



Plan to Join Us at NAPCRG's 38th Annual Meeting This Year in Seattle

November 13–17, 2010 at the Westin Seattle in Seattle, Washington

Here are just a few of the highlights of the meeting not to be missed:

Saturday, November 13, Preconference Workshops:

- Mixed Methods Research: Introduction, Research Questions, Study Design and Implementation Planning
- Understanding Geography and Spatial Epidemiology in Primary Care Research: A Hands-on Introduction to Geographic Information Systems
- Applying GIS to Current Primary Care Research

Saturday, November 13

- New Member Orientation
- Evening Reception

Sunday, November 14, Clinician's Day

- Special Research Sessions with practical take homes for busy clinicians, clinician coffee chats



hosted by experienced researchers

Tuesday, November 16

- A Multidisciplinary Panel: Enhancing the Research Team With Diverse Roles
- Evening Social Event—A Night at the Space Needle. Join NAPCRG for an evening of fun at one of Seattle's most treasured landmarks—the Space Needle.

Have some fun while networking with your colleagues and enjoying the Seattle skyline. www.napcrg.org/app/conferenceregistration/NAPCRGAdvBro10.pdf

Wednesday, November 17

- Ask the Experts: "Secrets of My Research Success" (Brought back by popular demand).

Special Sessions Targeting Students, Residents, and Fellows

- Saturday, November 13, Student, Resident, and Fellow Works-in-Progress Poster Session
- Sunday, November 14, Special Panel Discussions: Residents: Finding a Family Medicine Fellowship. Fellows: Finding a Job in Family Medicine Research

Information on registration, travel, hotel, and a schedule of all the meetings, presentations, plenary speakers, and workshops is available online at www.napcrg.org.

Early registration deadline for the NAPCRG Annual Meeting is October 6, 2010.

At-a-Glance

<i>Money Saving Tips for Fellow/Residents/Students Attending the Annual Meeting</i>	2
<i>NAPCRG Welcomes New Staff Member</i>	2
<i>Community-based Research: A Member's Perspective</i>	3
<i>Canada's Multi-disease Electronic Surveillance System Obtains New Funding</i>	4
<i>Research Ethics Quiz Results</i>	4
<i>Funding Opportunities for Researchers</i>	4
<i>Researchers Interested in Health Economics Wanted</i> ...	5
<i>Helpful AHRQ Resources</i>	5

Primary Care Research Training Listserve

A new listserv is available for students, residents and fellows interested in primary care research. On this listserv, you can:

- connect with colleagues
- learn about upcoming job openings
- get reminders about conference and abstract deadlines
- find roommates or other suggestions to decrease conference travel costs.

Please join the Primary Care Research Training listserv on Google Groups at <http://groups.google.com/group/fmresearch?hl=en>.

Frugal Tips for Students/Residents/Fellows to Help Save Money and Attend the NAPCRG Annual Conference

- Register for the conference before October 6, 2010.
- Find a roommate on NAPCRG student/resident/fellow listserve and save on hotel costs. See box on page 1.
- Ask your department, local hospital, and/or the state/provincial chapter of the academy of family medicine or medical society to help with costs, since the conference provides CME.
- Apply to your school for travel grants.
- Three gift cards (\$100, \$75, and \$50) will be awarded to residents who have traveled the farthest to the conference.
- Take the Light Rail from the airport to the hotel. Information at <http://www.napcr.org/AnnualMeetingTravelHotel.cfm>.
- Walk around downtown or take public transportation. You can plan trips ahead of time and determine costs at http://tripplanner.kingcounty.gov/cgi-bin/itin_page.pl?resptype=U. Additionally certain areas in downtown are ride-free zones.

Primary Care Research Training Listserve

Welcome Aboard!!

NAPCRG has recently contracted the services of public relations specialist Kristin Robinson. Kristin comes to us with a strong background in public relations, most recently with the American Academy of Family Physicians. She has a degree in journalism, with an emphasis in advertising, from the University of Kansas.



Kristin is an accomplished public relations and marketing professional with a proven ability to develop and manage strategic public relations and marketing communications programs. Through these efforts, she has generated favorable publicity and increased exposure—particularly in the areas of communications strategy planning and execution; media relations, message development and writing; and marketing plan development and execution.

Kristin has worked with the American Academy of Family Physicians since 2004, most recently as marketing strategist. Kristin was part of a marketing team responsible for developing and managing the execution of strategic marketing plans for AAFP products and programs, particularly the organization's annual Scientific Assembly.

