

Rules of Use for Performance Results in the *Community Checkup* Report

This document is intended to guide users of results included in the Washington Health Alliance's (Alliance) Community Checkup reports. Any use of results produced by the Alliance should be consistent with the guidelines and rules described below. The guidelines are subject to revision by direction from the Alliance Board of Directors.

Copyright

The Community Checkup website and all results produced and prepared by the Washington Health Alliance are considered proprietary and the intellectual property of the Alliance. All rights are reserved. No part of the results may be reproduced for public or private reporting, distributed or transmitted in any form or by any means without the prior written permission of the Washington Health Alliance.

Optimal uses of the results

The Alliance encourages appropriate use of the results to engage purchasers, health plans, doctors, nurses, clinics and patients in conversations about quality, and to set goals and target resources. Optimal use of the *Community Checkup* results fall into three general areas:

- Drive quality improvement
- Promote consumer health and informed decision-making
- Structure programs to reward value in the delivery of health care

Examples of optimal uses that drive quality improvement, promote consumer engagement and reward value might include: ensuring that health benefits cover and promote needed services or approaches measured in the *Community Checkup*; using the results during contract negotiations to recognize or encourage improvement; or, aligning provider reimbursement to reward actions that promote better health and effectively manage chronic conditions.

Guidelines for Interpreting Results

When using results from the Community Checkup, organizations should be cognizant of how to interpret results. The Alliance strives to ensure that the results are correct, including allowing providers the opportunity to review their results for accuracy in advance of publication. However, all data has limitations. In particular, organizations should keep in mind that the Community Checkup results reflect a partial view of overall quality and value in Washington state. Results are based on a subset of quality measures. Medical group and clinic reporting is only provided for groups and clinics of four or more providers. The Alliance's database of approximately 4 million lives includes people with commercial and Medicaid health insurance, but does not include patients covered by Medicare, the uninsured, those in the individual insurance market and those who self-pay.

For additional information, please refer to the [Terms of Use](#) on the Community Checkup website.

Rules

Submission for Alliance review prior to use. Users of *Community Checkup* results must submit the proposed content and citation to the Washington Health Alliance for review and approval by the Alliance’s Communications department prior to use (email contactus@wahealthalliance.org). The Alliance will respond as quickly as possible, taking no longer than five business days. Once an organization receives Alliance approval, the organization does not need to resubmit the same content each time it is used. However, an approved citation for use in advertising, for example, must be resubmitted for review if it will be used with different content or another communication mode.

Examples of content likely to be approved include: screen shots or other images from the *Community Checkup* website or written materials that do not alter the content or visual representation; and, descriptions of results and other content that are factually accurate. Examples of inappropriate uses include changing the graphical presentation and report symbols, or implying that the report or the Alliance endorses, recommends or has named any particular medical group or clinic the “best” in the region. Note that “better” ratings refer to being above the *statewide* average and there is room for improvement for nearly all measures; therefore, receiving a “better” rating does not mean one has achieved optimal performance.

Licensing. The Washington Health Alliance may license partial or full results from the *Community Checkup* or its other products and materials to external organizations for their use. Organizations external to the Alliance may make a formal, written request to the Alliance to license results from the *Community Checkup* or its other products and materials, including (but not limited to), written reports, measure results, and measure technical specifications. Licensing requests must specify the content and use(s). Licensing requests will be reviewed and approved by the Alliance Board of Directors.

Citation. All approved uses of Alliance results and reports shall carry a citation that references the Washington Health Alliance as the source of the information and links to the *Community Checkup* website to enable readers to view the full set of results for all measures. In addition, organizations must state what measure they are referencing (if citing an individual measure) and which version of the *Community Checkup* report they are using.

Use of Logo. The Alliance will grant use of the *Community Checkup* logo to uses of the results that have been submitted and approved by Alliance staff. The logo may only be used to supplement but not supplant text that identifies the source of the information. For web-based materials, we encourage the logo to be hyperlinked to the *Community Checkup* website (www.wacommunitycheckup.org).

Uphold reporting conventions of the *Community Checkup*. All uses of the results must adhere to the data collection and reporting conventions established by the Washington Health Alliance. In particular, references must be precise in terms of the measures compared and the actual results rather than broad generalizations or subjective descriptions of the relative performance. Some examples are presented in the table below:

Appropriate	Not Appropriate
Clinic X received “better” ratings on breast and cervical cancer screening	Clinic X scored the best on breast cancer screening or Clinic X is top rated in breast cancer screening
Clinic Y scored “better” in 2 out of 3 measures of effective diabetes care	Clinic Y outperforms all others on diabetes care

Using the confidence interval to describe differences in rates	Using the rate alone to describe differences in results
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Compliance. Each organization using *Community Checkup* results agrees in advance to comply with the Alliance's rules of use and to remedy misuse or misstatements with the action deemed appropriate by the Washington Health Alliance. The Alliance reserves the right to request that an organization withdraw material from distribution or publish a retraction and/or clarification in connection with any misuse of the results. In addition, the Alliance reserves the right to review the organization's *Community Checkup*-related materials at any time.

Notify the Alliance of misuse. Individuals and organizations that identify any use of Alliance-produced results that is outside of these guidelines and rules should notify the Alliance. The Alliance will review all contested uses and determine necessary action.