

TO: VQI Members

Subject: Participation Award Certificates and Communications

While the SVS PSO posts a listing of the Participation Award results on the VQI website and recognizes award winners at our 18 regional meetings, we feel we can and want to do more to help celebrate your success. We also want to provide VQI members with the tools and guidance, so they can communicate their good work, as recognized through this award.

Given that the VQI operates under the construct of a Patient Safety Organization, there are certain limitations on the data we can share and how members can use and communicate the results of data received from the VQI/PSO. The PSO is not allowed to publicly report any outcomes data, which is the primary reason we have a Participation Award and not a Quality/Outcomes Award. The Participation Award is linked to critical activities that show a center's commitment to quality improvement and patient engagement, but the award is not and cannot be referenced as an indicator directly tied to quality of care.

To help you celebrate your success, in a manner that is consistent with PSO guidelines, we are providing you with tools and resources:

- 1) Each site will now receive a Participation Award certificate. This certificate can be used internally and posted on the institution's website. There may be no modifications to the certificate and it cannot be used for competitive marketing purposes.
- 2) In addition to each site receiving a PDF version of their Participation Award certificate, centers receiving 3-Stars will also receive a hard-copy certificate, which will be presented at the regional or annual meeting.
- 3) We also have created a standard press release, which your institution can use in your local media market. If your institution chooses to use the release, we ask that no content be modified, except for the name of your institution, the quote from your institution's leadership and the boilerplate language describing your institution.
- 4) PSO staff, Betsy Wymer, will work with your institution to approve final drafts of the press release.

Quick Facts to Remember:

- SVS VQI/SVS PSO data cannot be used for competitive marketing purposes. As stated in the contract with each VQI member, VQI/PSO data are subject to the privilege and confidentiality

provisions of the PSO Act and under no circumstances may a site use or disclose any Patient Safety Work Product (PSWP) for marketing or competitive purposes.

- The SVS VQI and SVS PSO prohibits competitive marketing in order to maintain a safe environment, where data are entered and used to improve quality. This is a major reason that the VQI employs a PSO model.
- The PSO cannot publicly report outcomes data.
- This is a Participation Award and should not be interpreted or positioned as a direct indicator of the Quality of Care provided by your institution.
- Data from the SVS VQI/SVS PSO can never be used for punitive purposes.

Sincerely,

Daniel Bertges, MD, Chair, VQI Participation Award Committee
Fred Weaver, MD, Chair, SVS PSO Governing Council
Jens Eldrup-Jorgensen, MD, SVS PSO Medical Director