



BUILDING A NATIONAL PARTNERSHIP NETWORK

Advancing Patient-Centered Outcomes Research





With today's growing emphasis on evidence-based information to support health care decisionmaking, the Effective Health Care Program is a vital and expanding resource. We ask that your organization join us in promoting patient-centered outcomes research in patient and professional communities across the United States. By partnering with us, you will become part of a growing partnership network committed to improving the quality of health care through informed decisionmaking.

For more information on partnership opportunities with AHRQ and its Effective Health Care Program, contact EHC_Outreach@ahrq.hhs.gov.



BUILDING PARTNERSHIPS

Thank you for your interest in partnering with the Agency for Healthcare Research and Quality (AHRQ) and its Effective Health Care Program. Our mission is to improve the quality, safety, efficiency, and effectiveness of health care for all Americans.

Central to our effort is providing evidence-based research and resources to help individuals make more informed decisions and to improve the quality of health care services. However, we cannot do this alone.

Strong partnerships with national, State, and local organizations are essential. AHRQ is building a national partnership network dedicated to promoting patient-centered outcomes research in patient and professional communities across the United States. We invite you to partner with us. As a partner, you will learn more about patient-centered outcomes research and have access to free materials, a suggested activities list, and resources to become an active member of this national network.

What are AHRQ and the Effective Health Care Program?

AHRQ is the lead Federal agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. One of 12 agencies within the U.S. Department of Health and Human Services, AHRQ supports health services research to improve the quality of health care and promote evidence-based decisionmaking.

The Effective Health Care Program of AHRQ works with researchers, research centers, and academic organizations to produce patient-centered outcomes research and translate findings into useful formats for a variety of audiences, including consumers and clinicians. Authorized by the Medicare Prescription Drug, Improvement, and Modernization Act, AHRQ's Effective Health Care Program was created in 2005.

What is patient-centered outcomes research?

Patient-centered outcomes research, also known as comparative effectiveness research, provides information that helps clinicians and patients work together to treat an illness or condition. By comparing drugs, medical devices, tests, surgeries, or ways to deliver health care, patients and their families can make more informed choices. The research results do not tell clinicians how to practice medicine or which treatment is best, but the results provide evidence-based information on the effectiveness and risks of different treatments while allowing for choices based on an individual's circumstances. The research also compares the effectiveness and risks of both common and emerging treatments and medical technologies for common chronic conditions.

- Findings are descriptive, not prescriptive, and are intended as tools for informed decisionmaking, not recommendations.
- Findings highlight current evidence about effectiveness, risks, and side effects.

AHRQ's patient-centered outcomes research reports and products identify areas of clinical uncertainty. The summary guides for clinicians and patients efficiently and clearly summarize evidence and help clinicians and patients share decisionmaking.

Why is patient-centered outcomes research needed?

When it comes to choosing the right medicine or the most appropriate health care treatment, clear and dependable evidence-based information can be difficult to find.

Most information about treatment is about a single drug, medical device, or procedure. As a result, patients and clinicians may make choices without sufficient information on all the options.

Patient-centered outcomes research helps by comparing different health care interventions for common conditions. Researchers rigorously evaluate existing scientific literature and generate new findings through scientific studies of different treatments and tests.





How can patient-centered outcomes research be used?

Findings from patient-centered outcomes research can be helpful to everyone participating in health care decisionmaking:

Patients are often faced with complicated decisions, such as which test is best, which medicine will help most with the fewest side effects, or whether surgery is the best option. Every patient is different, and each should make informed choices based on individual needs. By providing Effective Health Care Program products that summarize evidence-based patient-centered outcomes research findings, you can help consumers and patients work with their doctors and other health care providers to make an educated decision among treatment options.

Doctors and other health care professionals use patient-centered outcomes research to keep current on comparisons of medications and treatments. AHRQ describes the strength of evidence behind scientific findings. The products developed by the Effective Health Care Program help distill the information so health professionals and consumers can review treatment options together. When research is not available to answer clinical questions, AHRQ publications highlight research gaps.

Policymakers, business leaders, and others want to make health care policy decisions based on the best information about effectiveness. Patient-centered outcomes research helps decisionmakers plan public health programs and initiate wellness or advocacy programs that provide information about health care options.

What are the benefits of becoming a partner?

