



# **Board of Governors Meeting**

## **via Teleconference/Webinar**

*January 28, 2014*  
*12:00-1:00 p.m. ET*

Patient-Centered Outcomes Research Institute

# Welcome and Introductions

**Grayson Norquist, MD, MSPH**

*Chair, Board of Governors*

**Joe Selby, MD, MPH**

*Executive Director*

# Agenda

Time	Agenda Item
12:00 – 12:05 p.m.	Call to Order and Welcome
12:05 – 12:10 p.m.	Consider for Approval: December 3 and 17, 2013 and January 14, 2014 Board Minutes
12:10 – 12:55 p.m.	Dashboard Review – Last Quarter of CY 2013
12:55 – 1:00 p.m.	Wrap up and Adjournment

# Board Vote: December 3 and 17, 2013 and January 14, 2014 Board Minutes

## Call for Motion to:

- Approve **December 3 and 17, 2013 and January 14, 2014 Board Minutes**

## Once the Motion Is Seconded:

- Move to **discuss, amend, or take another action** on the motion

## Vote:

- Majority vote to **approve, disapprove, or take another action** on the motion



# CY 2013 4th Quarter Progress Report

**Joe V. Selby, MD, MPH**

PCORI Board of Governors Meeting via Webinar



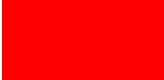
January 28, 2014

Patient-Centered Outcomes Research Institute

# Objectives for Today's Call

- Review Dashboard for 4th Quarter of 2013
- Discuss Dashboard Items of Interest/Concern to the Board
- Discuss Transition from Calendar Year 2013 to Fiscal Year 2014 Dashboard

# Dashboard Legend

-  **On Track**= We do not plan to discuss item unless there is something unexpectedly positive to highlight or a Board member wishes to discuss it
-  **Off Track** = We plan to highlight the developments that have caused this item to go off track and our plans for getting it back on track
-  **Needs Attention** = Item needs the Board's attention urgently and may require a Board-level decision or action

# Board of Governors CY2013 Dashboard (As of December 31, 2013)

## FUNDS COMMITTED FOR EXTERNAL RESEARCH Total Since Beginning (CY 2012)



### Communications & Ops (% of Target or Reference)

	Q2	Q3	Q4
<b>Communications</b>			
Unique Web Visitors (Same Q year-ago)	173	151	134
Email Click-thru Rate (Industry Standard)	183	142	150
Journal Citations (number, no target)	12	8	12
Media Mentions (Same Q year-ago)	193	450	333
<b>Operations</b>			
Award to Contract Time (w/in 90 cal. days)	0	16	89
Contracts Response Time (w/in 2 bus. days)	92	85	97
Science Response Time (w/in 3 bus. days)	NA	54	66

**Our Goals:** Increase Information  
Speed Implementation  
Influence Research

IMPACT

**281 Projects** } **\$516M Funds** } 50 Pilots=\$31M  
192 Broad=\$318M  
10 Targeted=\$73M  
29 CDRN/PPRN=\$94M

**2013 CYTD (Target=\$355-425M)**

**206 Projects** } **\$444M Funds** } 167 Broad=\$277M  
10 Targeted=\$73M  
29 CDRN/PPRN=\$94M

**Legend**

- On Track
- Off Track
- Needs Attention

## Our CY 2013 Priority Activities

### Establish Advisory Panels to Guide Topic Selection

**Establish 7 Panels**

- ✓ Assessing Options
- ✓ Improving Systems
- ✓ Addressing Disparities
- ✓ Patient Engagement

**Panels to Be Formed and Active Q2 of FY 2014**

**Charters Approved; Board to Vote on Slates 2/25/14**

- X Rare Disease
- X Clinical Trials

**Panel to Be Formed and Active Q3 of FY 2014**

**Charter in Development**

- X Communication & Dissemination

**Employ Them to Identify High Priority Topics**

- ✓ Assessing Options
- ✓ Addressing Disparities
- ✓ Improving Systems
- X Communication & Dissemination

