

Home Health Quality Initiative Phase I Role of the 8 QIOs

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QIO Activities

- Communications: Rick
- Technical assistance: Mary

Communications Activities – Objectives

- Promote beneficiary awareness of initiative and use of publicly reported information.
- Stimulate HHAs to undertake quality improvement activities.

Communications Activities

- Engage stakeholders
- Deliver messages to selected audiences
 - HHAs/trade organizations
 - Beneficiaries/families
 - Discharge planners
 - Community organizations
- Messages in development
 - Complicated by unfamiliarity of beneficiaries with home health, Medicare home health benefit, and relevance of measures.
- Respond to beneficiary inquiries

Communications Activities Support

- Media tools
- Discharge planner continuing education module
- Q/As for telephone responders
- Community-based materials

Technical Assistance Objectives

- Provide additional quality improvement support related to the HHQI QMs to HHAs:
 - Assist with POAs
 - Identify interventions
 - Evaluate efforts
- Prepare for national rollout of public reporting initiative.

Technical Assistance Activities

- Provide assistance to HHAs seeking to improve in relation to all the measures.
- Assist HHAs in understanding publicly reported measures.
- Educate beneficiary, caregiver, health professional and home care provider on publicly reported measures.

Technical Assistance – Support

- Resource binder with change ideas related to publicly reported measures.
- OBQI public reporting module to be incorporated into OBQI training.