Her prior position at AAFP was public relations specialist, responsible for promoting to the media AAFP policies and positions, as well as the specialty of family medicine. In this position, Kristin developed long-term relationships with the media providing original story ideas keyed to AAFP policy and interests. Kristin also executed public relations outreach supporting the *Annals of Family Medicine*. Before AAFP, Kristin worked in the retail marketplace as a marketing and public relations specialist.

Kristin is excited about her NAPCRG work agenda. "As far as my priorities for NAPCRG, I am focusing my time on content development, writing and updating the NAPCRG Web site, public relations outreach for the Annual Meeting, marketing support for the Annual Meeting, and communications support for advocacy efforts," she said.



To advertise in the NAPCRG Newsletter,
please e-mail your press-ready ad to:

Joan Hedgecock
joan.hedgecock@gmail.com

Advertising Rates:
Full-page ad - \$750
1/2 page ad - \$500
1/4 page ad - \$250

If you would like NAPCRG to handle the layout of
your ad, we will charge an additional \$50.

The *NAPCRG Newsletter* is published by the North American Primary Care Research Group, 11400 Tomahawk Creek Parkway, Suite 540, Leawood, KS 66211, 888-371-6397, ext. 5410, fax: 913-906-6096, napcr.org@stfm.org. NAPCRG Web site: www.napcr.org. For membership information, contact NAPCRG by e-mail, napcr.org@stfm.org, or at the address above. The *NAPCRG Newsletter* is published monthly and welcomes letters to the editor about issues of general interest to the membership. Submit correspondence to Frederick Chen, MD, MPH, University of Washington, Department of Family Medicine, 4311 11th Avenue, NE, Suite 210, Seattle, WA, 98195-4982, 206-543-7813, fax: 206-616-4768, fchen@u.washington.edu.

President, Jeannie Haggerty, PhD; Editor, Frederick Chen, MD, MPH;

Executive Director, Angela Broderick, CAE; Member Services Manager, Joan Hedgecock, MSPH; Member Services Coordinator, Priscilla Noland

A Member's Perspective on Community-based Research

Earlier this year I was asked to write up a short article on community-based research and the experience of community clinicians

In the meantime the *Journal of the American Board of Family*

Medicine has done all my work for me by publishing three relevant articles "About Practice Based Research Networks" (PBRNs) (<http://www.jabfm.org/current.shtml>). All I need to do is summarize these articles for you to fulfill my obligation. What could be simpler? As my original contribution, I will add some personal opinions on the role that values, systematic care, increased professional self-worth, and critical thinking skills can play in the development of primary care.

The first *JABFM* article (Fagnan et al, page 442, <http://www.jabfm.org/cgi/content/abstract/23/4/442>) collected 37 stories from clinicians in 12 practice-based research networks (PBRNs). These stories describe the values, motivations, and unique



paths taken by some of us and hopefully can serve as role models for other aspiring community-based researchers. I contributed one of these stories (see the fourth quote in Table 1).

The second article (Gibson et al, page 452, <http://www.jabfm.org/cgi/content/abstract/23/4/452>) described primary care physician perspectives on community research in a multi-specialty sample from a single New York State county. Seventy-four percent of respondents stated that they had participated in at least one research study during the past 5 years. Enacting quality improvement and contributing to clinical knowledge were important shared incentives.

The third article (Yawn et al, page 455, <http://www.jabfm.org/cgi/content/abstract/23/4/455>) reported the results of interviews nested within a nationwide practice-based trial of postpartum depression. Themes that emerged included increased research literacy, development of systematic approaches to care that generalized beyond the single research topic, and, importantly, increased professional self-worth.

These results resonate with some of my experiences during 3 decades of community practice and research. Here are a few bullet points that I want you to consider:

- Values that drive current day, primary care PBRNers are not universally shared within the profession, but primary care would be better if they were. Perhaps these values should be criteria on which to build the future primary care work force.
- Systematic (linked to evidence-based) care is key to improving quality and on-the-job training in PBR.
- Increased professional self-worth is key to overcoming a critical challenge facing primary care: we can be excessively deferential (some would say supine) toward our colleagues in other specialties when issues of "expertise" are in play.
- Critical thinking skills should be cultivated among our patients as well as among ourselves. Most guidelines do not take

patient preferences into account. A core topic for PBR—that touches on everything we do—is the study of shared decision making and valid evidence-based patient decision aids.

I conclude with an example of the impact that increased professional self-worth and critical thinking skills can have on medical care: Some PBR "research" aims to implement current medical practice guidelines. Before trying to implement guidelines, PBRNers should be asking "Are these guidelines valid?" The seasoned PBRNer knows that most guidelines are hypotheses that need to be tested via practice-based, effectiveness studies.