*Will not be active in 2013*

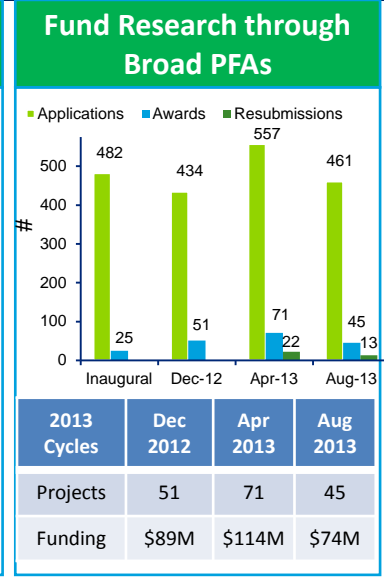
### Launch Targeted PFAs

**Launch – PFAs Funded**

- ✓ Severe Asthma \$23M
- ✓ Falls w/ NIH \$30M  
1<sup>st</sup> Awards in March 2014
- ✓ Fibroids w/AHRQ \$20M  
Apps due 12/16/13

**Topics in Development**

*Back Pain	*Perinatal
*Obesity	*Arthritis
*DCIS	*Migraine
*Bipolar Disorder	*Transitions Care
*Cardiovascular	Management



### Launch Patient-Centered Research Network

**Launch – Awarded**

\$9M Coordinating Center ✓  
*Harvard/Pilgrim*

**Awarded 12/17/13**

\$17M ✓ PPRNs  
18 Funded

\$77M ✓ CDRNs  
11 Funded

### Develop Skilled Community for PCORI

**People Trained to Support PCORI Research Processes**

Role	Number
✓ Advisory Panelist	84/84 appointed
✓ Merit Reviewer	2292 trainings
✓ Mentor	39

### Establish Programs to Build Capacity for PCOR

**Launch Engagement Awards**

- ✓ **Pipeline to Proposal Pilot**  
Intermediate Funder Contracted  
30 Tier 1 Awards – \$432K
- ✓ **Patient-Researcher Matching Challenge Awarded**  
4 Prototype Awards – \$100K  
4 Concept Awards – \$25K

### Launch Plan to Disseminate & Implement Methodology Standards

- ✓ **Plan – developed**
- ✓ **Launch – Standards Required for April PFA; Presented at Academy Health Workshop in June**
- ✓ **Methods Report – released at Nov BOG meeting**
- **Methods Consultation – in development**

### Develop Evaluation Framework & Baselines

- **Framework – for Q2 FY 2014**
- **Baselines – in development**
- ✓ **PCORI Evaluation Group – launched 12/13/13**
- ✓ **Surveys – AIR developing core items and researcher survey; Surveys underway include LOI submitters, applicants, merit reviewers, event attendees**

### Implement Active Portfolio Management

- ✓ **Merit Review process evaluated and revised**
- ✓ **Kick-off calls w/ awardees**
- ✓ **6- and 12-month Progress Reviews**
- ✓ **Adherence to Methods implemented w/ April Cycle**

### Develop Dissemination Plan & Infrastructure w/ AHRQ

- **Plan – to be developed w/ contractor – finalists identified**
- **Due date now Q4 FY 2014**

