



Technical Expert Panel Teleconference, May 2012

CDS Products: Packaging and Marketing for the Customers

GLIDES PROJECT

GuideLines Into DEcision Support

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The Agency for Healthcare Research and Quality



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American
Urological
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ALLIANCE OF CHICAGO
Community Health Services, L3C



American Society of Clinical Oncology

Today

- **CDS Products - Packaging and Marketing for the Customers**
 - What are the products?
 - How have we packaged and marketed the products to date?
 - What is our strategy for the future?
 - What packaging and marketing changes are we making now, to position us for the future?
- **Voices of the Customers**
 - Andrew Hamilton, Alliance of Chicago
 - Abid Khan, American Urological Association (AUA)



GuideLines Into Decision Support: What Are The Products?

Tools For Guideline Developers

BRIDGE-Wiz



A tool for guideline authors to improve clarity, transparency, and validity

What type of activity do you propose? PRE Start

Based on the PRESCRIBE action type, select a verb:

Start what? metformin as first-line

VERB WHAT

Decidable

Is there Equilibrium or a preponderance of Benefits or Risks, Harms, and Costs?

Equilibrium
Preponderance of Risks, Harms, Costs
Preponderance of Benefit

Benefits:
Lower Hb A1c
Target A1c sustained longer
Less early deterioration of blood glucose
Lower chance of weight gain
Improved insulin

SMBG
Possible metabolic decompensation if Type 1 is misdiagnosed and treated as Type 2
Potential risk of lactic acidosis in setting of ketosis or significant dehydration

Would the guideline's intended audience consistently determine whether each condition has been satisfied? If not, rewrite the condition.

Condition

newly diagnosed with type 2 diabetes, i.e., not previously treated

Recommendation Authors Should Be Explicit About

- **WHEN** {under what circumstances}
- **WHO** {in the Intended Audience}
 - **Ought** to {with what level of obligation}
- **DO WHAT**
- {To **WHOM**} {which members of the target population}
 - **HOW**
 - **WHY**

GLIA



An instrument to identify obstacles to successful implementation

eGLIA



Number of complete appraisals

Cell background:
Green: final report complete, Red: final report partially done, Grey: no final report decisions

Generate report for Screening for gonorrhea, version 2

Generate GLIA report for global dimension

Rec	Dec	Stability	Executability	Workflow	Format	Measures	Validity	Innovation	Flexibility	Computability
1	1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	1	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1

Facilitates appraisal and consensus development

Pin color: Blue = discuss, Green = no need for discussion, Pink = No completed appraisals

Tools For Guideline Implementers

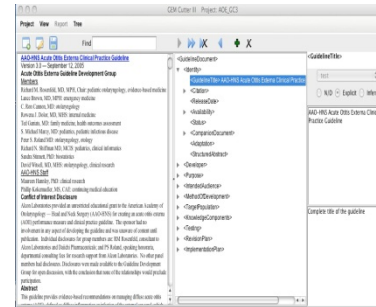
GEM



- Guideline Elements Model
- Knowledge model for guideline documents
 - XML-base
- ANSI standard (ASTM E2210-06)

GEM CUTTER

- Parses guideline text into chunks compatible with the Guideline Elements Model schema
- Preserves “audit” trail

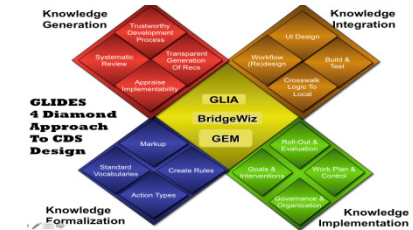


EXTRACTOR

- Creates reports and extracts information to be used as inputs to the CDS design process (logic specifications)

IMPLEMENTATION TOOLKIT

- Project methodology
- Sample work plans/checklists
- Design documents/forms
- Lessons Learned/Dos-Don'ts
- CDS System Examples



OPERATIONAL CDS SYSTEMS/DESIGNS

Asthma Control

Obesity Counseling

Premie Support

Low Back Pain

Patient Centered Data Capture

From Demonstration To Standard Practice

How Have We Marketed The Products To Date?

BridgeWiz	GLIA & eGLIA	GEM Suite
In use since 2009	In use since 2005	In use since 2002
Customize by Yale	Free download from Yale	Free download from Yale
7+ developers now using, including AAP, AUA, AAO-HNS, ASCO, ECRI	## now using	60+ users cited in 2011 literature review since 2002

Focus to date has been on development and pilot projects, rather than formal marketing and promotion

What Is Our Marketing Strategy For The Future?

1. Seek to fund development and support efforts through grants and awards, at least for next 2-3 years
2. Use Option Year 3 funding to strengthen our marketing and packaging/deployment capabilities (Dissemination)
3. Investigate Open Source options as a long-term support model

Marketing and Packaging Initiatives In GLIDES Option Year 3

- Improved web-deployment sites for all SW tools
 - Free downloads
 - Online tutorials
 - Examples
 - User surveys/feedback
- Implementation Toolkit
 - Four Diamonds model
 - GLIDES artifacts and lesson learned
 - Design forms, templates and implementation tools
 - CDS examples
- Whether to make GLIDES CDS Products (eg. Asthma CDS design/content) more broadly/formally available?
 - Will evaluate later in 2012, reflecting feedback from Alliance pilot

Other Marketing and Packaging Initiatives (non-GLIDES)

- Pursuing several new contacts/users of tools
- Pursuing grants to fund ongoing support operations
- National Guidelines Clearinghouse proposal to offer GEM-cut output over its website to facilitate the development of computer-based decision support
- Improving maintainability and support of GLIDES SW
 - User feedback/survey mechanisms
 - Version control
 - User documentation
 - Technical documentation
 - Refactoring of code

Open Source

- Exploring OS options for GLIDES tools
 - IP/Legal strategy
 - License selection
 - Communication and collaboration tools
 - Version control
 - Authorization/control of commits
 - Governance
- OS has potential for long term sustainability for GLIDES tools