COALITION YEAR ONE ACCOMPLISHMENTS

Technical Expert Clinical User Patient Panel (TECUPP)
By the end of year one of the project, the Coalition assisted the AAHPM’s project team with establishing the TECUPP to ensure a broad range of stakeholder input on the development of the measures for patients with serious illness. A measure specification panel (MSP), a subset of the TECUPP, was also created to provide expertise in measure development and testing methodologies. The TECUPP and MSP were convened both virtually and in-person following the CMS Measures Blueprint process.

Specifically, the Coalition was responsible for:

- Contributing to the creation of the TECUPP Charter.
- Disseminating project information to recruit a broad array of representatives for TECUPP and raise awareness of the TECUPP opportunity through its ten organization members and other multiple channels, including external partners from the National Consensus Project for Quality Palliative Care (NCP).
- Promoting the call for TECUPP nominations through its member organizations, workgroups, website, blog, social media and other outreach mechanisms with external partners (i.e., chat boards, webinars, meetings, etc.).
- Collaborating with and involving the National Patient Advocate Foundation (NPAF) to ensure that patients with serious illness and caregivers were included in the TECUPP nomination process.
- Managing the TECUPP/MSP application and nomination process and initiating the review and selection process of the TECUPP and MSP nominees.
  ➢ Thirty individuals were selected for the TECUPP who represent differing perspectives and areas of expertise (i.e., measure development technical experts, clinicians, clinical specialty societies, patient advocacy groups, patients, families, caregivers, healthcare systems and others).
- Communicating the TECUPP selection to the public that included posting an announcement on the project’s webpage and via the Coalition’s news and social media messaging as well as to its members and stakeholders.
- Assisting with the planning and convening of an initial TECUPP virtual orientation meeting (via telephone/video conference) held March 28, 2019, and in-person TECUPP and MSP meetings held April 10-11, 2019, respectively.
  ➢ The initial orientation virtual meeting introduced TECUPP members to the project and each other, described the roles of the TECUPP and MSP, outlined the process for accessing TECUPP resources, and approved the TECUPP Charter.
  ➢ The in-person meetings reviewed the AAHPM project team’s initial fact-finding materials and provided input to help refine and finalize the proposed measure concepts.
- Contributing to the TECUPP April meeting agenda, materials and summary.
- Coordinating the scheduling of a TECUPP virtual meeting that will be held October 21, 2019.
- Managing ongoing communications with the TECUPP members.

Soliciting Broad Public Participation
By the end of year one of the project, the Coalition hosted the first educational webinar, Measuring Up! New Palliative Care Quality Measures Project, held June 26, 11:00 am -12:30 pm ET, with 269 participants.

www.nationalcoalitionhpc.org/macra
Specifically, the Coalition was responsible for:

- Coordinating webinar logistics (i.e., date, faculty, objectives, online platform, registration, speaker training, post webinar reporting and archiving).
- Developing and coordinating an outreach/marketing plan with the AAHPM project team (i.e., identified target audiences and created communication resources such as a webinar announcement and social media templates for distribution).
- Drafting the webinar PPT/handout that was submitted to and approved by CMS.
- Posting the webinar recording and handout on the project webpage (http://www.nationalcoalitionhpc.org/macra-webinar/).
- Drafting and emailing a webinar evaluation, certificate of participation and a follow up ‘MACRA Project ‘Q&A’ document that provided answers to questions posted in the chat box during the webinar.

**Communication Resources to Enhance Project Success**

By the end of year one of the project, the Coalition developed a variety of communication materials (e.g., news bites, blog posts, slide decks, descriptive messages, etc.) that its members and other partners used to disseminate information and updates to the larger palliative care community.

Specifically, the Coalition was responsible for:

- Developing and maintaining the MACRA project webpage (www.nationalcoalitionhpc.org/MACRA).
- Coordinating outreach to Coalition member organizations and other key stakeholders to assist with the recruitment of test sites for alpha and beta testing that included:
  - Posting information about ‘Becoming a Test Site’ on the project’s webpage and distributing a test site flyer and interest form to its members.
  - Distributing pre-drafted communication messages about test site recruitment to the Coalition Communication Workgroup members that was posted in their respective publications.
  - Attending the National Hospice and Palliative Care Organization’s Leadership and Advocacy Conference, April 15-17, and promoting test site recruitment via an information table and conference session.
  - Presenting with the project team members from AAHPM and RAND at the National Quality Forum’s webinar, “Involving the Patient Voice in Serious Illness Measurement,” on April 25. (The MACRA Palliative Care Quality Measures Project was discussed and recruitment of test sites was included in the presentation.)
- Overseeing the creation of a logo (see header) that is being used on project-related communication resources beginning Sept. 2019.
- Publishing an inaugural bimonthly e-newsletter and a monthly blog (Sept. 10, 2019) distributed to nearly 2000 individuals that included information about the MACRA Palliative Care Quality Measures Project and recruitment of test sites.
- Contributing to a project FAQ document that will be posted on the project’s webpage once approved by CMS and will be used as a handout at conferences, meetings, etc. in year two.
- Collaborating with the AAHPM project team to submit a proposal to present at the Annual Assembly of Hospice and Palliative Care, March 2020 (San Diego, CA) which will discuss the MACRA Palliative Care Quality Measures Project and obtain stakeholder feedback.
- Communicating project updates to its 10 organizational members at their monthly Coalition meetings, and to its Quality and Communication Workgroups during their bimonthly meetings.
- Managing project email communication (macra@nationalcoalitionhpc.org).
- Providing other communication support as requested by the AAHPM project team.