— David Hahn, MD, MS
Dean Medical Center East
Clinic, Madison, Wisconsin
Clinician Representative,
NAPCRG Board of Directors

Canada's First Multi-disease Electronic Surveillance System Obtains New Funding

We are thrilled to announce that, after a successful 2-year pilot project, the College of Family Physicians of Canada (CFPC) has just signed a 5-year agreement with the Public Health Agency of Canada (PHAC) to conduct surveillance on five chronic diseases (COPD, depression, diabetes, hypertension, and osteoarthritis) using various EMRs. Family physician offices working within nine local practice-based/primary care research networks (PBRNs/PCRN) across Canada form the Canadian Primary Care Sentinel Surveillance Network (CPCSSN). Data extracted from participating sentinel practices are de-identified, standardized, and transferred to a national central repository at Queen's University where analysis is conducted in collaboration with the Canadian Institute for Health Information (CIHI). CPCSSN fully expects further studies to focus on additional primary health care indicators as it expands across the country in this joint public health and primary health care initiative. The project, chaired by Dr Rick Birtwhistle, Director of the Centre for Studies in Primary Care at Queen's

University and managed by Anita Lambert Lanning, Research Information Coordinator of the CFPC's National Research System (NaReS), is Canada's first multi-disease electronic surveillance system. Currently participating regional primary care practice-based research networks (PCPBRNs) include: the Centre for Studies in Primary Care (Queen's University); the Alberta Family Practice Research Network (University of Alberta); the Atlantic Practice Based Research Network (Memorial University, Newfoundland); the Maritime Family Practice Research Network (Dalhousie University); the DELPHI (Deliver Primary Healthcare Information) Project (University of Western Ontario); the North Toronto Research Network (University of Toronto); Q-net - CSSSL site (Université de Montréal); the Manitoba Primary Care Research Network (University of Manitoba); and the Southern Alberta Primary Care Research Network (University of Calgary).

— *Stephanie Fredo
Research Communications
Coordinator, The College of
Family Physicians of Canada*

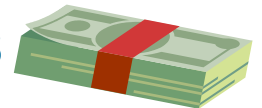
Results of Research Ethics Quiz

You need to obtain some non-sensitive pilot data from patients for a grant you are submitting in a few weeks, but don't have time to get human subjects review committee approval. You would: (circle the best answer)

- | | |
|---|-----|
| A. Postpone the grant submission for this grant cycle so you can obtain approval | 71% |
| B. Collect the data you need on your own patients to use for the grant only | 16% |
| C. Collect the data you need on patients seen in your clinic to use for the grant only | 3% |
| D. Collect the data you need on any patients (even those from other clinics) to use for the grant only | 5% |
| E. Collect the data you need on any patients (even those from other clinics) to use for any purpose (including publication) | 5% |

** From opinion survey of NAPCRG members (41 respondents conducted at the 2009 NAPCRG Annual Meeting.*

Show Me the Money: Funding Opportunities for Researchers



NIH Loan Repayment Program

Participants Receive Up to \$35,000 Annually to Repay Student Loans

The 2011 application cycle for the National Institutes of Health's Loan Repayment Programs is now open. The LRP's repay the outstanding student loans of researchers who are or will be conducting nonprofit biomedical or behavioral research.

Opportunities are available in five research areas—clinical, pediatric, health disparities, contraception and infertility, and clinical research for individuals from disadvantaged backgrounds. Applications are due on November 15, 2010. Applications and additional information can be found at www.lrp.nih.gov.

WANTED: Researchers Interested in Health Economics

Richard Lord, MD, from Wake Forest University is looking to recruit individuals who have an interest in health economics to join the **Economic Research Work Group** of NAPCRG.

This work group is a sub-committee of NAPCRG's Committee on Advancing the Science of Family Medicine (CASFM). CASFM functions by promoting the generation of new knowledge to actively contribute to the transformation of primary care practice for the betterment of our patients and their communities. CASFM also works to assure that the development, translation, and implementation of new knowledge becomes part of the fabric of what it means to be a family physician.

The **Economic Research Work Group** assesses the economic research needs related to primary care practice and tries to develop economic measurement and methods generally in primary care research. The work group's goals are ultimately to produce white papers, peer-reviewed publications, policy or research recommendations, or conference/meeting suggestions. We also identify research issues that require advocacy or an advocacy strategy. Presently the work group is looking to assist the other work groups in providing an economic perspective to their agenda—such as ex-

ploring the costs of the Patient-centered Medical Home and the transformation of primary care practice.

