



**THE LEARNING HEALTH CARE COMMUNITY:  
A PARTNERSHIP BETWEEN PFIZER  
AND THE UNIVERSITY OF MARYLAND, BALTIMORE**

In becoming part of the Learning Health Care Community,  
Pfizer will show a lasting commitment to the people who  
matter most in the health care process: the patients.





### THE LEARNING HEALTH CARE COMMUNITY/PCOR AT UMB

The University of Maryland Baltimore (UMB) is in a uniquely advantageous place at a unique time in health care—a locus of proximity with the Baltimore community in which we reside, of trust that enables engagement, of close ties on which to build collaboration, of commitment to inter-professional strategies with UMB's professional schools (pharmacy, medicine, nursing, social work, dentistry, and law), and of an unparalleled track record in patient-centered outcomes research (PCOR). All of this comes at a time when new federal imperatives are certain to mandate patient-centered health care that is effective, efficient, and measureable. With the right partner, we will develop and demonstrate not only the effectiveness of our work one-on-one with patients in our Baltimore community, but also its scalability and replicability.

UMB is a vital member of this community and not only listens to the patient voices in that community, but looks to build and strengthen those voices, as well as our responsiveness to what we hear. To that end, we are building the West Baltimore Learning Health Care Community.

### Year 3 (\$3.5 Million) is dedicated to EXPANSION

- updating the existing CER-PCOR training modules (specifically the PROEM curriculum)
- hosting an inaugural satellite Learning Health Care Community mini-summit in remote cities like New York, Detroit, Flint, or Washington, DC
- conducting evaluations of the impact of community engagement
- hosting a second Learning Health Care Community Summit
- recruiting an assistant director of engagement, a manager of professional relations, a manager of community outreach, additional informational technology specialists, as well as additional content delivery specialists
- enhancing a PhD track in CER-PCOR

### MAKING THE VISION A REALITY

Through this prospectus, we have described the vision of a West Baltimore Learning Health Care Community. UMB is a strong partner with a proven track record in PCOR and in patient and community engagement. We ask Pfizer to join us as a partner in taking this vision into the future to a healthier West Baltimore and to enhancing the art and science of patient and community engagement so that no patient is left behind.





UMB is uniquely qualified to establish a **Learning Health Care Community** because of its experience with PCOR, which focuses on the patient as an integral part of the research process - from design to dissemination.

#### **Year 1 (\$2 Million) is about FOUNDATION**

- enhancing current training modules
- recruiting and retaining “patient professors,” members of the community who will instruct researchers on what is important to patients, and how best to engage patients, how to translate and disseminate critical information to patients. They will also teach their community and help train future generations of “patient professors”
- hiring a director of training, an assistant director of instructional technology, a marketing specialist, and additional faculty

#### **Year 2 (\$2.5 Million) has a major focus on IMMERSION**

- creating a CER-PCOR curricular assessment plan
- implementing a student summer internship program at Pfizer, as well as a mini-sabbatical program for Pfizer employees at UMB
- hosting an inaugural Learning Health Care Community summit
- recruiting an assistant director of instructional design and assessment, information technology specialist(s), content delivery specialist(s), and pre- and postdoctoral fellows

The proposed Learning Health Care Community is inspired by UMB’s desire to reduce health disparities through a community-engaged PCOR. Patient data and patients’ voices are equally important when we conduct studies that will make health care services and delivery safer and more effective. Health disparities research provides solutions for eliminating the health inequities that are closely linked to the social, economic, and/or environmental disadvantages of underserved populations.

Through this prospectus, we will describe to Pfizer:

- our current programs, impact, and successes to date
- how a partnership between Pfizer and UMB can take the West Baltimore Learning Health Care Community to the next step
- the new infrastructure and programs created through this partnership that will build a healthy community, break down barriers that lead to disparities, and enhance PCOR and patient engagement among some of the most disadvantaged populations



## CURRENT PCOR CAPABILITIES AT UMB

The University of Maryland, Baltimore (UMB) is positioned to overcome barriers to training and conducting culturally competent comparative effectiveness research and patient-centered outcomes research (CER-PCOR). Culturally competent health care and research, along with a commitment to reducing health disparities among priority populations, are our University's hallmarks.

