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Turning PRO Data Into Actionable Information

You licensed the survey. You collected the data. Mission accomplished, right? Well, you're just getting started really. Converting this data into useable, actionable information is the last and most important step of any health outcomes measurement initiative. Ensuring that the data is scored accurately and interpreted correctly requires specialized training and experience. Who better to provide this analysis than QualityMetric's Outcomes Insight Consulting™ Division? Our scientists have created a new sample report to help illustrate the types of analysis that can be provided. It's called the Specialized Interpretation Analysis Report and it includes examples of:

- Baseline Burden of Disease Analysis
- Treatment Efficacy Analysis
- Norm-based Interpretation of Treatment Effects Analysis
- Categorical Change Analysis: Treatment Responders
- Criterion-based Interpretation of Change Scores
- Content-based Interpretation
- Depression Screening

The [sample report](#), which is intended for use with the [SF-36v2](#)® Health Survey, displays data in graphical and tabular formats with text explaining methodologies and summarizing conclusions.

Be sure to [contact](#) an Account Executive to learn more and inquire about pricing.

QualityMetric News

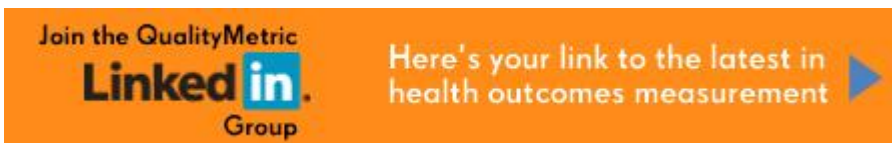
- Business has been booming here at QualityMetric. To keep pace and renew our focus on customer service, the following promotions and organizational changes have been announced.
 - [Martha Bayliss](#), MSc is now Vice President of Operations and Senior Scientist. She was a founding member of our measurement science team in 1997 and recently rejoined us with nearly 20 years of patient-reported outcome (PRO) expertise and scientific leadership.

- Marie Perrone is now Director, 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.
- 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](#).

i3 Global News

Here is the latest news from i3's many corners of the world:

- Rising health care costs have placed a significant burden on the economies of many European countries. In an article featured in i3 Innovus' September 16 eNewsletter, Linus Jonsson, Vice President at i3 Innovus, and Bernd Schweikert, Senior Lead Analyst, discuss how governments, like Germany, are addressing these issues. [Read](#) the full article.
- i3 Innovus will be well-represented at ISPOR's 13th Annual European Congress in Prague, Czech Republic. From November 6-9, company representatives will present 25 posters, two of which were completed with scientists from QualityMetric. They will also participate in an issue panel and short course, conduct a workshop, and present two podium presentations. A variety of topics will be covered, including Parkinson's Disease. [View](#) the full listing of i3 contributions.



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.

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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 5-9 North American Spine Society ([NASS](#)) Annual Meeting, Orlando, FL**
Visit us at booth #1785.
- **October 17-20 Society for Clinical Data Management ([SCDM](#)) Annual Conference, Minneapolis, MN**
Visit i3 Statprobe and QM representatives at booth #412.
- **November 6-9 [ISPOR](#) 13th Annual European Congress, Prague, Czech Republic**
- **November 17-18 [CBI](#) 4th Annual Comparative Effectiveness Research Summit, Philadelphia, PA**

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