The Effective Health Care Program supports the efforts of your organization to improve the quality of health care in your community. We encourage you to inform your members about the importance of understanding treatment options and the benefits of using medical evidence to compare them. By sharing AHRQ's patient-centered outcomes research products, you can make it easier for patients and doctors to make decisions together. The benefits of partnering with AHRQ include:

- Opportunities to connect with groundbreaking, comprehensive efforts to improve patient-centered outcomes research
- Recognition as a partner in AHRQ's Effective Health Care Program partnership materials
- Free patient-centered outcomes research resources and tools for your members
- Access to AHRQ Effective Health Care Program updates with the latest research news

By partnering with us, you will become part of a growing partnership network committed to improving the quality of health care by encouraging informed decisionmaking. Join the national partnership network devoted to patient-centered outcomes research.

To learn more, contact EHC_Outreach@ahrq.hhs.gov.



HOW TO GET INVOLVED

Sign up today! To join our national patient-centered outcomes research network, please fill out a partnership form and review our suggested activities, resource materials, and our membership and partnership policies. Request a partnership form at EHC_Outreach@ahrq.hhs.gov.

Engage Your Community

You can create awareness about patient-centered outcomes research, also known as comparative effectiveness research, and Effective Health Care Program products in many ways. Whether your organization serves patients, consumers, clinicians, or policymakers, below is a list of possible activities to get you started. These are just suggested activities. Speak with one of AHRQ's outreach coordinators to develop ideas that work best for your organization and get the help you need to implement them.

Suggested Activities

SHARE

- Clinician and consumer guides with health professionals and patients so they can gain a better understanding of patient-centered outcomes research and engage in discussions about treatment options. All of the guides are free of charge. Consumer guides are available in English and Spanish. We can ship these to your organization, conference, or members' offices.
- AHRQ's free continuing medical education/continuing education (CME/CE) modules with your health professional members and contacts.
- Videos and podcasts with your members that explain patient-centered outcomes research findings.
- News about patient-centered outcomes research and Effective Health Care Program resources in your organization's newsletters, journals, and other resources.
- Updated information and new research findings and products with members via email alerts.

POST

- Widgets, buttons, and banners to your Web site to help your members or community find the latest patient-centered outcomes research materials and resources from AHRQ. AHRQ can provide these tools upon request.
- Effective Health Care Program updates to your organizations' Facebook pages, Twitter feeds, and YouTube channels to alert your members or community about new materials. Ask us for sample posts that you may be able to modify for your organization.

LINK TO

- AHRQ's Effective Health Care Program Web site for direct access to all program resources.
- Featured patient-centered outcomes research products that may interest your members or community.
- AHRQ's consumer and clinician videos, podcasts, and Web conferences for a virtual experience between your members and AHRQ.

ENGAGE MEMBERS BY

- Creating a dedicated patient-centered outcomes research section on your Web site.
- Hosting an educational Web conference featuring relevant reports, products, and AHRQ experts.
- Featuring or developing sessions about patient-centered outcomes research and Effective Health Care Program materials at meetings and conferences.

CONTRIBUTE

- To the research process by encouraging your members to comment on key questions and draft reports at www.effectivehealthcare.ahrq.gov.

JOIN

- The Effective Health Care Program **listserv** to receive AHRQ's most current patient-centered outcomes research findings and other important information.
- The National Partnership Network today and join numerous other organizations across the country in advancing patient-centered outcomes research.



PARTNERSHIP POLICIES

AHRQ recognizes the importance that partnerships play in disseminating information and messages about patient-centered outcomes research and the Effective Health Care Program. AHRQ's partnership team helps third-party organizations meet their organizational goals, while educating members about the research and helping professionals, consumers, and decisionmakers make informed decisions.

The following guidance applies to all partnership efforts:

- Partnership with AHRQ does not imply an endorsement by the U.S. Department of Health and Human Services, AHRQ, or any other Federal agencies such as the National Institutes of Health, the Centers for Disease Control and Prevention, the Food and Drug Administration, the Centers for Medicare & Medicaid Services, and the Health Resources and Services Administration.
- Any use of AHRQ or affiliated program logos on any Web site or product must be approved in writing by AHRQ prior to use.
- Most Effective Health Care Program materials published by AHRQ, including the materials themselves (e.g., brochures, reports) and the information contained within the materials, are considered to be in the public domain and can be used by partners in their communications channels to increase awareness about patient-centered outcomes research and available tools and resources. In some cases, material is copyrighted and is not in the public domain. Copyrighted content is clearly marked. Use of content copyrighted by others must be approved by the copyright holder.
- Written agreement determination:
 - Partnerships in which resources are exchanged (e.g., Web conferences to reach membership) and materials are cobranded will require a written partnership agreement.
 - Requests to reprint copies of Effective Health Care Program publications for members will require a reprint partnership agreement. This agreement will address any cobranding, customization guidance, and approvals needed.
 - Partnerships in which materials and information in the public domain are disseminated by a partner organization do not require a partnership agreement. However, AHRQ requests that established partners attribute the information to AHRQ and tell the Agency about their plans.