UMB combines expertise in health services delivery and research, clinical research, community-based participatory research, and implementation science to conduct CER-PCOR that is culturally inclusive with an eye towards reducing health disparities and helping health care delivery systems improve patient outcomes and health system efficiency. UMB's PCOR programs and activities clearly demonstrate that UMB is a center of excellence in CER-PCOR.

### The PATIENTS Program

The PATient-centered Involvement in Evaluating the effectiveNess of TreatmentS (PATIENTS) program is a 5-year, \$5 million PCOR Infrastructure Development (R24) grant awarded to C. Daniel Mullins, PhD, (Program Director) by the Agency for Healthcare Research and Quality (AHRQ). The PATIENTS Program applies the concept of continuous patient and stakeholder engagement, the principles of community-based participatory research, and the paradigm of fourth generation, health disparities research. The relationships established through the PATIENTS Program provide networks for recruiting individuals for stakeholder engagement in infrastructure development and future studies. The PATIENTS Program seeks to empower patients in making health care decisions and to establish a framework for researchers to make lasting connections with their surrounding communities.

Another priority will be training for our campus community, our administrators, faculty, professional students, graduate students and staff on what it means to be a patient-centered, community-focused learning laboratory.

We will also train stakeholders such as industry, policy makers and political leaders to listen to patient and community voices, thus enhancing the health of West Baltimore.

### Annual Training Numbers

225 "patient professors"  
75 government employees  
50 pharmaceutical industry/consulting employees  
45 community leaders  
115 other stakeholders  
2,500 units of community or continuing education across all users

University of Maryland, Baltimore combines expertise in  
health services, delivery and research,  
clinical research, community-based  
participatory research, and implementation science  
to conduct CER-PCOR that is culturally inclusive.



## PFIZER: A POWERFUL PART OF THE COMMUNITY

We envision the UMB Learning Health Care Community as extending beyond the walls of UMB's School of Pharmacy, which houses some of the nation's most ambitious projects in PCOR, including awards for developing PCOR methodology, integrating caregivers and advocates in the process, and infrastructure-building.

### Training as a Priority

The foundation for the UMB Learning Health Care Community is training to enhance PCOR capacity and skills, and enhanced PCOR in our community. It begins with partnering with local patients and community members to build their skills and capacity to engage.

We will graduate what we call "patient professors," those patients, patient advocates, and community members that will teach members of our campus about patient and community engagement.

### The PATIENTS Program's partners include:

- PatientsLikeMe
- Bon Secours Baltimore Health System
- Mt. Lebanon Baptist Church
- Association of Black Cardiologists (ABC)
- Riverside Health System
- University of Maryland Medical Center
- Center for Medical Technology Policy (CMTF)
- Westat



### PROEM Center of Excellence

The Patient-Centered Research for Outcomes, Effectiveness, and Measurement (PROEM) Center of Excellence in Comparative Effectiveness and Patient-Centered Outcomes Research Education at the University of Maryland, Baltimore (UMB) works to expand and improve training in CER-PCOR. This program is only two years old and has already enrolled into its programs numerous PhD students; post-doctoral fellows; PharmD, medical and nursing students; and practicing health care professionals.

### Comparative Effectiveness Research Certificate Program

A 19-hour certification program has been developed through a collaboration between UMB and the CER Collaborative, and is offered through the School of Pharmacy's Center for Innovative Pharmacy Solutions (CIPS) Knowledge Enterprise. It includes five online modules and one in-person course designed to train pharmacists and other clinical decision-makers to evaluate and apply CER in clinical and formulary decision-making. Over 200 health care practitioners and researchers have enrolled in the program and over 120 have completed certification.

### CER-PCOR Summer Institute

Developed through the PROEM Center of Excellence, the CER-PCOR Summer Institute is designed to provide participants with an introduction to CER-PCOR, as well as the skills and resources required to navigate this specialized area of research. This five-day course is open to faculty, postdoctoral fellows, graduate students, industry researchers, and government policymakers. In 2015, 83 participants registered for the Summer Institute.

