

**MCH/CSHCN Director's Webcast
(October 9, 2003)**

CHRIS DEGRAW: Good afternoon and welcome to MCHCOM.com from the Park Lawn building in Maryland. I'm Chris DeGraw and we have several speakers at the bureau to talk with you today. Before we get started I just want to give you a couple of housekeeping announcements. First, the slides will appear in the central window and should advance automatically. The slide changes are synchronized with the speakers' presentations. You do not need to do anything to advance the slides. You may need to adjust the timing of the slide changes to match the audio by using the plus and minus buttons at the top right. I encourage you to ask the speakers questions at any time during the presentation.

Simply type your question in the white message window on the right of your interface, select question for speaker from the drop down menu and hit send. Please include your state or organization in your message so that we know where you're participating from, and we have several speakers. If you can also indicate which speaker your message is directed towards. The questions will be relayed to the speakers periodically throughout the broadcast, if we don't have the opportunity to respond to your questions during the broadcast, we will e-mail you afterwards. Again, we encourage you to submit questions at any time during the broadcast. On the left of the interface is the video window.

You can adjust the volume of the audio using the volume control slider which you can access by clicking on the loud speaker icon. Those of you who selected accessibility features when you registered will see text captioning underneath the video window. At the end of the broadcast, the interface will close automatically and you will have the opportunity to fill out an on-line evaluation. Please take a couple of minutes to do so. Your responses will help us in future broadcasts in this series to improve our technical support. Before we get on with the broadcast, I want to bring greetings from Dr. Peter van Dyck, MCH director.

He's unfortunately unable to be with us today he's currently finishing up a trip to Afghanistan, should be in the office next week. We have three topics to talk with you about today. Our first presenter will be Jack Tenenbaum, Acting Director of the Office Of Program Planning here at the bureau. He's going to talk about new customer satisfaction surveys for end users of MCHB's supportive service. After that we'll have Hae Young Park from the areDivision of Research Training and Education talking about the research program. And finally Jeff Koshel assisted by Heather D and Elizabeth will preview the partnership meeting that's coming up in the next few weeks. We'll start with Jack Tenenbaum Acting Director of program planning at MCHB. Jack.

JACK TENENBAUM: Thank you, Chris.
Good afternoon.

I'm going to talk this afternoon about another in a series of customer satisfaction surveys. This is our second customer satisfaction survey and it's all a part of the Maternal Child Health Bureau attempt to improve the quality and value of the services that we provide at every level. We're asking some of you as our partners to assist us in administrating this latest survey, that's for the recipients of the services that we support. Some of you have already received an e-mail asking you to identify sites which provide those direct care services or enabling services to target populations.

And those sites need to be able to provide about 250, not about, but 250 responses per site on the survey, so that we have sufficient numbers for the sampling.
We will also be contacting community-based grantees, again discretionary grant funding, to participate in this survey as well.
Clients will be asked to complete the very short survey form in English or Spanish.

The survey form takes approximately less than two minutes to complete.
It's a series of about ten check boxes, and then they're done.
The information that we propose to collect does not need either IRB clearance or HIPAA approval since no personal or service identifiers are collected.
All data are also aggregate and there's no way to trace it back to an individual.
The customer satisfaction survey that we use utilizes the American Customer Satisfaction Index, which is a tested, multi-equation econometric model that links customer expectations, perceptions of quality and perceived value to satisfaction.
It was developed by the National Quality Research Center at the university of Michigan business school and is co-sponsored by the American Society For Quality.
This methodology has been tested.
It's accepted as reliable and valid and provides a 95 percent confidence level.
The questionnaire is standardized with a portion being unchanged from all users and a portion being tailored to the target audience of specific federal programs.
This allows for comparison across federal programs.

It allows for comparison with the private sector and for all other organizations participating in the American Customer Satisfaction Initiative, and there are over 200 companies currently doing that.
The Customer Satisfaction Index results report provides a tracking mechanism for us to look at current results and compare them with future results.
It serves as a baseline against which future performance can be measured.
Customer satisfaction performance with national and industry changes can be compared.
The resulting report shows on a scale from zero to 100 how customer satisfaction scores compare with other organization's scores.
In addition, the customer satisfaction survey effort that we are undertaking is closely linked to our government performance and results act measures.
Two of our new GIPR measures for discretionary grants relate directly to customer satisfaction.

