Health Equity and Research in Practice: A Virtual Convening #1

Friday, February 26th, 2020
About HCGC

OUR MISSION

To improve the quality, delivery, and value of healthcare and the overall health for all people in the Columbus region.

OUR VISION

Optimal health for all people in the Columbus region.

WHAT WE DO

Using a collaborative process, we are:
- Fostering shared learning and communication,
- Collecting and sharing aggregate health data, and
- Scaling knowledge and innovation.

Pursuing the best health for all people in the Columbus Region
**HCGC Overview**

**Value-based Primary Care**

**Quality Improvement**

**Care Coordination/Population Health**

**Health Disparities:**
HCGC’s mission is designed to serve “all people.” However, we are acutely aware that total population measures can hide wide-ranging disparities among different portions of our community. HCGC is committed to seeking opportunities to close health disparity gaps.

**Employers as Key Healthcare Stakeholders:**
Employers play a special role in funding our current healthcare system. HCGC has experienced that the wide variety in the Central Ohio’s self-insured and fully insured employer market makes singular employer strategies impractical. HCGC seeks opportunities to address cost issues whenever possible.

Pursuing the best health for all people in the Columbus Region
HCGC Portfolio of Work

QUALITY TRANSPARENCY & IMPROVEMENT
REGIONAL PERFORMANCE DETAIL: NOVEMBER 2020

Telehealth Visits Completed (March-June 2020):
203,259

Patient Lives Being Served in Columbus and Surrounding Counties:
over 900,000

Practice Sites:
223

Primary Care and Behavioral Health Organizations:
13

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PATIENT FAMILY ADVISORY COUNCILS (PFACS)
SINCE PROJECT BEGAN IN 2017:

- 2,200 patients engaged
- 420 PFAC meetings held
- 38 virtual PFACs held in 2020 due to COVID-19

PCORI AWARDS

DISSEMINATION: Over two years, HCGC disseminated 100+ PCORI-funded research studies to 2,000+ stakeholders. In addition, HCGC created a toolkit supporting research dissemination that will be released to the public in early 2021.
Major HUB Updates

Columbus City Attorney Project:

- **100** Individuals Enrolled
- **71** Individuals Successfully Completed and Discharged

5 Most Frequently Opened Pathways for Participants:
- Education (459)
- Social Service (401)
- Behavioral Health (51)
- Medication Assessment (49)
- Medical Home (17)

Birth Update:

86% of babies born to mothers in the Central Ohio Pathways HUB... are born at a healthy birth weight.

#CentralOhioHUB
#CollaborateColumbus

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COVID – 19 Efforts

Central Ohio Pathways HUB

COVID-19 Related Education for HUB Clients

Since the pandemic started HUB CHWs have opened almost 859 education pathways related to COVID-19.

These services are essential to addressing racial disparities amidst this crisis:

- White: 25.4%
- Black or African American: 58.3%
- Other Minority: 15.3%

Adult Health
Personal Hygiene
Finding a Testing Site
Vaccinations
PCORI Dissemination

Social Media Highlights
Over 18 Months (March 2019-August 2020):

PCORI posts across Facebook, Twitter and LinkedIn

Engagements/Views on Facebook Alone

Average Engagements per Post
Health Equity and Research in Practice
Virtual Convening #1

Featured Content:
- An overview of Patient Centered Outcomes Research (PCOR)
- Research spotlights that address health equity in communities
- Facilitated panel featuring patients, providers, and payers

Featured Presenters:
Al Richmond, MSW
Executive Director, Community-Campus Partnerships for Health
Promoting social justice & health equity

Denese Neu, PhD, MS
Engagement Officer, Patient Centered Outcomes Research Institute
Public and Patient Engagement

Pursuing the best health for all people in the Columbus Region
Getting to Know Our Audience

Directions:

1. Open the camera app on your phone
2. Hold your camera up to the QR code

Or

1. Go to slido.com
2. Enter #HCGC
Getting to Know PCORI

Opportunities for Involvement and Partnering in Patient-Centered Research

Denese Neu, Engagement Officer

Health Equity and Research in Practice: a virtual convening
Healthcare Collaborative of Greater Columbus
February 26, 2021
Objectives for Today

• About PCORI and Our Approach
• The What, Why, and How of Engagement
• Get Involved with PCORI
• Q & A
About PCORI

Our Approach to Research
About Us

- An independent research institute authorized by Congress in 2010 and governed by a 21-member Board of Governors representing the entire healthcare community
- Fund comparative clinical effectiveness research (CER) that engages patients and other stakeholders throughout the research process
- Seek answers to real-world questions about what works best for patients based on their circumstances and concerns
The Patient-Centered Outcomes Research Institute: Established to Meet Stakeholders’ Needs

“The purpose of the Institute is to assist patients, clinicians, purchasers, and policy-makers in making informed health decisions by advancing the quality and relevance of evidence concerning the manner in which diseases, disorders, and other health conditions can effectively and appropriately be prevented, diagnosed, treated, monitored, and managed through research and evidence synthesis... and the dissemination of research findings with respect to the relative health outcomes, clinical effectiveness, and appropriateness of the medical treatments, services...”