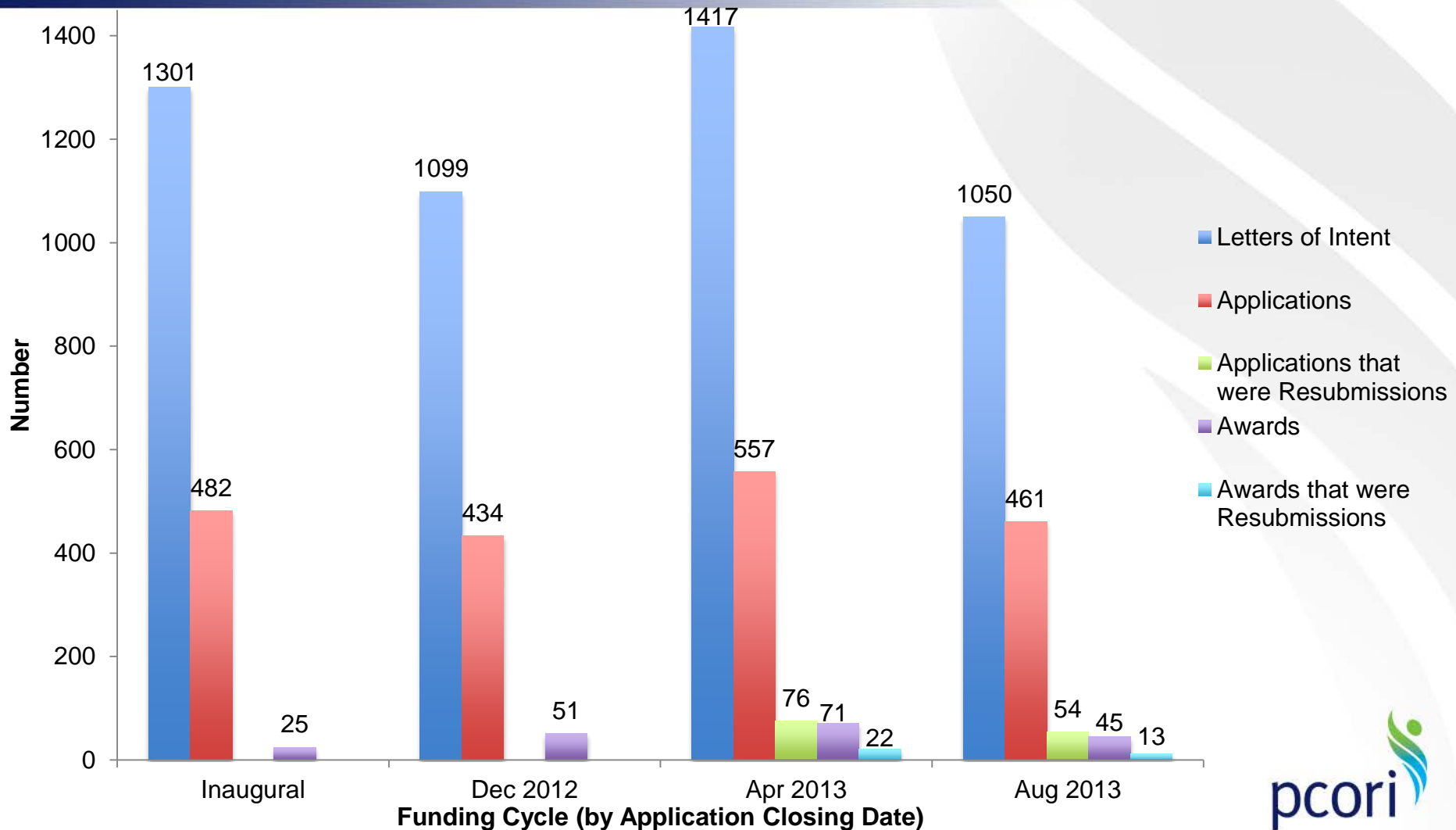


# More Detail about Selected CY 2013 Metrics

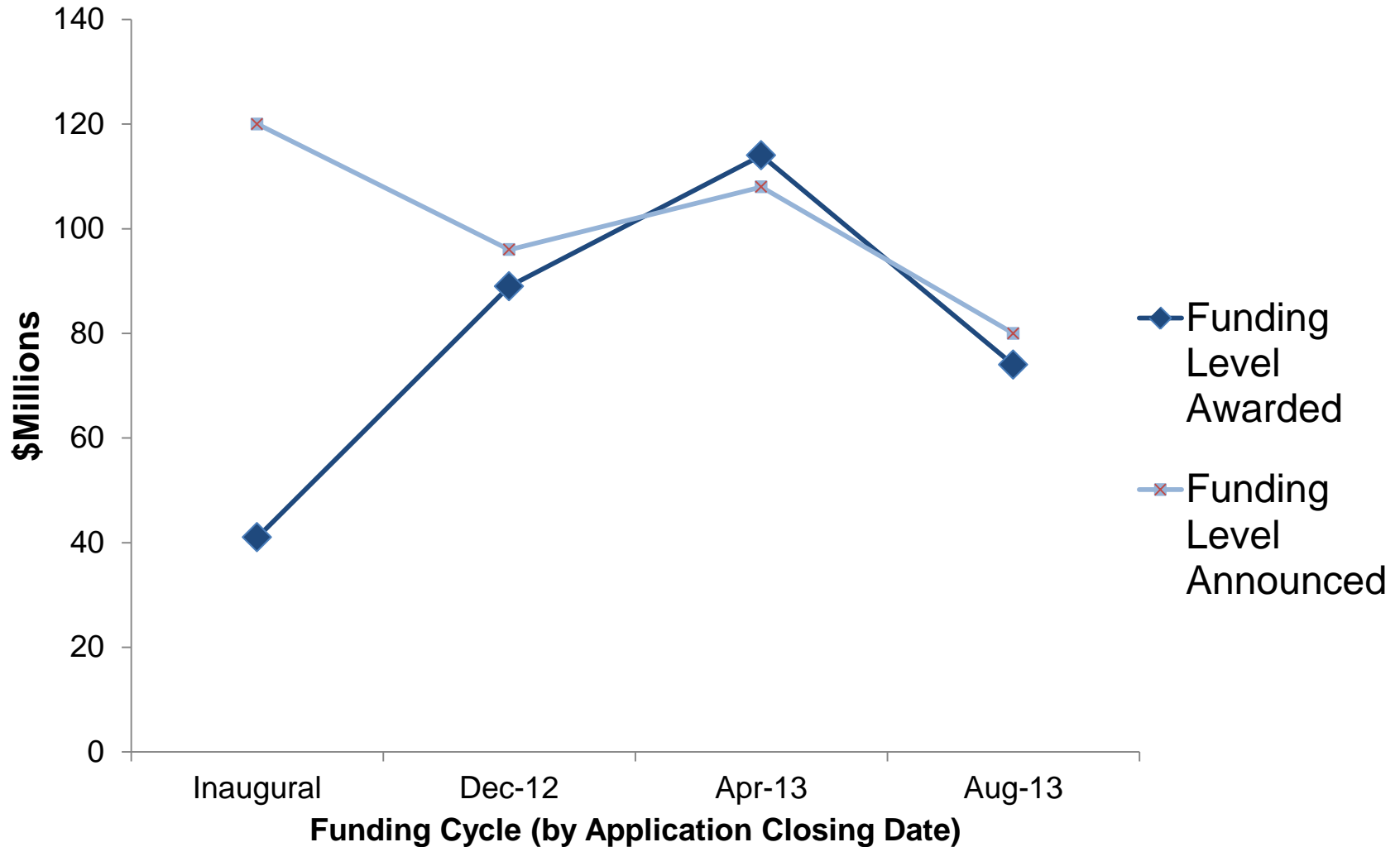
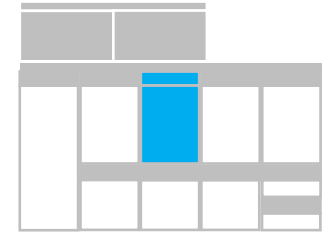
In addition, some of these slides depict the kinds of displays that will make up the majority of our FY 2014 Dashboard. Specifically, they will:

- Make greater use of graphic displays
- Show progress relative to targets
- Show trends over time

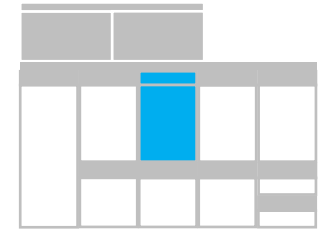
# Trends in LOIs, Applications, and Awards



# Funds Announced for Broad Solicitations Compared with Funds Awarded



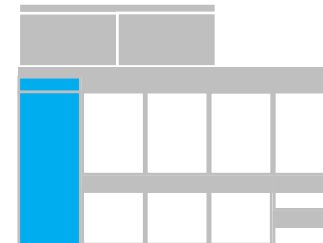
# Priority: Fund Research through Broad Solicitations (Results by Program)