Here are some examples of past accomplishments:

- Linkage of primary care researchers and economists to work on projects that can build a bridge between the two fields.
- Convening Economic Research sessions at NAPCRG Annual Meetings to present different opportunities for economic research in primary care settings, foster/promote collaboration between primary care researchers and economists, and develop case-based examples of primary care research that can benefit from economic analysis.
- Identify and recruit economists interested in primary care research to add to the existing NAPCRG consultant's directory, and network with other researchers.

The work group meets every few months by conference call for about an hour and in-person at the annual meeting. Work on specific issue papers and projects is done by committee members between meetings. In addition, the work group hopes to be able to provide economic research workshops at



future annual meetings. Let us know by e-mailing Joan.Hedgecock@gmail.com if you are interested in joining this group, and we will add you to our list serve. We also hope you

will plan to attend our meeting at the upcoming NAPCRG annual meeting where we plan to establish a work plan and recruit new members. We'll let those on the listserve know the time and place of the meeting. The meeting will also be announced in the program.

Helpful Resources Available from AHRQ

The Agency for Healthcare Research and Quality (AHRQ) of the US Department of Health and Human Services partnered with Patrick Romano, MD, MPH, Peter Hussey, PhD, and Dominique Ritley, MPH, to develop *Selecting Quality and Resource Use Measures: A Decision Guide for Community Quality Collaboratives*. Their collective motivation was to meet the needs of local health care leaders seeking an evidence-based primer and decision-making framework to guide their strategic and operational planning related to performance measurement. For additional information, visit the Web site: www.ahrq.gov/qual/perfmeasguide/.

Romano PS, Hussey P, Ritley D. *Selecting Quality and Resource Use Measures: A Decision Guide for Community Quality Collaboratives*. Rockville, MD: Agency for Healthcare Research and Quality, May 2010. AHRQ Publication No. 09(10)-0073

Two AHRQ Web sites have been redesigned for easier, more useful access. They include:

National Quality Measures Clearinghouse (NQMC) is a public resource for evidence-based quality measures and measure sets that are currently being used by the Divisions in the US Department of Health and Human Services for quality measurement, improvement, and reporting. NQMC provides material on how to use, select, apply, and interpret a measure. Resources have been selected not only from the peer-reviewed journal literature but also from non-journal sources, such as the National Quality Forum. Its Web site is www.qualitymeasures.ahrq.gov/index.aspx

National Guidelines Clearinghouse (NGC) now has a new summary display of guidelines and offers expert commentaries for editorial insights on current issues as well as the opportunity for comparative analysis of guidelines on similar topics. Its Web site is www.guideline.gov/index.aspx



**Assistant/Associate Professor Specializing in Primary Care
Research for Department of Family Medicine, Virginia
Commonwealth University, Richmond, Virginia**

The Department of Family Medicine, Virginia Commonwealth University (VCU) School of Medicine is seeking a non tenure-track professor (Assistant or Associate) who specializes in community health research. Area of expertise is open, but areas of particular interest include primary care, prevention, geriatrics, chronic conditions, health information systems, comparative effectiveness research and health communication.

Qualifications include: (1) an earned doctorate degree in a relevant field; (2) experience in conducting and completing research projects; (3) a record of or potential for extramural research funding; (4) a publication record suitable for entry rank; and (5) experience working on a research team. Preference will be given to candidates who can effectively engage with our current faculty in several research projects that are funded and underway; as well as those who can quickly understand and grasp the unique challenges of work with a Practiced Based Research Network (PBRN).

Since 1996, the Department of Family Medicine has been developing and operating a PBRN, the Virginia Ambulatory Care Outcomes Research Network, a multidisciplinary team of researchers devoted to evaluating and improving the quality of primary health care. VACORN is dedicated to the longitudinal study and improvement of primary health care for the public.

Please send a letter expressing your interest in the position, curriculum vitae, research statement, list of three references, and recent peer reviewed publications and/or evaluation/research reports to Dr. Daniel R. Longo, Professor, Director of Research, Department of Family Medicine, Virginia Commonwealth University School of Medicine, MCV Campus, West Hospital, 14th Floor, Room 14108, 1200 East Broad Street, P.O. Box 980251, Richmond, Virginia 23298-0251.

For specific inquiries, please contact: Dr. Daniel R. Longo, Director of Research (drlongo@vcu.edu). Applications will be reviewed as received, and review will continue until the position is filled. We are committed to developing an excellent and diverse community of scholars and students engaged in research, education and service.

VCU is an Equal Opportunity/Affirmative Action Employer. Women, minorities, and persons with disabilities are encouraged to apply.

