

Attachment D

AHRQ Health Care Innovations Exchange Annual Follow-up Guide

Contacting the Innovator

Beginning approximately 3 months before the due date for the completion of the review, the team contacts each contact person listed in the profile by e-mail using both the authoring tool and regular e-mail. The purpose of this contact is to invite the innovators to submit updates to the information in the profile. The team uses the authoring tool to send a link to the profile with comment boxes and approval buttons similar to the innovator approval method for new profiles. More details on the use of the authoring tool for this purpose are provided in section I.n. Standard language for these contacts is shown below. All contact attempts must be logged in the lead tracking system as described in section I.n. Alternatively, the team can use the authoring tool to send the profile link to a Westat team member. The team member can then embed the link in the initial email to the innovator.

Innovators are invited to submit new information for annual review, but they are not required to do so or respond to the request so the follow up efforts are less intensive than for a new profile. A typical contact pattern would be to make at least two contact attempts using two modes (i.e. e-mail and telephone) over the course of approximately two weeks. If the innovator does not respond after several attempts, then staff should attempt to verify and/or update the innovator contact information displayed in the profile. This verification may come through a reliable biographical website or document, or through an alternate contact at the innovator's organization (e.g., an administrative assistant). Steps for concluding the annual review process are described in section 5.c.

Below is a sample e-mail that can be used for the first contact attempt. The editorial teams may modify this message as needed. In your signature block, it is usually helpful to show your affiliation as AHRQ Health Care Innovations Exchange rather than as your employer as it minimizes confusion about who you are representing. It is also helpful to "request a read receipt" when sending the regular email. The points emphasized in the e-mail are also useful in phone calls.

Sample E-Mail

This should be sent by regular e-mail shortly after sending the automated link through the authoring tool.

Subject Line: AHRQ Health Care Innovations Exchange Annual Update– Insert Name of Innovation

Dear Dr. X,

Each year we review and update the innovation profiles posted on the AHRQ Health Care Innovations Exchange www.innovations.ahrq.gov. On [insert date] you should have received an e-mail message from the Innovations Exchange authoring system requesting your input on the profile of your work so that we may update it based on activity since the profile was written. We are looking for your input on any new program components, new results, new lessons learned, or other updates. Sometimes the messages from our system are removed by spam filters so I would like to confirm that you received it. Please let me know - if you did not receive it I can send you the profile for review another way.

We look forward to your updates. You may enter comments directly into the Innovations Exchange authoring system using the link provided in the other message. Alternatively, if you would like to discuss the necessary revisions, please let me know and I will be happy to schedule a phone call.

Thank you for your continued support of the AHRQ Innovations Exchange,
Your Name
AHRQ Health Care Innovations Exchange

Sample E-Mail with embedded profile link

This email should include a link to the profile and should be sent initially to the innovator:

Dear Dr. X,

I am contacting you on behalf of the U.S. Agency for Healthcare Research and Quality (AHRQ) Innovations Exchange to obtain an annual update to the profile of your work: **INSERT LINK TO PROFILE**

Each year, we contact the individual listed as the innovator to:

1. Ensure that the contact information for the innovator and the content of the profile are still accurate,
2. Find out if there are any updates to the program that we can incorporate -- such as new program components, new results, spread of the program, etc., and
3. Learn if you have been contacted as a result of your profile being posted on the Innovations Exchange.

Please use the hyperlink above to review your profile in our Authoring System. We look forward to your updates. You may enter comments directly into the Innovations Exchange authoring system. Alternatively, if you would like to discuss the necessary revisions, please let me know and I will be happy to schedule a phone call.

Thank you for your continued support of the AHRQ Innovations Exchange,
Your Name
AHRQ Health Care Innovations Exchange