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In This Issue:

[Future of Family Medicine](#)

[ACORN Clinician Studies
Community Vital Signs](#)

[ACORN Co-Director to
USPSTF](#)

[Longo to Examine Social
Media, Diabetes Self-
Management](#)

[Your Input Needed](#)

[ACORN Current Study
Updates](#)

[Primary Care Resources](#)



The Future of Family Medicine and YOU

[Family Medicine for America's Health](#) has brought together the eight leading family medicine organizations including the American Academy of Family Physicians, American Academy of Family Physicians Foundation, American Board of Family Medicine, American College of Osteopathic Family Physicians, Association of Departments of Family Medicine, Association of Family Medicine Residency Directors, North American Primary Care Research Group, and the Society of Teachers of Family Medicine. This collaborative is working together to strategically improve the health care system and demonstrate the value and importance of primary care. To implement this plan, they have organized a volunteer group to focus on six major areas: practice, payment, workforce education and development, technology, research and engagement. Both ACORN Co-Directors currently serve on two of the six core teams: Rebecca Etz, PhD on the practice core and Alex Krist, MD, MPH on the research core. Recognizing the focus and importance of this work, we are reaching out to you as our network members and colleagues to play an important role in this mission.

Are there workflow issues or concerns you wish you could investigate and possibly solve? Do you have clinical inquiries



Community Vital Signs in Primary Care Examined by ACORN Clinician

Integrating primary care and public health in the realm of direct patient care has been logistically difficult to achieve. This challenge is primarily due to the vision of community-oriented primary care requiring integration of data from highly diverse domains. Winston Liaw, MD, MPH (above) of Fairfax Family Practice in Fairfax, VA is working closely with ACORN, the VCU Center on Society and Health and the Robert Graham Center to expand knowledge on the incremental benefit of adding public health data at the practice level toward improving health outcomes or care delivery. This study proposes a proof of concept pilot merging EHR data with a set of metrics describing community resources that affect health labeled as “vital signs”- education, poverty, life

you would like to discover about your patient population and community? This is your opportunity to make a contribution and become more involved in practice based or community based participatory research! The primary care community needs more practicing family medicine researchers to examine what is truly important to front line clinicians and their patients. The ACORN network provides opportunities at varying levels of involvement to collaborate with a team of experts including primary care and health services researchers, biostatisticians, research librarians, and epidemiologists, among others. With their help, you can answer the smallest yet significant questions or serve on a team to tackle large scale problems. Grant funding for these activities, especially involving the communities you serve, are available and accessible. In this issue is one of example of how an ACORN clinician is taking on this challenge to help his community provide better care to their patients considering public health information (Community Vital Signs in Primary Care Examined by ACORN Clinician). Take the time to consider how you can enhance the importance of primary care within your community and among your nation.

If you or individuals within your practice want to explore research ideas and opportunities, contact our team via email at ACORN@vcu.edu or by calling 804.828.9625.



ACORN Co-Director Appointed to USPSTF

Alex Krist MD, MPH, Co-Director of Virginia ACORN was recently appointed to the U.S. Preventive Services Task Force (USPSTF). This volunteer independent group of national experts is supported by the Agency for Healthcare



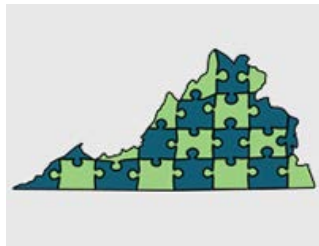
Longo to Examine Social Media and Diabetes Self-Management

Effective self-management is key to successful Type 2 Diabetes management. Social media platforms and technologies have become

expectancy and access to healthy foods. These variables will identify resource poor communities or “cold spots,” hypothesizing that patients coming from those areas are more likely to have worse outcomes and that clinicians will deliver better care if they know a patient resides in a cold spot.

Through this study, Liaw plans to explore how clinicians might apply community vital signs in practices at the point of care. It will also help to understand which community data sources clinicians value, how the data influence care, and how best to incorporate these data into clinical and population health activities.

Research and Quality and the Department of Health and Human Services, making preventive care recommendations on peer reviewed research. USPSTF membership come from the fields of internal and family medicine, pediatrics, behavioral health, obstetrics and gynecology, and nursing. Recommendations of this group have informed clinical standards for professional societies, health organizations, and medical quality review groups. Congratulations to Alex on this honorable achievement!



Your Input Needed!

One of last year's ACORN newsletters featured a new high quality medical research website titled [A Common Wealth of Public Health and Primary Care Information](#). This resource is designed to serve public health, primary care and related healthcare fields to bridge the gap between

more important to patients, especially in the seeking and maintenance of health information. There is a lack of information regarding how diabetes patients and their families discuss and interact on social media concerning diabetes self-management.

Daniel R. Longo Sc.D., a researcher in the Department of Family Medicine and Population Health, along with Marcus Messner, PhD of the Center for Media+Health at the Richard T. Robertson School of Media and Culture at VCU, are leading a case study on the social media engagement of the American Diabetes Association (ADA). This analysis will look at approximately 1,200 Facebook posts by the ADA and its public users focused on the type of information and responses, frequency of likes and shares, and comments by Facebook users on these posts. Additionally, this study will provide an analysis on how a diabetes focused public health organization communicates with its stakeholders and their responses.