The accountability of government programs to provide the best possible service to their customers is part of providing services that best utilize public funds.
The trend toward increasing accountability will continue at all levels of progress and this survey is part of assuring that we provide the best services possible.
We are looking for ten states to identify two sites within each state.
Some of you have already been contacted and asked to do that, which would give us 20 sites.
In addition, we're going to contact ten discretionary programs so we'll have a total of 30 sites providing 250 surveys per site for a total of 7,500 surveys.
This will give us valid, reliable information upon which we can make management decisions.
I will be very happy to entertain any questions you may have.

CHRIS DEGRAW: Okay, do we have any questions now for Jack?
If not, we'll go on to our next speaker, and you'll have another opportunity.
You can just go ahead and submit any questions at any time throughout the broadcast for jack or for any of our other subsequent speakers, and we'll stop at various points during the presentations and field the questions.
And then to also save some time at the end for questions.
Right now we'll have Hae Young Park, who is with our MCHB's research program in the division of research education and training.
He's going to speak to us about new priorities with the MCHB new research program.

HAE YOUNG PARK: Hello, I'm Hae Young Park program officer with the Maternal Child Health Bureau research program.

This afternoon I'll be talking about the research program's current work, developing a five-year research agenda for fiscal years 2004 through 2009.

The research program periodically updates its research agenda based on current and emerging topics of importance in the field, as well as MCHB's programs and investments.

The MCHB research program was established in 1963 to support applied research and has the potential to improve MCHB's services and delivery of care.

Our applicants are public and non-profit organizations of higher learning and public and nonprofit agencies engaged in research or programs for children with special health needs.

We support investigator initiated projects and have a unique history on focusing on health disparities and barriers to care for vulnerable populations.

Current annual budget is approximately \$10,000,000.

Earlier this summer, in June, we initiated the process of updating our research agenda for fiscal year's 2004 to 2009 by convening a one-day expert panel meeting.

The purpose of this expert panel meeting was to discuss current and emerging topics of importance in the field as well as the development of the bureau's five-year research agenda.

Panelists represented state and federal agencies and organizations, institutions of higher learning, as well as other public and non-profit agencies who are prominent in the field of MCH and who have made significant contributions in the field of MCH research.

We also had a representative from each of the divisions (inaudible) divisions and offices who participated in this important meeting and continue to provide ongoing input to this process.

The expert panel meeting resulted in some important recommendations from the field.

The Division of Research Training and Education, as well as bureau staff, further discussed these recommendations, and developed four draft strategic research issues, which are included in your slide.

Basically, the four strategic research issues emphasize and focus on public health service systems and infrastructures, as they relate to MCH population.

MCH services and systems of care efforts to eliminate health disparities and barriers to care.

Services and systems to ensure quality of care, and promoting the healthy development of MCH populations.

As you can see, the four research issues are very broad in scope, but also focus primarily on improving services and systems of care for MCH populations.

We also include a specific example in the draft document.

See the example -- we felt these examples would best help illustrate each of the four research issues.

The first draft document was reviewed and approved by Dr. Van dike, associate administrator for Maternal Child Health Bureau and with his approval we forwarded to our state Title V program for their review and comments.

The draft document that you all received in the mail is the second phase of reviewing comments from our key MCHB stakeholders.

In addition to the state Title V from we also requested review and comments from other MCHB partners and stakeholders, including our MCHB research review committee, our research and training program grantees.

The association of Maternal Child Health Bureau, the American academy of pediatrics committee on children's research, just to name a few.

And inclusive of other MCHB partners and stakeholders.

So far we've only received a handful of comments from you all, I think Title V program.

If you have not yet had the opportunity to provide us with your feedback and specific examples, we are happy to give you another deadline by next Thursday, October 16th, which is one week from today.

We would appreciate specific comments and feedback on the draft four issues and also specific examples that you feel are good examples and best illustrate each of the four research issues.

My contact information is included in the PowerPoint slide.

The MCHB research program accepts applications twice a year in March and August.

The next application due date is March 1, 2004.

So applicants who address a research issue will receive some points towards their overall score out of a possible 100 points.