PARTNERSHIP SIGNUP FORM

Thank you for your interest in becoming part of a national network of organizations interested in patient-centered outcomes research. Please fill out the form below and return it to **EHC_Outreach@ahrq.hhs.gov**.

Organization Name

Key Contact Name

Key Contact Title

Key Contact Phone

Key Contact Email

Address

City, State

Zip

Phone

Mission

Web site

Number of Organization Members

Number of Chapters or Affiliates

Health Topic/Disease Type: *If applicable, what health topics or diseases does your organization address?*

Population Served

- Adult Patients
- Allied Health Professionals
- Children/Adolescents
- Elderly
- Nurses
- Pharmacists
- Physician Assistants
- Physicians
- Racial and Ethnic Minorities
- Women
- Other _____

Organization Type

- Academic Institution
- Allied Health Professional Organization
- Business Health Coalitions
- Clinical Association/Health Professional Association
- Federal Agency
- Health System
- Multicultural/Minority Organization
- Patient Advocacy Organization
- Pharmacist Association
- Women-Focused Organization
- Other _____

Partnership Recognition

- Please INCLUDE my organization's name in AHRQ's partnership recognition materials.
- Please DO NOT INCLUDE my organization's name in AHRQ's partnership recognition materials.

Briefly describe your interest in partnering with AHRQ.

What types of activities is your organization interested in to create awareness of patient-centered outcomes research?

SHARING MATERIALS WITH MEMBERS

AHRQ's Effective Health Care Program produces free resources on an ongoing basis. Summary guides, research reports, research reviews, CME/CE modules, and other resources are available for the following priority health conditions:

- Arthritis and nontraumatic joint disorders
- Cancer
- Cardiovascular disease, including stroke and hypertension
- Dementia, including Alzheimer's disease
- Depression and other mental health disorders
- Developmental delays, attention-deficit hyperactivity disorder, and autism
- Diabetes mellitus
- Functional limitations and disability (research in progress)
- Infectious diseases, including HIV/AIDS (research in progress)
- Obesity (research in progress)
- Peptic ulcer disease and dyspepsia
- Pregnancy, including preterm birth
- Pulmonary disease/asthma
- Substance abuse (research in progress)

Whether your organization serves consumers, patients, clinicians, policymakers, or researchers, we encourage you to share these resources with your members.

Ordering Information

You can order printed copies of summary guides, research reports, and research reviews by contacting the AHRQ Publications Clearinghouse at 800-358-9295 or at AHRQpubs@ahrq.hhs.gov. Please reference the AHRQ publication number and the promotional code C-01 (national organizations) or C-02 (local or regional organizations).

Research reviews and reports, CME/CE activities, and other educational materials are also available online. These materials are in the public domain and can be used in communications to your members, on your Web site, and through other channels.



If your organization serves patients or consumers:

Encourage your members to read a summary guide on their health condition before their next medical appointment and bring it with them to help start a conversation about treatment options with their health care provider. Your members can also explore a variety of educational materials—including advice columns, videos, and podcasts—on topic areas of interest.

Consumer guides summarize research review findings on the effectiveness and risks of different treatment options. They are easy to read, include useful background on health conditions, and are available in English and Spanish. Consumers can browse these guides by topic or can conduct **online searches** by health condition or keyword. They can also go online for extensive scientific data.

A list of future guides is on the **upcoming reports and guides** section of the AHRQ Web site.



Columns and Email Updates

Invite your members to learn more about patient-centered outcomes research through advice columns and email updates from AHRQ.

AHRQ Director Carolyn M. Clancy, M.D., has written brief, easy-to-understand **advice columns** to help consumers navigate the health care system. They address important issues such as how to recognize high-quality health care, how to be an informed health care consumer, and how to choose a hospital, doctor, and health plan. Encourage consumers to check back regularly for **new columns** or sign up for **Dr. Clancy's Corner Email Updates**.

Your members can also **sign up** to receive emails about the latest information from the Effective Health Care Program or specific topics of interest.

Multimedia Resources

Podcasts and videos available on the Effective Health Care Program Web site help patients understand comparative effectiveness and ways to compare multiple treatment options.

