Being a Quality Measurement AMBASSADOR

David Schirmer, DDS, FACD, FICD
Private Practitioner
2013 DQA Conference Ambassador
Chair, 2015 DQA Conference Planning Committee
Chair, DQA Education Committee
Thank you to our sponsors, who are also ambassadors of quality measurement!
Let us look briefly into the past
“So I am called eccentric for saying in public: that hospitals, if they wish to be sure of improvement,

• must find out what their results are;
• must analyze their results, to find out what their strong and weak points are;
• must compare their results with those of other hospitals;
• and must welcome publicity not only for their successes but for their errors….

Such opinions will not be eccentric a few years' hence.”
A pioneer in use of measurement to advance quality and safety of patient care.

Ernest A. Codman, MD. 1916

• The very first application of quality measurement and analytic tools to medical issues
• Made major contributions to the statistical analysis of surgical outcomes.
• Mathematical and analytic work that measured postoperative complications and morbidity and mortality and she is known for her “Scheme for Uniform Hospital Statistics”.
• Focused on interpreting the data in a legitimate and meaningful way.
Florence Nightingale
1820 – 1910
The founder of modern nursing.

• Traced the source of a cholera outbreak in London, in 1854.
• Used his “ghost map” to measure the frequency and location of cholera incidence.
Dr. John Snow
Considered one of the fathers of modern epidemiology

Measurement of disease prevention in schools in which early dental hygienists worked established their importance to oral health care.
Alfred Fones DDS

1913 – Established the first school of dental hygiene in Bridgeport, Connecticut

Founded the profession of the dental hygienist.

A pioneer investigator of water fluoridation in the prevention of tooth decay
The International Association for Dental Research has an award named after him recognizing meritorious research in epidemiology and public health.
H. Trendley Dean, DDS

• In 1945, Grand Rapids became the first city in the world to fluoridate its water.

• Over a 15-year span, health researchers tracked the tooth decay rate among Grand Rapids' nearly 30,000 schoolchildren and found that the rate dropped more than 60%.

Introduced the concepts of structure, process and outcome, which remain today as the dominant paradigm for the evaluation of the quality of health care.
Avedis Donebedian MD, MPH

- Health care is a system.
- “People have a big problem understanding the relationship between quality and systems”.
- “Systems awareness and systems design are important for health professionals, but are not enough.”

Source: Mullan F. A Founder of quality assessment encounters a troubled system firsthand. Health Affairs, 2001;20:137–41
“The country will never drill, fill and extract its way to victory over untreated dental disease. A public health system based primarily on surgical intervention in disease that could have easily been prevented is ill conceived and doomed to fail. Until we shift the focus to oral health education and disease prevention, the country will fail to meet the needs of those who face the greatest barriers to good oral health.”
William Calnon DDS
American Dental Association
President 2012.
Rochester, NY
Private Practice

Champion the Cause
Ambassadors in all walks of the industry

- Academics
- The Payer Industry
- Public Health Dentistry
- Professional Organizations
- Government Agencies
- Non-governemental Organizations
DQA Education Committee

- Raise awareness
- Provide education to public and stakeholders
- Materials & Resources

- Dental Quality Measurement: A Guidebook
- DQA Tutorial Video Series
- DQA Conference
- www.ada.org/dqa
What it Means to Me to be a DQA Ambassador

- How I use my knowledge
- What I learned
- My role in the DQA and raising awareness
How I use my knowledge

Problem 1: Patients rate dental practice quality in wait times

Solution: Reducing patient wait times. “On time” measurement improves efficiency, as well as patient satisfaction. Patient satisfaction surveys showed 20% improvement (from 4/5 to 5/5) in one year (2013).
How I use my knowledge

Problem 2: Trend in Decreased pediatric patient base.

Solution: Monitor effect of interprofessional relationship with a pediatric medical office.

• After introducing topical fluoride varnish application to pediatrician, number of new children in practice per year rises 733% over 5 years.
• Pediatric new patient visits rose from 29 in 2009 to 249 in 2014.

What I learned...

- Learning never stops
- Field of measurement is continually evolving
- Don’t reinvent the wheel
- Measurement has been and will be the best path to improvement.
Raising awareness about DQA and quality measurement

- Relay information about the DQA to leadership in organized dentistry
- Support measurement as a path to professional success, not as something to fear
- Repeat the message of quality
- Provide for succession so that others will have the opportunity to learn through service
What should you expect/act on after the meeting

- Recommendations for the next group of Ambassadors
- Reporting on the information learned
- Applying principles of quality to your career
What I recommend for the next group of ambassadors

- Bring the message of quality measurement and how the alliance is working together to affect oral health to your organization
- Be **THE** quality ambassador in your organization
- Consider measuring your own effectiveness
- Repeat the message
How to report on the information learned

- Thoughtful response to the survey
- Reports, articles, announcements in your respective arenas
- Speak out when an opportunity arises. The future is going to see quality measurement as an increasing aspect of oral health care.
How this applies to your career

- As a provider, you will be better prepared to utilize and understand measurement
- As an academic, you will better prepare the next generation of providers who already know this is the future
- As an organization or agency you can improve your outcomes
- As a payer, you will better understand the cooperative environment as a vehicle for efficiency through measurement
Thank you!