By investing in PCOR at UMB,

Pfizer would leave an imprint on some of the most vulnerable, underserved communities in West Baltimore and beyond. That imprint will be evident in **healthier generations of residents** and in researchers who are willing and able to make health care solutions more **equitable and sustainable.**

Pfizer and UMB have a shared interest in improving the health of our communities. This goal is best achieved when patients become true collaborators with researchers and health care professionals. These collaborations promote the safe, effective use of medications by enhancing communications and stripping away the layers between patient and providers.

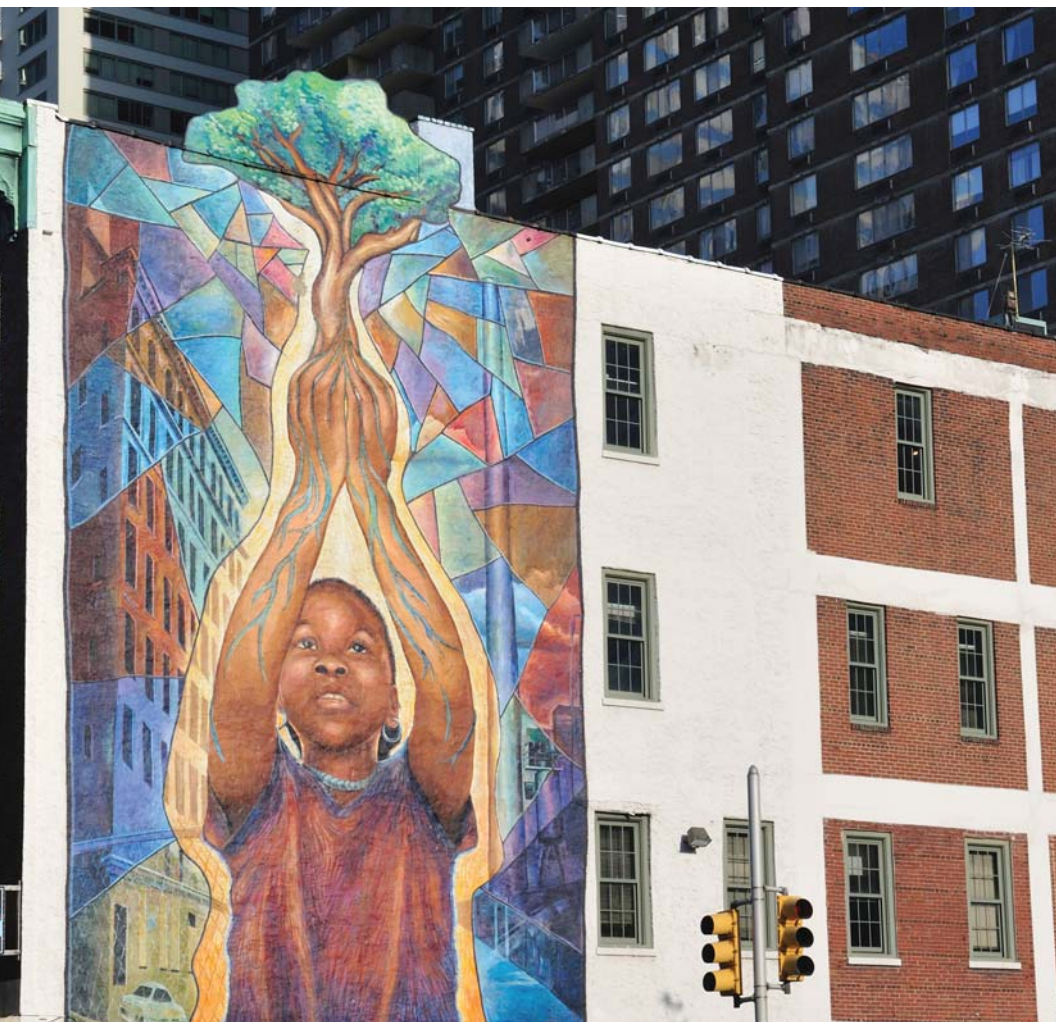
The lasting imprint of a Pfizer-UMB partnership will be reflected in the voices of patients as they spread the message of health and wellness throughout their neighborhoods, and to future generations.