—from PCORI’s authorizing legislation
How Is Our Research Different?

PCORI funds **comparative clinical effectiveness research (CER)**—comparing benefits and harms of at least two methods to prevent, diagnose, treat, and monitor a clinical condition or improve care delivery

- We fund research on **which care options work**, for whom, under which circumstances
- We aim to produce evidence that can be easily **applied in real-world settings**
- We focus on **answering questions most important to patients** and those who care for them
- We **engage** patients, caregivers, clinicians, insurers, employers, and other stakeholders throughout the research process
Three-Year Funding Commitment Plan
Averaging More Than $500M per year

**Research**
- Full range of research awards in response to PCORI Funding Announcements
- Short-term and long-term priorities

**Dissemination and Implementation (D&I) Activities**
- Several lines of awards, including large-scale implementation projects
- Other D&I activities

**Infrastructure/Accelerating PCOR**
- Engagement awards
- Community-building projects
- Workforce awards
- PCORnet infrastructure awards

**New Initiatives/Emerging Issues**
- New research, D&I, infrastructure, or other initiatives focused on emerging issues

www.pcori.org/2021-opportunities
The What, Why, and How of Engagement
Core to our mission

“Patient-centeredness”
- Addresses outcomes (both benefits and harms) that are important to patients
- The interventions proposed for comparison are currently available to patients
- Study design is low-burden to participants

“Patient and stakeholder engagement”
- Patients and stakeholders are partners in research, not only “subjects”
- Can occur by building upon existing relationships, or developing new ones
- Leverages the expertise of patients, clinicians and other stakeholders for the purpose of improving study design and conduct
- Includes a range of engagement approaches: input, consultation, collaboration, shared leadership
There Is A Continuum Of Engagement Practices

Levels of partners’ decision-making authority for study design and implementation

Input
- Focus Groups, Town Halls, Crowdsourcing

Consultation
- Advisory Committee

Collaboration
- Patient Co-I or Multi-Disciplinary Executive Team

Shared Leadership
- Patient Co-PI, Patient-led tasks

Adapted from:
Hanley et al. (2004). Involving the public in NHS, public health and social care research.
## Engagement Makes a Difference

PCORI has shown that engagement makes meaningful differences in studies’

| **User-Orientation & Acceptability:** | studies in which patients and clinicians will be willing to participate based on burden, usability, and alignment with preferences, values, and needs |
| **Feasibility:** | interventions, enrollment, and data collection that are more doable in real-world settings |
| **Study Quality:** | study rigor, comprehensiveness, and quality of materials and products |
| **Relevance:** | results applicable and important for decision-making |
| **Engagement Scope & Quality:** | engagement processes are effective, and stakeholders are well equipped |

Resource: Engagement Rubric Overview

Potential Activities:
- Planning the study:
  - Developing research questions
  - Selecting relevant outcomes
  - Define study population characteristics

- Conducting the study:
  - Drafting or revising study materials
  - Participating in study recruitment
  - Participating in data analysis

- Disseminating study results:
  - Identifying partners for dissemination
  - Participating in dissemination efforts
  - Presenting information about the study

Real-World Examples:
- Planning the study:
  - Patient organization surveys members on treatment preferences
  - Clinicians suggest a third arm to study based on variability in practice

- Conducting the study:
  - Patients develop informed consent to make it understandable to participants
  - Patient representative serves on data safety monitoring board

- Disseminating study results:
  - Research team holds stakeholder summit to speed implementation of findings
  - Research team introduces study at a patient advocacy conference to inform community of the research

PCOR Principles:
- Reciprocal Relationships
- Co-Learning
- Partnerships
- Transparency, Honesty, Trust

Reciprocal Relationships: Demonstrated when roles and decision-making authority of all research partners are defined collaboratively and clearly stated
Co-Learning: Researchers help patient partners better understand the research process, and researchers will learn about patient-centeredness and patient/stakeholder engagement
Partnerships: The time and contribution of patient and other stakeholder partnership is valued and demonstrated through compensation, cultural competency, and appropriate accommodations
Transparency, Honesty, Trust: Major decisions are made inclusively and information is shared readily among all research partners

