



# Person-Centered Outcome Measures & Health Equity

Everyone deserves fair and just access to high-quality health care that addresses their unique needs, reflects their diverse background and culture, and is designed to deliver the outcomes they want.

Person-Centered Outcome (PCO) measures drive care that matters to people and encourage organizations throughout the care continuum to work together in an integrated manner to help people achieve their health outcome goals. Achieving health equity is an ongoing journey that requires new learning, growth and engagement within the health care ecosystem and the communities it serves. By organizing the health care system around what matters to people, their families and their community, we have the opportunity to deliver care that produces better health outcomes, in a more efficient, equitable and cost-effective way.

## **How do PCO measures address health equity?**

High-quality care is equitable care. Everyone deserves the best treatment regardless of their race, gender identity, sexual orientation, socioeconomic or cultural characteristics. The PCO measures promote health equity by aligning what matters to an individual with their care plan and using the resulting goal (e.g., attending a graduation, participating in a 5K walk, etc.) for quality measurement. By having a conversation around what matters to a person, clinicians are able to better understand that individual and tailor their care plan accordingly. The PCO measures allow for that conversation to be measured and tracked over time and to be used for quality measurement purposes.

## What are some steps that are being taken to address equity and care alignment?

Equity and care alignment are being addressed through measure testing, collaborative and peer learning, and strategic communications.

**Investigate:** Analysis of measure data from the learning collaboratives will include comparison of race, ethnicity, preferred language, social needs, payer, ZIP code and other social determinants (such as transportation, housing and food insecurity). This will help NCQA understand how these measures impact different populations and if these measures would benefit from measure stratification.

**Identify:** Specific efforts were made during learning collaborative recruitment to engage organizations serving diverse populations. NCQA provides coordinated technical assistance and resources that address measurement, clinical workflow and clinical decision-making in diverse populations. To ensure patient-facing materials resonate with diverse populations, measure resources are available in English and Spanish, and Patient Partners review all materials (including goal inventories) for clarity, direction and appropriateness for use with patients and care partners.

**Elevate:** NCQA is working to develop and disseminate messages about the measures using information, data and stories that resonate with, and demonstrate value for, diverse populations and viewpoints.

## What was learned from the values-based message testing for PCO measures?

Communication (and more specifically, messaging) is most effective when it is grounded in core values that resonate with—and are relevant to—the listener. While developing communication and messaging about the PCO measures, NCQA explored a range of core values that people associate with health care. Of the many values tested, **health equity, effectiveness and trust** surfaced as the most important values for clinicians, individuals and care partners.

### Additional Resources:

To learn more about how the PCO measures promote health equity, please view our 2022 Health Innovation Summit presentation: [Promoting Health Equity by Measuring What Matters Most](#).

To learn more about what NCQA is doing around health equity, visit NCQA's [Health Equity Resource Center](#).