Primary Care Resources

Webinar: Engaging Patients to Inform Community Health Research within a Practice-Based Research Network

April 8, 2015 4:00 PM to 5:00 PM EDT

The Clinical Directors Network (CDN) Center for Excellence for Primary Care Practice-Based Research and Learning and N² PBRN: An AHRQ-funded Network of Networks is hosting a webinar on April 8th from 4:00pm-5:00pm EDT to discuss patient engagement in community health research at OCHIN PBRN. [Register now](#) for this webinar.

Emerging Primary Care Trends and Implications for Practice Support Programs

A [new report](#) from the Robert Wood Johnson Foundation-sponsored *Aligning Forces for Quality* (AF4Q) program outlines seven trends shaping the future of Primary Care. The report provides an overview of the evidence supporting the effectiveness of external practice support in improving process and health outcomes in primary care. Three prominent practice support programs are featured, including that of the PBRN [LA Net](#). Recommendations for maintaining financially and strategically viable programs and primary care practices are also discussed.

AHRQ Online Continuing Education Modules Available for Physicians, PAs, NPs, and Medical Assistants

Continuing Medical Education (CME) and Continuing Education (CE) opportunities focusing on patient-centered outcomes research (PCOR) are now available for physicians, physician assistants, pharmacists, nurse practitioners, nurses, case managers, health education specialists and medical assistants on [AHRQ's website](#). For more information, contact Rachel Wagner at Rachel.Wagner@ahrq.hhs.gov.

NQMC Public Health Quality Aims Now Incorporated

Nine of the [Public Health Quality Aims](#) are now represented in AHRQ's National Quality Measures Clearinghouse (NQMC) measure summaries for those measures classified in one of NQMC's Population Health Measure Domains. A complete list of domains can be viewed in the [NQMC Domain Framework](#). These nine aims guide public health practices across the entire system to ensure quality for improving population health outcomes.

Quality Improvement Education for Health Professionals: A Systematic Review

This [systematic review](#), published in the *American Journal of Medical Quality: The Official Journal of the American College of Medical Quality*, describes the use of clinical measures in quality improvement (QI) education for health professionals. The research team used clinical measures to evaluate the prevalence of QI curricula and their association with several curricular features. Though effective QI education should measurably improve patient care, the research team found that little more than half of the published QI curricula studies included clinical measures.

Citation: Starr, S. R., Kautz, J. M., Sorita, A., Thompson, K. M., Reed, D. A., Porter, B. L., & Ting, H. H. (2015). Quality Improvement Education for Health Professionals A Systematic Review. *American Journal of Medical Quality*, 1062860614566445

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Comments and feedback are welcomed and encouraged. If you or your practice would like to share information about your quality improvement and research activities, to submit a question or topic for the ACORN Clinician Perspective, or have other input you would like to provide, call 804.828.9625 or email ACORN@vcu.edu.



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ACORN	Current	Study	Updates
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Redesigning Diabetes Work Processes for Population-Based Primary Care			
Short Study Title: Supporting Practice Adoption of Registry Based Care (SPARC)			
Purpose: To evaluate the effectiveness of a multi-faceted organizational change intervention focused on diabetes registry adoption.			
Update: Baseline medical record review and qualitative site visits have begun. Champion meetings for all practices were scheduled for mid-March.			

Implementing Personal Health Records to Promote Evidence-Based Cancer Screening			
Short study title: MyPreventiveCare (MPC)			
Purpose: To learn how practices engage patients to provide tailored, patient centered, preventive care recommendations, educational materials, resources and tools to inform and activate patients.			
Update: Baseline data for ACORN and OCHIN study practices has been collected. The data tells a fascinating story about preventive care practices and patient engagement using health information technology. The research team has partnered with the VCU School of Art (CoLab) and MyPreventiveCare will have an amazing new look and feel for all practices in April.			

An Interactive Preventive Health Record to Increase Colorectal Cancer Screening			
Short study title: My Colorectal Cancer Screening (My CRCS+)			
Purpose: To develop an effective, interactive, web-based tailored decision aid tool within a personal			

Update: Video production is underway to create 42 unique videos addressing patient-reported barriers to stool test and colonoscopy. Patients and community members are participating in prototype and cognitive testing of the videos, the written intervention text materials and graphics to ensure the materials are salient and understandable. Refinement of the MyCRCS+ Project tailored patient portal tool continues as feedback is received from patients.

Understanding Patient Preferences for Informed Decision Making (IDM)

Short Study Title: Patient Preferences for IDM

Purpose: To explore patients' preferred approach to cancer screening using an interactive website about informed decision-making preferences, study the assistance offered by clinicians, its congruence with patient preferences, and effect of website exposure on conversation and decision outcomes.

Update: More than 2,000 patients have taken a survey regarding how they approach cancer screening decisions. Analysis of responses is underway and writing teams are beginning to prepare manuscripts to report the results.

What Do Vulnerable Patients Want in Publically Available Health Care Consumer Reports?

Short Study title: Health Care Consumer Reports

Purpose: To make recommendations for consumer reports for Type 2 Diabetes by engaging vulnerable populations' perceptions of their needs.

Update: Development of a consumer report on diabetes is in process and will be based on two rounds of patient focus group perspectives on information to assist them in self-management. Findings indicate that patients do not find consumer reports helpful, they seek physician information through friends and relatives, and are far more interested in information about ways to self-manage diabetes. These findings are contrary to the intent of the Affordable Care Act and other initiatives claiming that consumer reports could reduce disparities in care.