Creating and Presenting Your Documentation: Tips for Success
Welcome and Introduction
Learning Outcomes

• Identify and implement strategies for selecting and presenting their agency documentation in the PHAB accreditation process
• Describe methods to support PHAB site visitors in effectively reviewing and assessing documentation
• Identify strategies utilized by an accredited health department in identifying and preparing documentation submitted in the PHAB accreditation process
Presenters

Shirley Orr, MHS, APRN, NEA-BC
PHAB Consultant

Marita Chilton, MPH
Accreditation Manager, PHAB

April Harris, MPH, CHES
Deputy Director, Three Rivers District Health Department

Colleen Svoboda, MPH
Administrator, Office of Community Health and Performance Management
Nebraska Department of Health and Human Services

Jeff Soukup, CPH
Performance Improvement Manager/Accreditation Coordinator
Nebraska Department of Health and Human Services
Webinar Format

- Presentation and discussion
- During the presentation, enter your questions into question box on the control panel to the right of your computer screen
- Questions will be addressed in the discussion period following the presentations
Documentation in Context of the PHAB Accreditation Process

Shirley Orr
PHAB Consultant
PHAB Accreditation Process

1. Preparation
2. Registration and Application
3. Documentation Selection and Submission
4. Site Visit
5. Accreditation Decision
6. Annual Reports
7. Reaccreditation
Health Department Self-Assessment

• Systematically review the PHAB standards, measures and required documentation to identify strengths and opportunities for improvement
• Team approach
• “Do we do this?” If so, in what programs or activities?
• If not, explore potential strategies to address gap
The Role of Documentation in the PHAB Accreditation Process

• Documentation is the basis for determining conformity with standards and measures

• Documentation “tells the story” of the health department
The Role of Documentation in the PHAB Accreditation Process (continued)

• The process of selecting or creating and presenting documentation is in itself a quality improvement strategy
  – Builds better overall awareness and understanding of the overall scope of work of the department
  – Provides a means to share and adopt positive practices across the agency
Documentation Basics
Marita Chilton
PHAB Accreditation Manager
Selecting Documentation

• Utilize your Accreditation Team
• Pick your BEST example(s)
• ...that meet specifics of the Required Documentation within the context of Standard, Measure, and Domain
• Showcase a variety of Programs
• Select the correct number of examples
• REMEMBER: Population Public Health Focus
Ensure ALL Examples Are:

• Current, in use, and **DATED** within the appropriate timeframe when submitted
• Final (draft documents not accepted)
• Free of confidential information (redactions OK)
• Include **Evidence of Authenticity** (if signature line is present, make sure there’s a signature)
• In an acceptable file format (PDF strongly preferred)
Not Prescriptive

“What” is in place, not “How” it got there or “Who” developed it

Documentation may be developed, e.g.,
  • By the health department
  • By another level of government (an umbrella agency, the state or local HD)
  • By another governmental agency
  • By a community partner, non-profit org
  • By a contractor (e.g., consultant, academic)
  • By a partnership (evidence of membership)

…PROVIDE CONTEXT & HIGHLIGHT STAFF NAMES
## Acceptable File Formats

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<th>EXTENSION</th>
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<td>Audio</td>
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<tr>
<td>Image</td>
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<tr>
<td>Video</td>
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Prepare and Package Each Example

- Clearly present the materials
- Identify the location of the requirements (hint: “must”)
  - Highlight, coversheet, bookmark, sticky notes, etc.
- Double check: Dates and Evidence of Authenticity
- Create a meaningful title
- Provide Context to ensure evidence gives a complete picture
Example of Packaging

- PDF one upload per example
  - Multiple related documents within 1 PDF
  - Include a Coversheet that includes context and clearly identifies each required element
- Use Bookmarks
Use e-PHAB to Provide Context

• Document Title
  • Identify documents
  • 250 characters limit

• Document Description
  • Describe document: what it is, what is in it, where the relevant section is
  • 150 words limit

• Measure Narrative
  • Explain how documents demonstrate the measure
  • 10,000 character limit (including spaces, punctuations)
In e-PHAB