## Fund Research through Broad PFAs

Cycles (by application due date)	<i>Inaugural</i>	Dec 2013	Apr 2013	Aug 2013	Totals to Date
	Amount of Funding and (Number of Projects)				
Clinical Effectiveness Research	\$15.3M (9 projects)	\$33.6M (20 projects)	\$45.6M (24 projects)	\$22.4M (12 projects)	<b>\$116.9M (65 projects)</b>
Improving Health Care Systems	\$9.9M (6 projects)	\$24.5M (13 projects)	\$24.5M (13 projects)	\$17.6M (9 projects)	<b>\$76.5M (41 projects)</b>
Communication & Dissemination	\$8.5M (6 projects)	\$14.0 (8 projects)	\$10.9M (6 projects)	\$9.7M (5 projects)	<b>\$43.1M (25 projects)</b>
Addressing Disparities	\$7.0M (4 projects)	\$16.4 (10 projects)	\$15.0M (9 projects)	\$14.6M (8 projects)	<b>\$53.0M (31 projects)</b>
Methods	N/A	N/A	\$18.0M (19 projects)	\$10.1M (11 projects)	<b>\$28.1M (30 projects)</b>
<b>Total</b>	\$40.7M (25)	<b>\$88.6M (51)</b>	<b>\$114M (71)</b>	<b>\$74.4M (45)</b>	<b>\$317.6M (192)</b>

# Priority: Establish Multi-Stakeholder Advisory Panels and Work Groups to Guide Topic Prioritization and Selection Processes



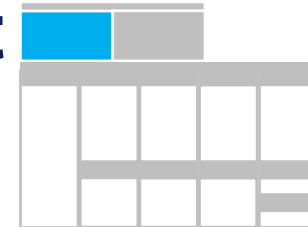
## Establish 7 Advisory Panels to Guide Topic Selection

- 4 of 7 PCORI Advisory Panels Established – Launch & Training Completed (4/19-20/13)
- 2 of 7 Clinical Trials and Rare Disease Charters Board Approved 11/18/13; Board to Vote on Slates 2/25/14
- 3 of 7 Employed to Identify High Priority Topics (See Table for Details)

Panel	Recommendations Made	Disposition
Assessment of Prevention, Diagnosis, and Treatment Options✓	<ol style="list-style-type: none"> <li>1. Ductal carcinoma in situ</li> <li>2. Bipolar disorder</li> <li>3. Osteoarthritis</li> <li>4. Migraine headache</li> </ol>	All priority topics rolled into Pragmatic Trials announcement; PFA Q2 FY2014
Improving Healthcare Systems✓	<ol style="list-style-type: none"> <li>1. Models of transitional care</li> <li>2. Models of patient-empowering care management</li> <li>3. Models of integration of mental health care &amp; primary care</li> <li>4. Models of perinatal care</li> <li>5. Different features of health insurance coverage</li> </ol>	<ol style="list-style-type: none"> <li>1. PFA Q2 FY2014</li> <li>2. Workgroup convened in Dec 2013</li> <li>3. Priority topic rolled into Pragmatic Trials announcement; PFA Q2 FY2014</li> <li>4. Combined with “Interventions for improving perinatal outcomes” in Addressing Disparities; PFA FY2014</li> <li>5. Priority topic rolled into Pragmatic Trials announcement; PFA Q2 FY2014</li> </ol>
Addressing Disparities✓	<ol style="list-style-type: none"> <li>1. Health communication models</li> <li>2. Hypertension in minorities</li> <li>3. Major vascular events</li> <li>4. Interventions for improving perinatal outcomes</li> <li>5. Reducing lower-extremity amputations in minorities</li> </ol>	<ol style="list-style-type: none"> <li>1. Landscape review completed</li> <li>2. Workgroup convened in Dec 2013; PFA FY2014 in conjunction with another organization</li> <li>3. Landscape review completed</li> <li>4. Combined with “Models of perinatal care” in Improving Healthcare Systems; PFA FY2014</li> <li>5. Under staff review</li> </ol>

