



The WREN Review

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Fall 2014

2014 Convocation Report *Perspectives from the Director*

"WRENovation: Celebrating Your Work, Planning Our Future" was the theme for the 2014 WREN Convocation of Practices held in the Wisconsin Dells, September 18–19. Day 1 showcased results of recent WREN studies, and included focus groups to gauge member experiences (see page 4).

Dr. Andy Wright from Richland Center set the stage for the focus groups with his talk, "How participation in WREN has improved our clinical practices." Andy presented a compelling case that research participation contributed to:

- teambuilding
- a sense of well-being and accomplishment in advancing the quality of primary care
- an opportunity for service
- broadening clinicians' and patients' expectations and approach to the primary care visit.

And he didn't pull punches when it came to the downside of some projects, giving WREN good ideas about what to avoid in the future!

Day 2 was devoted to WREN's progress. Dr. John Hickner, Chair of Family Medicine at the University of Illinois–Chicago and editor of the Journal of Family Practice, gave an inspiring talk "PBRNs: Past, Present and Future" in anticipation of a World Café event (see page 4) designed to help WREN plan for future growth and assessment.



Dr. David Hahn, in his "WRENovation" hard hat, and Dr. John Hickner, plenary speaker

John gave a historical view of the early origins of research in general practice dating from Sir James MacKenzie in the mid-1800s to the present and predicted that:

- PBRNs will evolve and become incorporated into health systems
- PBRNs will be important structures for quality improvement
- PBRNs will become part of the research infrastructure of healthcare systems
- the name will change to Primary Care Research Networks.

In spite of the growing importance and incorporation of PBRN work into primary care practice, John also predicted that it won't get any easier to get funding to support it. We must state our case and prove our worth as we continue this important research!

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Convocation materials online

Missed a session at the Convocation? Couldn't make it at all but heard how great it was? You can review all the slides online!

fammed.wisc.edu/research/wren/meetings/archive/2014-convo-media



Patient Perspectives at the WREN Convocation

Including patient voices in this year's Convocation was an exciting new development for WREN. While it may seem obvious that the patient is central to the concept of primary care, successfully integrating patient voices into our research and healthcare conversations takes consideration, time and preparation.

WREN has made significant strides in patient engagement over the past year. With our multi-site study called Implementing Networks Self-Management Tools Through Engaging Patients and Practices (INSTTEPP), we engaged eight patient advisors from four clinics throughout the state in conversations about self-management support tools for chronic conditions. The clinicians



Sue Mrdjenovich engaging in conversation at the poster session

and care managers joining these conversations found the patient perspectives refreshing, informative and critical. The INSTTEPP study launched important relationships with patients that WREN hopes to continue in the future.



Joe Cech asking a question of a speaker

Three patient advisors from around the state attended the 2014 WREN Convocation and engaged in conversations about issues of importance to primary care. Many thanks to Sue Mrdjenovich from Bayfield, Joe Cech from Kendall/Tomah and Larry Green from Milwaukee for being trail-blazers and helping to enlighten and inform the mission of WREN.

"It has taken a full century for the patient's perspective to go from being routinely ignored to being hailed as a pillar of an ideal health care system. Although that ideal has yet to be realized, the path to building a patient-centered health system in the real world is clearly marked."

–Michael Millenson
Building Patient-Centeredness in the Real World: The Engaged Patient and the Accountable Care Organization

Clinics Recognized for Participation in WREN Studies

WREN is pleased to recognize the following clinics for their participation in WREN research during fiscal year 2014 (7/1/13–6/30/14).

Clinics were recognized with certificates at the 2014 WREN Convocation.

Leveraging Practice Based Research Networks to Accelerate Implementation and Diffusion of Chronic Kidney Disease Guidelines in Primary Care Practices:

- Aurora Sheboygan Clinic
- Bread of Healing Clinic
- GHC Capitol Clinic
- Milwaukee Health Services, Inc.
- NorthLakes Community Clinic
- Richland Medical Center
- Scenic Bluffs Community Health Center
- UW Health – Augusta
- UW Health – Cottage Grove
- UW Health – Odana Atrium
- UW Health – Sun Prairie

Workflow Assessment for Health IT Toolkit:

- Best Care Pediatrics
- Bridge Community Health Center
- Ellsworth Medical Clinic
- HSHS Medical Group Family Health Associates
- Randolph Community Clinic
- Riverview Lakes Area Medical Center
- Scenic Bluffs Community Health Centers
- Sunrise Family Care Center

Poster Session Encourages Discussion

The Convocation's poster session included a wide variety of presenters and topics. Medical students, fellows, community members and faculty shared their research findings and future project ideas.



Poster presenter Saamia Masoom and attendee in discussion

Topics included:

- Clinician/patient communication
- Improving immunization rates
- Infectious disease prediction, monitoring & treatment
- Asthma prevalence
- Training issues
- Community engagement
- Information Technology innovations
- Cost analyses



Poster presenter Greg Lines and attendee in discussion

One poster presenter, Roberta Carrier, is a community pharmacist in Madison, WI. She came to the WREN Convocation to meet clinicians interested in strengthening the clinician/community pharmacist relationship. With the ability to talk with colleagues in this informal, one-on-one session, Dr. Carrier found the poster session helpful to developing new opportunities.



Dr. Carrier discussing her poster with an attendee

All in all, participants found common ground, gathered new ideas and left with revised perspectives. We look forward to seeing the next outcomes!