Titles and Upload Descriptions
Example File Titles

• Obesity Coalition Minutes, May 2014
• Administrative QI Project on Improving timesheet on-time completion rates
• Healthy Heart Task Force Membership List
• New Employee Orientation Policy 2015
• 2012 Bed Bugs Board of Health Presentation
Upload Descriptions: Point to Requirements

- Describe how document demonstrates conformity
- Identify specific location within the document for each required element
- Provide context if upload is part of a larger document
- Describe the author, if not a health department document
- Use the description boxes with **very brief remarks**
  - Character Limit: 150 words
  - “See cover sheet and PDF bookmarks”
- Use cover sheets when more details are needed
Coalition minutes are provided by the X Hospital Representative. See page 2 for highlighted names of health department staff represented on Coalition.

*Marita’s personal suggestion: If you have more text than this, use a cover sheet.
In e-PHAB

Titles and Upload Descriptions

<table>
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<th>DOCUMENTATION</th>
<th>TITLE</th>
<th>UPLOADED BY</th>
<th>ACTION</th>
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<td>Document 1.1.2 L.2.2</td>
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<td>Jonas Salk 04-20-2012</td>
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Appendix 2 of the 2011 Community Health Assessment is a list of the Community Partners engaged in the planning process.
In e-PHAB
Measure Narratives

Use the following box to explain how the submitted documentation, taken as a whole, demonstrates and illustrates how the health department meets this measure.

10000 Characters
Measure Narratives

Use the measure narrative to explain to the Site Visitors the reason for selecting ALL documents submitted for the measure.

• Size Limit: 10,000 characters
• Optional
  • Give context to the evidence
  • Describe how all evidence demonstrates conformity
  • Explain why the HD is using the documents

• DON’T just reiterate the requirements and write that the documentation meets the requirements
Submit the Required Number of Examples

- More is NOT better!
- Several pieces of evidence may be needed to demonstrate conformity for each example
  - PDF documents together
- If using the same document for multiple requirements in same RD, only upload once with coversheet
- Pay attention to example requirements (e.g. administrative & programmatic)
- Showcase a variety of programs
For Preparing Documentation

**DO:**
- Make sure web links include dated screenshots and a description
- Make sure every document is dated
- Make sure every document includes evidence of authenticity
- Make sure to provide the correct number of examples
- Make sure to “tell the story” using the upload title, upload description or cover page, and Measure Narrative
- Make sure to point the site visit team to each required element

**DON’T:**
- Don’t upload drafts
- Don’t upload sideways documents
- Don’t include links in upload description or Measure Narrative
- Don’t upload documents with blank signature lines
- Don’t include examples from unaccepted programs or activities
- Don’t use unacceptable file formats
  - Don’t use PDF Portfolios
April Harris
Three Rivers District District Health Department
Who We Are

- District Health Department
- 45,000
- 65 Employees
- Board of Health (5)
- Accredited February 2013
Timeline

- 2007: Assessments began
- 2008: Assessments continued, Community Partnerships formed
- 2009: Strategic planning complete, vision/mission and Quality Improvement training for staff
- 2010: Community Health Assessment complete
- 2011: Accreditation Coordinator appointed and Community Health Improvement Plan complete, Board of Health trainings
- 2012: Official Site Visit
- 2013: Accreditation Awarded
April’s Tips

- More is not necessarily better
  - Think A-Z
- Upload what they ask for
- Be direct but not vague
- Have a wide array of documents – involve others
Description Template

Required Documentation 2.
Documented distribution of health profiles to public health system partners, community groups and key stakeholders such as governing entities or community advisory groups, via email and websites, etc.

Guidance:
The Tribal or local health department must provide documentation of the distribution of health profiles to public health system partners, community groups, other Tribal and local health departments, and key stakeholders, such as governing entities or community advisory groups. This may include partners, such as governing entities and elected/appointed officials, community based organizations, civic groups and any others who receive services, help in the delivery of services or support public health services. Distribution may be documented by a mailing list, email list-serve, posting on the web site, press releases, meeting minutes documenting distribution of the profile, presentations and inserts or flyers.

