



Reach Out and Read Quality Improvement Project Overview

Updated April 2014

Introduction

The aim of the Reach Out and Read Quality Improvement (QI) Project is improved consistency of delivery of books and anticipatory guidance in eligible well visits, while providing a rewarding QI experience for everyone involved.

We hope that your investment in the Project will provide you and your colleagues with multiple benefits, including:

- A stronger, more efficient Reach Out and Read Program in your practice.
- Familiarity with QI principles and methods that can be applied to other aspects of practice.
- For health care providers:
 - This QI project has received American Board of Pediatrics Maintenance of Certification (MOC) Part 4 approval, offering 25 points toward the 40 required for Part 4.
 - This activity has been approved by the American Board of Family Medicine as an external provider of Part IV Maintenance of Certification (MC) for Family Physicians credit.
 - This Performance Improvement in Practice activity, Reach Out and Read: Quality Improvement Initiative has been reviewed and is acceptable for up to 20 Prescribed (CME) credits by the American Academy of Family Physicians.

Project Outline and Commitments

This 6-month QI Project includes an initial Kick-off month and four months of Data Collection. Data collection requires tracking of well-child visits and book inventory, and a 3-question parent survey administered at well-child visits. You can expect the Project to require 3-5 hours of time per month, including completion of prerequisite activities prior to Project Kick-off. Project requirements include:

- Prerequisite reading to acquaint you with the principles and practices of QI that you'll use in the Project.
- Convening a multidisciplinary QI Project Team in your practice/clinic.
- Attending monthly webinar conference calls hosted by Reach Out and Read's QI Coach.
- Appropriate QI Project administration: Project Team meeting coordination, timely/accurate entry of data and information from the Project and each provider's participation in the Reach Out and Read national database (myROR.org), distribution of Project-related information/materials to Team members/colleagues, etc.
- Consulting the QI Coach as needed to assure success of the Project in your practice/clinic.

Pre-requisite activities prior to Project Kick-off

In order to assure that each participant has a solid understanding of the Reach Out and Read intervention and the QI principles and methods used in the Project, you are required to complete the following prior to Project Kick-off:

- The Reach Out and Read Online Provider Training Course in myROR.
- Reading the [Improvement Methods](#) document.

Month 1: Project Kick-off

All QI Project Team members attend a kick-off webinar with a QI coach. Active participation in the Kick-off webinar is required of all MOC/MC-FP/CME-qualifying physicians. During the webinar, participants from each Site discuss:

- Fundamental quality improvement principles and methods.
- How to analyze your Reach Out and Read Program's past and current systems and processes.
- How to identify a QI Project goal and potential process changes to achieve it.

Following the webinar, Project Team members meet and:

- Analyze background data and information:
 - Comparing the number of books to well-child visits for past year, per your practice's two most recent Progress Reports in myROR.
 - Comparing your Reach Out and Read experience with results shown in the Reach Out and Read National [Medical Provider Survey Summary](#).
 - Reviewing the [Change Packet](#).
 - Analyze current Reach Out and Read processes by completing a [QI Process Map](#).
- Select a process change for improved implementation of Reach Out and Read in your practice.
- Prepare an initial plan for change using the [Plan-Do-Study-Act \(PDSA\) Worksheet](#).

Following the meeting, the identified plans for change and initial data collection are documented in myROR.

Month 2: Baseline Data Collection

In preparation for baseline data collection, each QI Project Team participates in a QI Coach-led webinar. Each team shares:

- Results of the background data analysis.
- The initial PDSA plan for improving reliability of books and advice given in well visits.
- How books and well visits are/will be counted.
- How Parent Surveys will be administered and collected.

The QI Coach provides guidance on:

- Preparation for baseline data collection and initial process change implementation.
- Managing anticipated challenges/issues.

Following the webinar, the QI Project Team undertakes the following:

- One week of baseline data collection:
 - Numbers of eligible visits and books distributed from inventory during the month.
 - Ten (10) Parent Surveys. (The 3-question Parent Survey is available in 20 languages in myROR.)
- Timely and accurate entry of baseline data into myROR.
- Analysis of the processes and results of baseline data collection.
- Adjustment of the initial PDSA plan as needed based on the findings.
- Identification of additional changes/adaptations to improve the Reach Out and Read Program delivery process.
- Documentation of the above items in myROR.
- Communication/Training to assure implementation of the selected process change by colleagues and staff.
- Documentation in myROR of Comment on Coach Feedback and each provider's participation.

Active participation in QI Project Team activities and the monthly webinar is required of all MOC/MC-FP/CME-qualifying providers.

Months 3-5: Data Collection

Each month, the QI Project Team is responsible for the following:

- Data collection:
 - Number of books distributed from inventory.
 - Number of eligible visits.
 - Fifty (50) parent surveys.
- Timely and complete entry of data into myROR.
- Meeting to discuss the results, adapting the PDSA plan as needed.
- Communication/Training to assure implementation of the selected process change.
- Entries to myROR:
 - Updated PDSA plan and commentary.
 - Comment on Coach Feedback.
 - Individual providers' participation.

Active participation in monthly QI Project Team activities and webinars in months 3 through 5 is required of MOC/MC-FP/CME-qualifying providers.

Month 6: Project Completion

The QI Project Team attends a final webinar to report on the previous month's data collection and results, and enters the appropriate data and information into myROR.

At completion of the QI Project:

- Each participant completes the QI Project evaluation.
- Each MOC/MC-FP-qualifying physician completes the appropriate attestation form and submits it to the Reach Out and Read certifier for signature and submission to the applicable certifying board.
- Eligible providers who successfully complete the CME post-test receive a CME certificate documenting successful completion of the QI Project.

Active participation in the monthly QI Project Team activities and webinar in month 6 is required of MOC/MC-FP/CME-qualifying providers.

Questions? Please contact QI@reachoutandread.org.