Learning Packages to Support Multi-Stakeholder Research Teams

Research Fundamentals

- Provides foundational knowledge in PCOR/CER to nonscientist participants on research and other projects.
- Free and publicly available at https://pcori.org/research-fundamentals

Building Effective Multi-Stakeholder Research Teams

- For new and experienced researchers and stakeholder partners, offers practical guidance and resources to support multi-stakeholder teams in effectively working together.
Getting Involved with PCORI
Engagement: A Foundation for Everything PCORI Does

- Research Partnerships and Capacity
- Research Priorities
- Funding and Conduct of Research
- Dissemination and Implementation
- Policy and Practice

- PCOR Skill Building and Infrastructure Development
- Topic Solicitation, Advisory Panels
- Merit Review, Research Teams
- Peer Review, Knowledge Sharing, and Uptake of Findings
- Impacting Institutional Policies and Clinical Practice
Engagement at Every Step
Building an inclusive research culture

**Research Partnerships and Capacity**
- 528 Eugene Washington Engagement Awards to build patient and stakeholder capacity to partner in research
- 365 PCORI Ambassadors

**Research Priorities**
- 290+ stakeholders have served on PCORI Advisory Panels
- 1000+ unique organizations have participated in PCORI’s workshops, work groups, and roundtables

**Funding and Conduct of Research**
- 690+ patients and other stakeholders have served as merit reviewers
- 694 funded research projects in our portfolio engaging patients and stakeholder communities

**Dissemination and Implementation**
- 35 awards to actively disseminate and implement PCORI research results using approaches guided by stakeholders

**Policy and Practice**
- 300+ patient and stakeholder peer reviews submitted for final research reports
- 16 Hill Briefings, Salons, and public input meetings to talk with the public and policymakers

As of December 2020
Advisory Panel Openings

- PCORI is now accepting nominations and applications for its five advisory panels:
  - Advisory Panel on Rare Disease (RDAP)
  - Advisory Panel on Clinical Trials (CTAP)
  - Advisory Panel on Patient Engagement (PEAP)
  - Advisory Panel on Clinical Effectiveness and Decision Science (CEDS)
  - Advisory Panel on Healthcare Delivery and Disparities Research (HDDR)

- Applications due **March 31, 2021 by 5 pm ET**
  - PCORI accepts third-party nominations for its advisory panels.
  - Please send a PDF of your nomination letter to the applicant.

- The application, along with more information on each panel: [https://www.pcori.org/AP-Openings](https://www.pcori.org/AP-Openings)
Select PCORI Engagement Opportunities

- **Call for Merit Reviewers**
  - PCORI invites patients, caregivers, clinicians and other stakeholders who are passionate and committed about PCOR to serve as merit reviewers for PCORI.
  - Applications are accepted on a rolling basis.
  - Learn more:  www.pcori.org/engagement/engage-us/become-merit-reviewer

- **Ambassador Program**
  - The PCORI Ambassador Program is a national, volunteer network of healthcare stakeholders aiming to shift the culture of health research to be more patient centered.
  - There are no educational or certification requirements to become a PCORI Ambassador.
PCORI Ambassador Program

- PCORI Ambassadors are members of an online, volunteer community of PCOR supporters who are committed to **shifting the culture of health research to be more patient-centered**.
  - Learn more about the diversity of our membership and their PCOR experience with the networking tool “**The Ambassador Center**” or check out the **website**.
- We encourage PCORI-funded study team members and partners to **become Ambassadors**!
  - It is as easy as completing an online **interest form** and optional online training.
  - Ambassador membership spans the spectrum of health care stakeholders.
  - There are no educational, training, or time requirements to join.
- **Become a part of the PCORI Ambassador Community!** Be on the lookout for materials to circulate with research staff and partners to consider joining!
PCORI Annual Meeting

On Demand @ pcori.org/2020-annual-meeting

SAVE THE DATES! Wednesday, November 17 – Friday, November 19, 2021
Contact Information

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Questions, Comments, Feedback

Healthcare Collaborative of Greater Columbus

Pursuing the best health for all people in the Columbus Region
Community-Campus Partnerships for Health
Promoting Health Equity and Social Justice

HCGC PCORI Webinar Series
February 26, 2021
The mission of Community-Campus Partnerships for Health is to promote **health equity** and **social justice** through **partnerships** between communities and academic institutions.
What we Believe

Authentic partnerships facilitate social justice and health equity
What is Health Equity?

