

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 – PI, 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

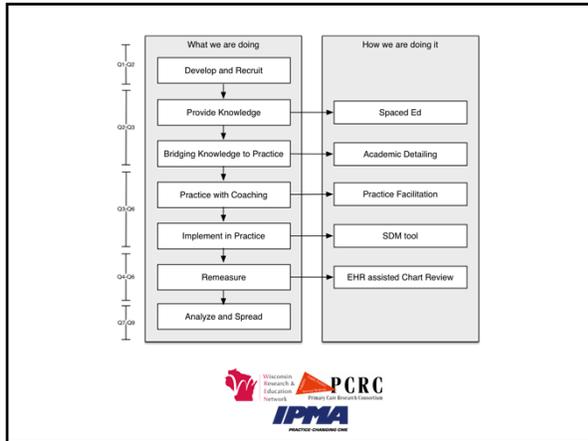
- To change clinician behavior to increase appropriate management of symptomatic VVA that results in improved QOL of women ages 50-80.

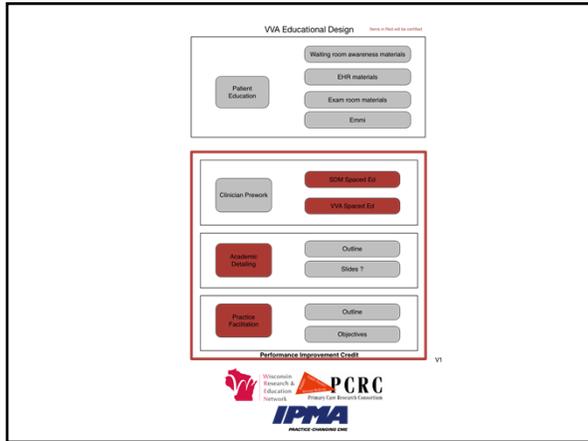


Secondary Goals

- 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

Logos for Wisconsin Research & Education Network, PCRC, and IPMA are at the bottom.

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

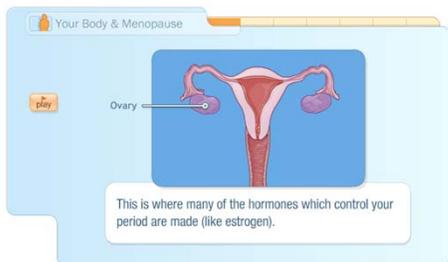
- Emmi is a leading provider of patient engagement software
- EmmiDecide™ supports the decision-making process with programs that explain alternatives, discuss risks clearly, and then deliver appropriate options and next steps.



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





VVA

How comfortable are you talking to your doctor about any VVA problems?

1 - Not comfortable at all
 2
 3
 4
 5 - Very comfortable
 I'm not really sure

Choosing a Treatment

Cost without insurance

Lifestyle changes
 Moisturizers & lubricants
 Vaginal estrogen
 Ospheña

Choosing a Treatment

Risks

Not doing anything: High chance of WA getting worse
 Lifestyle changes: None
 Moisturizers & lubricants: None (commercial), Possibly too much estrogen (wild yam cream, soy)
 Vaginal estrogen: Increased chance of endometrial hyperplasia, blood clots.
 Ospheña: Increased chance of endometrial hyperplasia, blood clots.

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?