**A relationship with UMB has the power to connect Pfizer with the resources it needs to expand its patient-centered work:**

- pipeline to both emerging and established researchers
- connections to the community
- healthier generations
- partnerships with underserved populations
- strategic collaborations with PCOR innovators



# PFIZER'S LASTING IMPRINT



## Pipeline of Researchers

To help CER-PCOR continue to gain traction and successfully improve patient outcomes, the CER-PCOR Center of Excellence continues to provide current and future CER-PCOR researchers with the knowledge and skills necessary to conduct patient-centered research activities and provides practitioners with the skills needed to interpret CER-PCOR studies and appropriately implement findings.

## CER/PCOR Workgroup

The UM CER Workgroup is an inter-campus collaboration among CER/PCOR researchers from the University of Maryland, Baltimore and the University of Maryland, College Park who meet monthly to build interdisciplinary, interprofessional collaborations and gain a broader understanding of the nature, scope, methods, and implications of CER and PCOR.

## EXEMPLARY RECORD OF ACHIEVEMENT IN PCOR

UMB's School of Pharmacy is one of just seven institutions to receive an infrastructure development grant from AHRQ through its PATIENTS Program. To be sustainable, the proposed learning health care community must engage and serve members of the communities surrounding UMB, particularly West Baltimore, through this bidirectional learning initiative.

The School of Pharmacy is also the home of the Patient-Centered Research for Outcomes, Effectiveness, and Measurement (PROEM) Center of Excellence in Comparative Effectiveness and Patient-Centered Outcomes Research, one of just five Centers of Excellence funded by the PhRMA Foundation to expand graduate and training programs across the nation.

## AWARD SPOTLIGHT

### C. DANIEL MULLINS, PHD

*Professor and Chair*

*Department of Pharmaceutical Health Services Research  
University of Maryland School of Pharmacy*

#### **Award: Mapping and Resourcing Patient and Stakeholder Engagement Along 10-Step PCOR Continuum Framework**



The Patient-Centered Outcomes Research Institute (PCORI) has awarded C. Daniel Mullins, PhD, with a **three-year, \$1.2 million contract** to design continuous processes for researchers and health care professionals who seek to engage patients in key aspects of the research process.

## AWARDS

UMB researchers have received awards that allow them to create and expand PCOR projects that have the power to impact the health of generations. As a PCOR Center of Excellence, UMB is well-positioned to continue its track record of securing awards across private and government agencies.

### PhRMA Foundation

Eleanor Perfetto, PhD

Patient-Centered Research for Outcomes, Effectiveness, and Measurement (PROEM) (\$349,998 award)

### AHRQ

C. Daniel Mullins, PhD

PATIENTS, PATient-centered Involvement in Evaluating effectiveNess of TreatmentS, (\$5 million award)

Jennifer Albrecht, PhD

Prioritizing Quality Improvement for the Treatment of Psychiatric Disturbances Following Traumatic Brain Injury (\$732,001 award)

Melissa Jo Armstrong, MD

Enhancing Clinical Guideline Development via Patient and Stakeholder Engagement (\$673,296 award)

### PCORI

C. Daniel Mullins, PhD

Mapping and Resourcing Patient and Stakeholder Engagement Along 10-Step PCOR Continuum Framework (\$1,214,861 award)

Eleanor Perfetto, PhD

PCOR Training for Non-usual Suspects: A Program for Rare Disease Patient Advocates (\$248,937 award)

Susan DosReis, PhD

Methods for Prioritizing Surrogate Desired Health Outcomes for Patients (\$937,520 award)

Susan DosReis, PhD

Methods for Prioritizing Surrogate Desired Health Outcomes for Patients: Engaging Sustainable Partnerships in the Hispanic Community (supplement to previous award)