"I learned a lot about PBRNs and the history of WREN at this conference! I think the fundamentals of the organization are wonderful and definitely a springboard for discovering better ways to practice medicine, get patients to and through their clinic visits, and can provide an opportunity for reduced costs and avoidance of unnecessary treatments."

– Conference participant

Clinics Recognized (from pg. 2) *Real-Time Surveillance for Influenza across a Statewide Primary Care Network:*

- Aurora Sheboygan Clinic
- Aurora St. Luke's
- Aurora Sinai
- Affinity Medical Group
- Best Care Pediatrics
- Mayo Clinic Health System–
Franciscan Healthcare Tomah
- Milwaukee Health Services, Inc.
- Mile Bluff Clinic
- NorthLakes Community Clinic
- Richland Medical Center
- Scenic Bluffs Community Health Centers
- UW Health – Augusta
- Vibrant Health

INSTTEPP: Implementing Network's Self-Management Tools through Engaging Patients and Practices:

- Mayo Clinic Health System–
Franciscan Healthcare Tomah
- Milwaukee Health Services, Inc.
- NorthLakes Community Clinic
- Richland Medical Center

Patient and Provider Perspectives on Hypertension Management for Young Adults:

- Milwaukee Health Services, Inc.
- Richland Medical Center
- UW Health – Northeast
- UW Health – Odana Atrium



MHSI staff and patient Larry Green accepting their certificate of recognition

Stakeholder Engagement: Focus Group Discussion with Prior WREN Project Participants

Clinic staff with experience in WREN studies were invited to take part in a focus group at the conference. The aim of the focus groups was to perform a qualitative study into the experience of clinic teams who've participated in WREN practice-based research studies. A total of twenty-seven participants were placed into four focus groups. Participants took part in a two-hour recorded conversation and were asked a series of questions about what it was like to participate in WREN studies. The focusing question was, "How has participation in practice-based

projects impacted you and/or your practice?"

Currently, there is limited documentation available about the experience of practice-based research from the practice perspective. This study will help to unveil the experiences of practice participant stakeholders to inform the future direction of WREN and other Practice-Based Research Networks, and their partnerships with clinics. Study results may also help to advise others interested in doing practice-based research with

clinics. WREN will perform a qualitative analysis of the results and prepare a manuscript for publication.

Thank you again to everyone who took the time to participate to help us improve the way we work with clinics!



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Future Directions for WREN

Where does WREN go from here? That was the ultimate question posed to Convocation attendees during the World Café, a participatory consultation process designed to promote networking and solution-building. About fifty participants discussed each of the following three questions and prioritized the main themes that emerged by consensus:

1) *In a perfect world, what does practice-based research look like or feel like?*

- Practice-based research becomes the norm in clinical practice
- Sufficient resources are dedicated (money/time)
- Outcomes are meaningful for patient, clinic and community
- Everyone provides input
- Patients demand to be a part!

2) *Who does WREN need to bring to the table to move toward this ideal?*

- Patients
- Whole clinic teams
- Insurance/large health systems (must demonstrate value to these)
- Funders
- Higher-ups/management (get administrative buy-in)

3) *Based on our picture of the perfect research world and the important stakeholders we want to include, what are the first steps WREN should take to go from here?*

- Improve marketing of what we do
- Expand our membership (increase diversity)
- Engage key stakeholders (hold summit with them)
- Broadly disseminate study findings/outcomes



Erin Legee, WREN Research Coordinator, facilitating discussion at the World Café

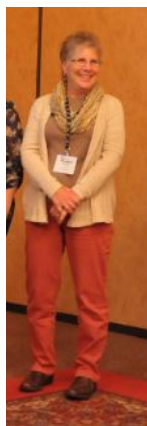
World Café is a method for leading conversations about questions that matter and for helping groups efficiently link and build onto each other's ideas and discover deeper patterns and insights. Results from the World Café are being examined in detail and participants' recommendations will be taken to WREN's Steering Committee for further action. Thank you to all who participated in this engaging endeavor!

A Source of Reward

The WREN Convocation was rewarding in a number of ways. Developing and strengthening relationships, generating new ideas, and learning new concepts and outcomes were part of the day and a half session. A couple of attendees also reaped additional rewards.

For those who stayed for the full conference, a drawing was held for a free night's stay at the Glacier Canyon Lodge (including waterpark admission). The lucky winner was Sherry Hansen, WREN Clinic Liaison at the Richland Medical Center clinic.

Sherry Hansen, WREN Clinic Liaison, Richland Medical Center



At the conclusion of the Convocation, all attendees were asked to fill out an online survey regarding their perspectives of the conference. If interested, survey respondents could enter to win a \$30 Amazon gift card. That lucky winner was Mary Goodale, RN from Milwaukee Health Services, Inc.

Congratulations to Sherry & Mary!



Conference participants engaging in discussion

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For WREN Staff bios, please see
fammed.wisc.edu/research/wren/
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Contribute to research in just 10 minutes or less a month...

Join the Wisconsin Primary Care Clinician Survey Group

It's easy to join! Just follow these steps:

- Log on to www.wren.wisc.edu and click on "Join Survey Group."
- Complete the registration form: Become a WREN member at no cost, and click "yes" when asked about participating in the Primary Care Survey Group.
- Begin receiving survey invitations by email about once a month and contribute your knowledge to primary care practice and research.