Applicants that do not address a research issue are considered for funding, however, they do not receive the funding point.

Once we finish receiving comments from the field, we expect to have our final strategic research issues available later this fall, and will make them available on our MCHB website at mchb.hrsa.gov.

We'd like to thank all of you who submitted factor specific examples and appreciate additional comments and examples from the rest of you.

Thank you.

CHRIS DEGRAW: Thank you, Hae Young Park, we don't seem to have any questions at this point in time. So we'll go on with our program.

Again, you're encouraged to ask questions, provide comments.

We'd like to make this broadcast as interactive as we possibly can.

Our next speaker is Jeff Koshel who is the Deputy Director of MCHB's division of state and community health.

JEFF KOSHEL: Hello everyone.

Greetings from Rockville.

As you can tell, I hope, on your slide, the in ten days we'll have our partnership meeting.

Cassie Lauver would normally be making the presentation but she's going to Canada to be with her ailing husband.

She wants me to send her regards.

She'll be back in plenty of time to do the partnership.

As you know this year the theme of the partnership meeting is from research to practices.

It was the overwhelming favorite that the folks in the field wanted, recommended to be there.

There were a couple different wrinkles this year to the partnership meeting, as I think most everyone knows, the first day of the meeting this year will be new leaders, new folks to MCH.

It will be on Sunday.

And we will have the veteran leaders, if you will, the meeting for them will be, will start on Monday and run through Wednesday.

And this will be the pattern that we'll follow for all of our subsequent partnership meetings.

We'll no longer have a alternate year.

The other wrinkle that's a little different this year is we'll have regional lunch where each of the states in the region will have a chance to socialize, go over interesting points that they want to bring up at the meeting together.

And the regional lunch will be.

HEATHER: It will be on Tuesday from I think 12:15 to 1:45.

And that lunch will occur Tuesday the 21st.

The agenda actually will be posted on the rumors.org website and you'll be able to see everything more specifically by the end of this week.

JEFF KOSHEL: Thank you, Heather.

A couple things that are not on the agenda that I think folks want to make special note of.

As Chris mentioned earlier.

Dr. Van Dyck is on a trip, a mission, if you will, to Afghanistan, returning today or tomorrow.

This is, I believe, his fourth or fifth trip.

And he will provide us with an overview of what conditions are like there in terms of maternal and child health and specifically working with the secretary on upgrading the clinic services available for women who are delivering, infants.

(Inaudible) we'll also have the folks working on the web-based applications.

I don't know if all of you in the states have filled out SITs on the contractors, they will both have a resource center and they'll be conducting a roundtable.
A roundtable will focus on how we conclude what -- almost all of the feedback we receive is very positive on this issue.
We know there are things we can improve.
But we want your feedback.
Make a point of stopping by at the roundtable and giving us your thoughts about what else we can do.
Another thing that I don't think is on the agenda is our TA contractor, which is Westover Consultants, all the TA that's requested by the state agencies you know we now have a web page that can (inaudible) westover will have a booth, resource table at the partnership meeting, as well as faculty present.
The other thing I can tell you about is one of our new staff member of our division, Elizabeth walkoff, to my right, will be there and she'll talk more about what is going on at the meeting.
But Heather will -- Elizabeth will also be helping on the technical assistance request that you submit in making sure we follow up on those in a timely way.
So you may want to get to know her.
She'll facilitate technical assistance for us.
So why don't I turn it over to Elizabeth and Heather and they'll tell you more about what's going on during the partnership meeting.

ELIZABETH: First off I'd like to say I'm looking forward to meeting many of you at the partnership meeting and I hope you'll approach me in an effort to get to know each other so I can help you out on your technical assistance needs.

We have many exciting activities for the partnership meeting.
As Jack mentioned the resource centers are going to be available.
There will be a question and answer session for the web-based Title V Block Grant applications.
The resource centers will be governmental rather than private sector sources.
And the roundtable will -- they'll meet on Tuesday from 3:00 to 5:00.
They'll be 20 to thirty-minute sessions, and so the intent is that this manner will provide a more informal setting where you can have more intertax with the speakers.
There will be 17 topics, including a new AMCHP guide for senior managers and also a newborn hearing screening.
We also have other activities that I'd like to introduce Heather who will talk about those.

