ideas and be part of the celebration. QualityMetric's Mark Kosinski and Jakob Bjorner were honored with a Spark Award for their work developing Dynamic Health Assessments ([DYNHA](#)[®]). Out of 400 entries, DYNHA was one of five award recipients in the new product category.

According to the Innovation Council Resource Team, DYNHA is "innovative, compelling, and without a doubt, a force in supporting our mission to help people live healthier lives." QualityMetric's Shelley Grace, Vice President of Business Development, and Ralph Perfetto, Vice President of Provider Solutions, were on hand in Minnesota to take part in the Innovation Day Expo and accept the award.

In related news, QualityMetric was just issued U.S. Patent No. 7,765,113 for our DYNHA technology. Read the [press release](#) to learn more.

A New Look for Quality Connection

Like our new eNewsletter design? If you thought something was different, you're right. After we recently gave our [website](#) a much-needed face lift, we decided *Quality Connection* needed one too. You'll notice that the new design meshes well with our website thanks to a shared color scheme and ease of use. For example, we've placed the issue outline, events, and links to our LinkedIn and Facebook group pages all within the right margin where they are easily accessible. And to keep pace with the latest trends in social networking, we've

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Events

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

- May 21-25
[ISPOR](#) 16th Annual International Meeting
Baltimore, MD
- May 22-25
[MAGI](#) Clinical Research Conference-East
Philadelphia, PA
Visit us at booth #16.
- June 19-23
[DIA](#) 47th Annual Meeting
Chicago, IL
Visit us at booth #403.

Connect with your friends at QualityMetric



also added a "Share" feature so you can easily pass along the eNewsletter to colleagues or friends.



People on the Move

Once again, business is booming here at QualityMetric. To expand our business development (BD) efforts, we have hired these key individuals:

- We're thrilled to announce the return of Ralph Perfetto, MBA, one of QualityMetric's co-founders. He brings a strong entrepreneurial background and over 20 years experience building technology-based health care information companies. Ralph's new role will be Vice President of Provider Solutions, where he will be working on developing new products and solution sets for customers in the provider market.
- Mark Bean is our new Vice President of Global Initiatives and Government Solutions. He has served a 34-year career with the U.S. Marines and is joining QualityMetric from his most recent post as Senior Advisor for the Afghan Ministry of Defense in Kabul, Afghanistan. In his new role, Mark will be responsible for BD government opportunities in the U.S., working domestically with Ingenix's Government Solutions and also with international business development teams.
- Shelley Grace joins QualityMetric as Vice President of Business Development with more than 25 years of experience in sales, BD, and senior leadership, in addition to health care technology expertise. She will be working primarily with our health insurer clients, but will also be developing new business within the UnitedHealth Group family of companies.

[View](#) Ralph, Mark, and Shelley's full bios.

Learn How to Develop Protocols for a More Efficient Clinical Trial Process

On May 22, Bill Gwinn, Vice President of Clinical Informatics Solutions, will be presenting an informative

session on protocol development at the MAGI Clinical Research Conference-East in Philadelphia, PA. Highlights will include a "how-to" for designing clinical trial protocols that are easy to implement, generate useful data, and apply internationally. He will also discuss how to use insurance claims and other databases to confirm protocol feasibility, as well as how to find the best investigators for your trial. Additional insights will be shared by Dr. Gregory Geba, Deputy Chief Medical Officer at Sanofi-Aventis, and Erica Elefant, Senior Clinical Scientist for Discovery Medicine & Clinical Pharmacology at Bristol-Myers Squibb.

Event Details

Protocol Development - Science in Practice

Session W176

May 22, 2011 5:15pm

Sheraton Philadelphia City Center Hotel

View our Events section for more information on the MAGI conference.

Product Spotlight

We're proud to announce the release of the newest version of our popular [QM Certified Scoring \(Software\)](#). The software now offers several key enhancements that our customers will find beneficial, including:

- Improved patient and aggregate report content and appearance using Flash
 - Aggregate report filtering by time point (e.g. baseline, 3 months, etc.)
 - Backwards compatibility with projects and databases from earlier versions of our software
 - Support for Windows 7
 - Scoring now available for more tools, like the Pain Impact Questionnaire™ (PIQ-6™) and MOS Sleep Scale
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Recently Published

QualityMetric is home to a talented team of world-renowned scientists. In addition to their roles here, many of our [experts](#) are published authors. Here's a sampling of some of their most recently published work:

- Mark Kosinski, MA, QualityMetric scientist, has

co-authored an article published in the March 2011 issue of *Journal of Clinical Epidemiology* titled, "Validation Testing of a Three-Component Model of Short Form-36 Scores." Read the [abstract](#).

- Regina Rendas-Baum, MS and Mark Kosinski, MA, QualityMetric scientists, recently co-authored a paper appearing in *Arthritis Research & Therapy* titled, "Evaluating the Efficacy of Sequential Biologic Therapies for Rheumatoid Arthritis Patients with an Inadequate Response to Tumor Necrosis Factor-Alpha Inhibitors." Read the [abstract](#).
- Aaron Yaras, PhD, QualityMetric scientist, has co-authored an article appearing in the journal *Haemophilia* titled, "The Relative Burden of Haemophilia A and the Impact of Target Joint Development on Health-Related Quality of Life: Results from the ADVATE Post-Authorization Safety Surveillance (PASS) Study." Read the [abstract](#).

Visit our [Resource Library](#) to view more work by our experts, including peer-reviewed articles, publications, and posters.

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