



TalkingQuality Tour

Speaker:

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Lise Rybowski- Slide 1

Welcome to the TalkingQuality Web site. Here you'll find a comprehensive resource about reporting on health care quality to consumers.

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This Web site was launched in April 2010 by the Agency for Healthcare Research and Quality. It's designed to help you plan and implement a comparative quality report in your community. We'll tell you what kind of information you can find here, point out features that can help you at different stages of your project, and offer some suggestions for how the site can be helpful for different kinds of users.

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TalkingQuality covers every step in the process of planning and implementing a report. The steps are shown in a cycle similar to the one commonly used for quality improvement. Like quality improvement, reporting to consumers is an iterative process. You can apply what you've learned with each reporting cycle.

There's a section of the Web site focusing on each stage. The cycle starts with planning. Go to the "Planning" section of TalkingQuality to learn about the various decisions you'll need to make before you get started. In "Create," you'll learn about selecting the measures to report, and then translating the data from those measures into information that people can actually understand. In "Disseminate," you'll learn about how to distribute the report, let your community know about it, and motivate people to use the information. And in "Assess," you'll find advice on what you can do to evaluate your report and the overall project. Evaluation is a critical part of the reporting cycle because what you learn influences your planning for the next round.

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Who's expected to use TalkingQuality? The site's primary purpose is to help community groups and government agencies with limited resources. But the information may be of interest to any organization interested in producing comparative quality information for health care consumers. While TalkingQuality does often refer to consumers, the site is not directed at them – instead it's intended to help **you** speak to consumers more effectively.

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There is something in TalkingQuality for everybody. If you're new to public reporting, several sections will help you get your team up to speed on what you're doing and why, and help you plan the project from beginning to end.

If you have some experience, almost everything on the site is relevant to you. Many people who have experience with public reporting have found that TalkingQuality offers information that they were not aware of before.

Finally, even if you are highly knowledgeable and experienced with best practices in reporting, there's information on parts of the process, like promoting the report and evaluating your project, that may be new to you.

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Why use TalkingQuality? The main reason is to better understand and apply best practices in reporting for both consumers and health care providers. Using TalkingQuality can help you use your resources as efficiently as possible by helping you consider what you are supposed to be doing, the steps to take, issues to consider, how to find information, and when you need to make key decisions.

In addition, TalkingQuality relieves you of the burden of reinventing the wheel. When possible, TalkingQuality provides a good sense of what approaches work best. By giving you a way to learn from what others have done, TalkingQuality can save you the effort of trying to solve problems that have been solved or test alternatives that have already been tested.

Finally, you can use TalkingQuality to move the field forward. If you start with what we know and build on that, and then share what you've learned, that helps everyone do a better job of communicating information on health care quality to consumers.

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TalkingQuality has several features designed to help you set the stage for your own project and stay informed. These include a discussion of the arguments for and against consumer reporting, a "spotlight" box on the home page where we highlight what's new in the field, the searchable Report Card Compendium, a planning tool called "Your Project Checklist," and a "Resources" section where you can find other sources of helpful information.

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At the top left of the screen, you'll see a link to a section called "Make the case for consumer reporting." No matter how experienced you are, there are always people that you need to convince that reporting quality information to consumers is a good idea.

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This section is intended to help you explain why public reporting is such an important component of a multi-faceted strategy to improve the value of health care in the United States. It is meant to arm you with arguments, pro and con, so you know what to expect and how to make your case. It's also

helpful for training new staff or partners in the project so that they are clear on the issues that may arise.

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At the top right of the homepage screen, you will see the Spotlight box. Check out the spotlight box regularly to learn about new resources that are relevant to public reporting. Or, subscribe to the TalkingQuality listserv by clicking on the red envelope above the Spotlight box, and we'll email you when there's new information in the "spotlight."

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Below the spotlight box is a link to "Your Project Checklist." The Checklist is an interactive planning tool – and you'll find this link to the Checklist on nearly every page on the site. When you click on the Checklist...

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You'll find a collection of pages that cover specific topics addressed by TalkingQuality. You can open or download what you need for one specific topic, for a set of related topics, or for the whole project from beginning to end.

In each page, you'll find a summary of key points, links to more detailed information, and a set of questions or tasks. You can use these pages when you work with your team and your vendor to keep track of your answers and decisions, as well as the issues you still need to address. The page is designed so that you can document your answers and the decisions you're making with your team and keep track of what's left to do so that you are not forgetting things along the way.

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From the navigation bar or the bottom of the home page, you can access the Health Care Report Card Compendium. The Compendium shows you what other organizations are reporting to the public. When you click on a link to the Compendium...

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You'll see a full list of more than 200 comparative quality reports for consumers. You can narrow down the list to find the types of reports that interest you by using the filters in the box on the right. For example, you can choose to see all reports about hospital care. And then you can limit this list to reports with patient experience scores for hospitals.

To learn more about a report, you can look at the profile we've created or follow a link directly to the report or an excerpt, if the report isn't publicly available. The Compendium is a handy way to see what other organizations are reporting, what display strategies they're using, and also what measures and other content they provide.

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The final feature to be aware of is the Resources section of TalkingQuality, which is also available from the navigation bar. This section offers resources relevant to multiple steps in the reporting process. For example, there are tips on writing and designing a report, and information on cognitive testing, which is a very important technique to find out whether your content and promotional materials actually work for your audience. You'll also find descriptions of major quality initiatives around the country, a searchable bibliography, and a list of reports and other Web sites that may be helpful to you.

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Thank you for your interest in TalkingQuality. Please help spread the word about this resource by sending a link to TalkingQuality to your colleagues. If you have any questions, send them to us at TalkingQuality@ahrq.gov. You can hear about updates to the site and related news by subscribing to the TalkingQuality list. To subscribe, go to the TalkingQuality site or any other AHRQ site, and click on the little red envelope. Once you provide your email address and check the box for TalkingQuality, you will join the over 27,000 people who receive news and updates from TalkingQuality.

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