HEATHER: Hello, I'm glad to see you all.
I'll see you face to face at the partnership meeting.
I can't wait to meet everyone.
I've been doing a lot of planning here.
Thank you Jeff for covering general information about the partnership meeting.
I do want to touch back on regional luncheon.
It's not on Tuesday rngs I misinformed you it will be on Monday October 20th from 12:00 to 2:15 p.m.
you'll have a lot of time to possibly make an agenda tore discuss some topics that you would like to mention within your region.
On top of that, I just wanted to go over generally what the agenda looks like.
As I said, it will be posted on the website.
Hopefully by the end of this week, with the latest draft agenda.
It's not completed yet.
But you'll get a much better idea of what to expect.
The keynote speaker this year is going to be Ed war Doe Sanchez and he'll be speaking about overweight and obesity on Monday.
Then from there on Monday we'll have two sets of breakout sessions.
The breakout sessions will have six different speakers at that time.
So you can look through the agenda and see what you would be most interested in participating in.

And then we would have a short break and you'd have a following breakout session again where some different speakers will be available.

Tuesday is going to be very similar.

Although, in the morning, we're going to have six breakout sessions, and following that we'll have a lunch. And that's what I was confusing the regional lunch with.

This actually, on Tuesday, is going to be a special lunch, because it's an awards ceremony lunch.

And at this lunch we'll be presenting awards for the Vince Huns and the director's award.

Following the lunch we'll have round tables from 3:15 to 5:00, and so whatever information you didn't glean from the breakout sessions, some speakers will be not repeating their speech but also talking about some highlights of their talk at the roundtable.

So that will be available for you to go to on Tuesday from 3:00 to 5:00.

Then on Wednesday, the schedule is going to be somewhere around 8:30 to about noon.

And we're going to have the closing summary with hot topics.

And that's the general summary of the partnership meeting.

But if you'd like more details, it will be on the web shortly.

So you can look at it there.

And if you have not registered yet and are intending on coming, you can also go to the rumors.org website and register there.

It's spelled ROOMERS.org.

And that was my conclusion of the partnership meeting.

Jeff, do you have anything to add.

JEFF KOSHEL: Those of you who will be interested in knowing, maybe you can tell from the slides, it's a very nice hotel.

And I think you'll enjoy it.

The other thing you should know is Heather is a nutritionist by training, and she assures me not only does the food taste good there but it's really well made and it's good for us.

And the food, Casey swears is very good.

So we'll have a good time, get a lot of important work and we're all looking forward to it.

It begins in about ten days.

We look forward to seeing everyone soon.

CHRIS DEGRAW: Thank you, Jack and Heather and Elizabeth.

Now it's time to ask any questions or provide any comments for our speakers.

We currently have one question that's addressed to Jack Tenenbaum.

The viewer would like to know how does the bureau plan to interpret the results with the consumer-based evaluations.

JACK TENENBAUM: The bureau is interested in evaluations of all of the programs that we sponsor.

And I understand that most of the programs that we support do not deal with direct services.

And in fact very few deal with direct services.

But it's difficult getting at programs dealing with infrastructure building or even population-based services in a consumer survey.

So we're looking at the direct services and enabling services to take a look at what those who do receive our services think about them.

And I think that that's a valid measure of what we do.

What do we do that measures up to the client's expectations that they would receive? It's a way of looking at our services through the eyes of our clients.

And that's always a good thing.

CHRIS DEGRAW: Okay.

There don't seem to be any additional questions or comments.

So I want to thank all of you on behalf of the MCH bureau for participating in this October 9th MCHCOM.com broadcast.

I'd also like to thank our contractor, the center for the advancement of distance education at the university of Illinois at Chicago school of public school of health for making all this technology work.

We'll continue to enhance our communication strategies over the next year and look forward to your continued participation.

Following today's webcast, as with all past and future webcasts there will be an archive of the session available on the website, MCHCOM.com, in the next few days.

I encourage you to let your colleagues know about this archive.

We'll also be posting the date of the next MCH COM broadcast on the website if you'd like any topics you'd like to hear on our website or any comments about the webcasts themselves you can e-mail them through the website.

So on behalf of the bureau's staff, we look forward to seeing all of you at the partnership meeting in the next couple of weeks.

Thank you again.