# Communications Reach and Impact

## (Impact TBD)

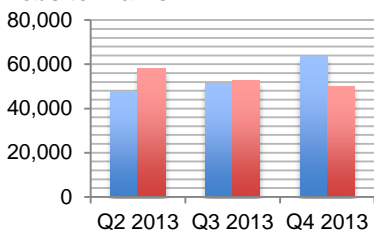


### Communications Reach

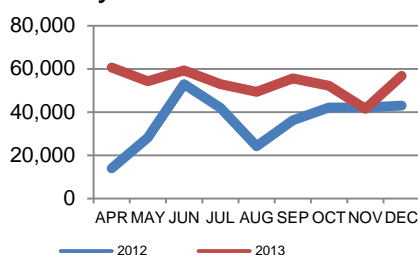
#### Website

We continue to strive for a 50% improvement in year-over-year traffic. A dip in November activity pulled down our Q4 average

Website Traffic



Monthly Traffic

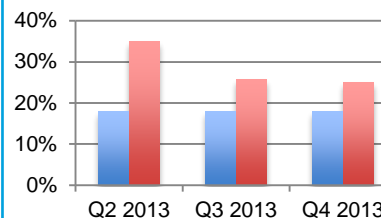


■ Target ■ Actual

#### E-mail

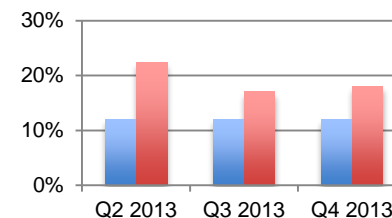
We continue to exceed industry standards for open and click-through rates by a wide margin

Email Open Rate



■ Target ■ Actual

Email Click-Thru Rate

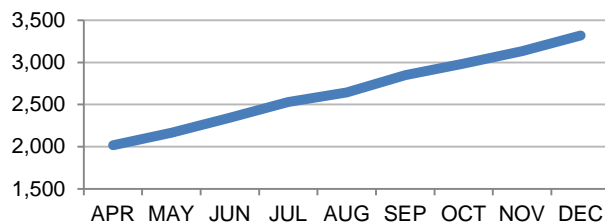


■ Target ■ Actual

#### Social Media

Because our 2012 Twitter stats were low, year-to-year comparisons against targets aren't useful. We're tracking follower growth and impressions and working on a more sophisticated impact analysis

Monthly Twitter Follower Growth



#### Media Coverage & Journal Citations

We're tracking year-over-year mentions of our work in general/trade media and journal citations, as well as developing a more in-depth analysis of coverage

Media	2012	2013	Journal Citations	2013
Q1	47	48	Q1	8
Q2	46	89	Q2	12
Q3	26	117	Q3	8
Q4	45	150	Q4	12



# Priority: Develop Framework for Evaluating Our Work and Establish Baselines



## Develop Evaluation Framework and Baselines

- Survey Research Contract Awarded to AIR
- The PCORI Evaluation Group is formed and first met on 12/13/13 (members below)

### From Our Board of Governors

- **Gail Hunt**
- **Bob Jesse**
- **Bob Zwolak**

### From Our Methodology Committee

- **Naomi Aronson**
- **Mike Lauer**
- **Robin Newhouse**

### PCORI Staff

- **Laura Forsythe**
- **Lori Frank**
- **Michele Orza**
- **Suzanne Schrandt**

### External

- **Kimberly Bailey**

Families USA  
Research Director and Director of Health System Reform  
PCORI Patient Engagement Advisory Panel Member

- **Claire Brindis**

University of California, San Francisco  
Caldwell B. Esselstyn Chair in Health Policy  
Director, Philip R. Lee Institute for Health Policy Studies  
Professor of Pediatrics and Health Policy

- **Jack Fowler**

University of Massachusetts Boston  
Senior Research Fellow  
Center for Survey Research

- **Beverly Parsons**

InSites  
Executive Director  
American Evaluation Association  
President-elect

# Next Steps

- Say farewell to CY 2013 Dashboard format
- Refine FY 2014 Dashboard format and content in Committees during February and March
- Review FY 2014 Dashboard after close of Q2 (March 31<sup>st</sup>)





## Wrap-up and Adjournment

**Grayson Norquist, MD, MSPH**  
*Chair, Board of Governors*

Patient-Centered Outcomes Research Institute