The Power of Partnerships

Raising Awareness Starting the Conversation
Using Shared Decision Making to Treat Vulvovaginal Atrophy

Presenters

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What do two PBRN networks, 12 primary care practices, 4 gyn clinics, a Patient Engagement and communications company, a sexuality resource center and a medical education association have in common?
The Project
Partnership to improve care for patients for patients with vulvovaginal atrophy through shared decision making.

Raising Awareness: Starting the Conversation

The Players
- IPMA – Project Coordination
- WREN – PL academic detailing, practice facilitation
- Duke PCRC – academic detailing, practice facilitation
- Emmi Solutions – Shared Decision Making Patient Tool Developer
- A Woman's Touch – Patient Sexuality Expert
- Clinical Advisory Panel
- Patient Advisory Panel

Funding
- Competitive Peer Review Process
- North American Menopause Society serving as decision maker
- Funding through Pfizer Independent Grants for Learning and Change
- Grant process focused on clinician process and patient outcomes
Project Basics
Raising Awareness Starting the Conversation

- Two year grant January 2014 – December 2015
- Paul Smith, MD Principal Investigator from WREN
- Rowena Dolor, MD, Kristine Schmit, MD and Anne Ford, MD from Duke PCRC

Primary Goal

- To change clinician behavior to increase appropriate management of symptomatic VVA that results in improved QOL of women ages 50-80.

Secondary Goals

- Increase women’s awareness
- Increase clinician and clinic staff knowledge
- Develop an internet-based toolkit
- Increase diagnosis rates of symptomatic VVA in women age 50-80
- Increase satisfaction with QOL for women
How Are We Planning to Meet Goals?

- Educational Program
- Shared Decision Making for Patients
- Stepped Wedge Study Design
Educational Plan for Clinicians

- Spaced Education Activities on VVA and Shared Decision Making
- Academic Detailing Meetings with pre-enrollment training
- Performance Improvement Project with PI CME Credit

Unique Project Elements

- Q Stream Education
  - Clinical
  - Shared Decision Making
- Emmi Solutions
  - Shared Decision Aid

Qstream Spaced Education

- Designed to improve retention of knowledge
- Developed at Harvard
- A question of the day delivered
- Learner must master content before question is retired
- CME credit upon completion
Shared Decision Making
Emmi Solutions

• Emmi is a leading provider of patient engagement software
• EmmiDecide™ supports the decision-making process with programs that explain alternatives, discuss risks clearly, and then deliver appropriate options and next steps.

Shared Decision Making
Emmi Solutions

• Emmi has worked with us to develop a shared decision aid on VVA
• All participating clinic patients will have access to the decision aid

[Diagram of reproductive system with text: "This is where many of the hormones which control your period are made (like estrogen)."]
Accomplishments to Date

- Initial roll-out of Spaced Education in 5 clinic sites
- Patient enrollment to start in October
- IRB applications in final stages at both UW and Duke
- On-line shared decision making tool nearly ready

Lessons Learned

**Strengths**
- First time partnership
- Spaced Education Activities prior to academic detailing
- Web based Emmi Solutions shared decision making tool
- Patient voice in initiative design
- Primary care and gyn practices
- Collaboration among diverse groups

**Opportunities**
- First time partnership
- This topic is not of high interest or demand in clinical practice

Thank you!

Questions?