• “Health equity” is assurance of the conditions for **optimal** health for all people

• Achieving health equity requires
  • **Value** all individuals and populations equally
  • Recognize and rectify **historical injustices**
  • Provide **resources** according to need
  • Fundamental **shift in how we think** about those at the “margins”

• Health disparities will be eliminated when health equity is achieved

Jones CP, Systems of Power, Axes of Inequity: Parallels, Intersections, Braiding the Strands. Medical Care 2014; 52 (10 Suppl 3: 571-575)
What is Health Equity?

Jones CP, Systems of Power, Axes of Inequity: Parallels, Intersections, Braiding the Strands. Medical Care 2014; 52 (10 Suppl 3: 571-575.)
What is Health Equity?

• Assurance of the conditions for optimal health for all people

• Requirements
  - Equal value of all individuals/populations
  - Recognition and rectification of historical injustices
  - Provision of resources according to need
  - Fundamental shift in how we think about those at the “margins”

• Elimination of health disparities when health equity is achieved

Jones CP, Systems of Power, Axes of Inequity: Parallels, Intersections, Braiding the Strands. Medical Care 2014; 52 (10 Suppl 3: 571-575)
Social Determinants of Health

“Social determinants of health are the **conditions** in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the **distribution of money, power and resources** at global, national and local levels, which are themselves influenced by policy choices. The social determinants of health are **mostly responsible for health inequities**…”

http://www.who.int/social_determinants/en/
Social Determinants of Health

Population Health

- Physical Environment
  - Environmental quality
  - Built environment
- Socio-Economic Factors
  - Education
  - Employment
  - Income
  - Family/social support
  - Community safety
- Health Care
  - Access to care
  - Quality of care
- Health Behaviors
  - Tobacco use
  - Diet & exercise
  - Alcohol use
  - Unsafe sex

Source: Authors' analysis and adaptation from the University of Wisconsin Population Health Institute's County Health Rankings model ©2010, http://www.countyhealthrankings.org/about-project/background
The Impact of Racism on Health

Racism is a **system of structuring opportunity** and **assigning value** based on the social interpretation of how one looks (which is what we call “race”), that **unfairly disadvantages** some individuals and communities, **unfairly advantages** other individuals and communities, and **saps the strength** of the whole society through the **waste of human resources**.

Toward the Science and Practice of Anti-Racism: Launching a National Campaign Against Racism
Camara Jones. *Ethnicity & Disease*, Volume 28, Supplement 1, 2018
What Can We Do?
Authentic Partnership

An authentic partnership builds upon identified strengths and assets and also works to address needs and increase capacity of all partners.

Citation: Achieving the Promise of Authentic Community-Higher Education Partnerships: Community Partners Speak Out! CCPH, 2007
Facilitating Patient and Stakeholder Engagement through Partnerships

✔ Patients want **Trust**,  
✔ Patients require evidence of **Trustworthiness**,  
✔ Patients want **Transparency**, and  
✔ Patients want to be **Partners**.

Facilitating Patient and Stakeholder Engagement Through Partnerships  
Funded by PCORI EAIN 2517
Where do you see yourself on the Community Engagement Continuum?

- Outreach: Provide information and services
- Consult: Get information or feedback from the community
- Involve: Invite community participation on specific issues
- Collaborate: Form partnerships with the community on each aspect of a project from development to completion
- Shared Leadership: Form strong partnership structures among participating entities

(Source: Clinical and Translational Sciences Awards Consortium Community Engagement Key Functions Committee Task Force on the Principles of Community Engagement, 2011.)
CCPH Model for Authentic Partnerships

- Guiding Principles of Partnership
- Authentic Partnership
- Quality Processes
- Meaningful Outcomes
- Transformative Experiences
Become a CCPH Member!

• Colleagues who share your passion for partnerships and social justice
• Online membership directory and member interest groups
• Substantial discounts on CCPH events
• Savings on books and other educational products
• Training and technical assistance through our Consultancy Network
• Monthly Members Only E-Newsletter
• Opportunities to influence policy on issues you care about
• Knowledgeable staff who are responsive to your requests

Join us: tinyurl.com/y6a7h1cx
For more information

Visit our website: www.ccphealth.org

Email: al.richmond@ccphealth.org
Community Discussion

Directions:
1. Open the camera app on your phone
2. Hold your camera up to the QR code

Or
1. Go to slido.com
2. Enter #HCGC
Next Steps and Wrap Up

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THANK YOU!

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