Podcasts

Healthcare 411 is a free online resource that educates and empowers consumers with evidence-based information. Weekly audio programs feature consumer-friendly health news and information. Subscribers to **Healthcare 411** receive relevant and timely information and encouragement to take an active role in their health care. Current podcasts include the following:

- **Comparative Effectiveness—What Is It?** Comparative effectiveness research compares treatment options. Learn where to find this trustworthy health care information.
- **Comparative Effectiveness Research: What It Means for You** AHRQ Director Dr. Carolyn M. Clancy advises taking time to compare health care options by reviewing AHRQ plain-language guides.
- **Comparative Effectiveness—Comparing Treatment Options** AHRQ Director Dr. Carolyn M. Clancy offers advice on comparing multiple treatment options.

Videos

Preventing medical errors is a task best shared by health care providers and patients. To help patients understand how to help prevent errors, AHRQ has created five 2-minute videos on **Navigating the Health Care System**. In these videos, AHRQ Director Dr. Carolyn M. Clancy gives patients advice on and examples of questions to ask about medical tests, surgery, and medicines.

These videos complement Dr. Clancy's monthly **Navigating the Health Care System** advice column, available on the AHRQ Web site at www.ahrq.gov/consumer/ccvideo.htm.

If your organization serves clinicians:

Encourage your members to use our free resources to educate themselves and their patients about patient-centered outcomes research on conditions that affect them. Clinician-specific materials provide more details on the research information and scientific data. Clinicians can also use consumer guides to help facilitate conversations as part of the treatment decisionmaking process with their patients.

Clinician guides summarize research review findings on the benefits and harms of different treatment options and rate the strength of evidence of the review's conclusions. Clinicians can browse these guides by topic area to find materials related to a specific condition.

Consumer guides, in both English and Spanish, include easy-to-read information on health conditions and treatment options. Clinicians and health professionals can browse these guides by topic area to find materials to order for their practice.

In addition to summary guides, **research reports and reviews** provide a closer look at the extensive scientific research data.





CME/CE activities are available free of charge online for the following health conditions and methods. Check back often for new CME/CE activities.

- **Breathing Conditions**
- **Cancer**
- **Diabetes**
- **Heart and Blood Vessel Conditions**
- **Mental Health**
- **Muscle, Bone, and Joint Conditions**
- **AHRQ Training Modules for the Systematic Reviews Methods Guide**
- **Comparative Effectiveness Research: Relevance and Applications to Pharmacy**

Webcasts and Web Conferences

Webcasts bring together researchers and clinicians to discuss research findings and their impact on future research needs. Recent Webcasts include the following:

- **Applying Existing Evidence to Diabetes Care**
- **Applying Existing Evidence to Cardiac Care**
- **Applying Existing Evidence to Obstetric Care**
- **Applying Existing Evidence to Breast Cancer Prevention and Diagnosis**
- **Applying Existing Evidence to Guide Prescription Medication Use**
- **Integrating Comparative Effectiveness Research Into Everyday Practice**
- **New and Improved: Registries for Evaluating Patient Outcomes and HIT**
- **Carotid Revascularization: Present Patterns of Use, What Will the Future Hold?**
- **Delivering Patient-Centered Outcomes Research to the Nation's Free Clinics**

The Effective Health Care Program Slide Library contains PowerPoint presentations for faculty who educate clinicians, researchers, and other health professionals. Each presentation contains slides, talking points, references linked to PubMed, and keywords to find additional slides on a similar topic. Each slide can be viewed and downloaded, or the Slide Library can be searched by keyword to assemble a custom presentation.

Clinicians can search for summary guides, research reviews, research reports, CME/CE activities, Webcasts, and other resources by health condition or keyword using an **online search**. A list of future reports and guides is available on the **upcoming reports and guides** section of the AHRQ Web site.

If your organization serves policymakers:

Invite your members to use these free resources as background to inform policy decisions and educate stakeholders.

Summary guides of research findings for policymakers can help support policy decisionmaking. Clinician and consumer summary guides are another useful resource for policymakers to learn about patient-centered outcomes research on a broad range of health topics. Policymakers can identify the materials of interest to them by browsing clinician and consumer guides by topic.

Webcasts and Web Conferences

Eisenberg Center Conference Series

AHRQ's John M. Eisenberg Center for Clinical Decisions and Communications Science convenes scientific meetings for discussing concepts in communication and medical decisionmaking. Experts in health communication, health literacy, shared decisionmaking, and related fields produce scholarly white papers (and stakeholder commentaries) that offer insight into how advances in medical science can be transformed into clinical decisionmaking and improved health communication.

Policymakers can search for summary guides, research reviews, research reports, and other materials by health condition or keyword using an **online search**. A list of future reports and guides is on the **upcoming reports and guides** section of the AHRQ Web site.