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<th>DOCUMENTATION</th>
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<td>April 6, 2012</td>
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<tr>
<td>Document 1.4.2 L.2.2</td>
<td>TRDHD Website</td>
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The documentation provided is email distribution of the health profiles in 1.4.2.L.1 to community partners. Katherine Gilson and Rebecca Wilson, TRDHD Health Educators, sent the emails Thursday, February 2, 2012.
Pre-submission Review

• Pre-submission Review
  • Internal with Key Staff
  • External with Public Health Staff
    • 3 Accreditation Coordinators
    • Internal Policy Analyst DPH (former employee)
    • Preparedness Manager (PPHR recognition)
    • Epidemiologist → Quality Improvement
      • Ready to Go
      • Needs some TLC
      • Start Over
  • Final Review with Director
# TRDHD INTERNAL SITE VISIT REPORT

<table>
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<tr>
<th>REQUIRED DOCUMENTATION</th>
<th>SCORE</th>
<th>COMMENTS: Explain what was missing or why it does not meet the measure. (must have comment if not “Fully Demonstrated”)</th>
<th>HOW TO IMPROVE: Describe very specifically on what needs to be improved upon. (must have comment if not “Fully Demonstrated”)</th>
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<tr>
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</tbody>
</table>

- Not Demonstrated
- Slightly Demonstrated
- Largely Demonstrated
- Fully Demonstrated

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This piece of documentation is ready to be submitted to PHAB.

This piece of documentation will be ready to be submitted upon making the suggested changes.

This piece of documentation should not be submitted to PHAB and a new example should be given.
Practice

- One and a half days
- De-briefed after each day
- Learning experience for everyone
- Would have been great for partners and board of health members
Practice

• Prepare your Staff
  • Brag on Your Successes!
• Speak with your Board of Health
  • Breakfast Briefing
• Engage your Community Partners
  • Individual Visits
• Do a Visual Walk Through
Lessons Learned from TRDHD

• Don’t “start” with Domain 1
• Don’t “start” until you know what gaps exist
• Document description template
  • WHO, WHAT, WHEN, WHERE & WHY
• Share & learn from others
• Electronic documentation
Lessons Learned as a Site Visitor

• Don’t create extra work for yourself
• Avoid acronyms
• Utilize your Accreditation Specialist
• Be consistent
• Most importantly, have fun!
The Nebraska Journey
Identifying and Preparing Accreditation Documentation

Colleen Svoboda and Jeff Soukup
A True Tale of Quality Improvement
Background

• Population ~1.8 million
• Decentralized
  (20 local health departments covering 93 counties)
• Began our accreditation journey in 2009
• Submitted documentation in June 2015
• Site visit in January 2016
• Accredited in May 2016
Our Overall Approach

- Established Domain teams in 2010
- Began to collect and file documentation
- Did not have complete leadership buy-in
- Dissolved teams
- Completed a self-assessment to identify gaps
- Filled gaps (e.g., workforce development and communication plans)
- Gained leadership buy-in
- Started with original documentation
Accreditation or Bust
Our Documentation Approach

• Reviewed original documentation
• Contacted people to get updated or new documents
• Used Adobe Acrobat Pro to combine documents and include contextual narrative and highlights
• Submitted our application/registration in October 2014
• Attended training in February 2015
• Submitted documentation in June 2015
Example for 8.1.1 S, RD 1

- **Measure**: Relationship and collaboration with educational programs that promote the development of future public health workers

- **Required Documentation**: Partnership or ongoing collaboration with educational programs to promote public health as a career or to provide training in public health fields
Practice Council | UNMC

PUBLIC HEALTH PRACTICE COUNCIL

Mission
Establish and enhance shared partnerships between academic and practice-based partners in Nebraska in an effort to build and sustain channels for interaction and increase the capacity of each to improve the public’s health.

Guiding Principle
A guiding principle of this council is to hold shared power and build trust among all partners.

Goal
Through collaborative efforts of academic and practice communities, the Council will provide a forum for discussion and planning, and will offer recommendations for educating and training Nebraska’s public health workforce.

Strategies
The specific goals of this Council are to:

- Continually assess the current and future education and training needs of Nebraska’s PH workforce. (focus in year 1)
- Encourage and promote the development and delivery of education and training programs to address needs and priorities of the PH workforce. (focus in year 1)
- Leverage resources to build and sustain the PH workforce.
- Identify and address specific opportunities and barriers to collaboration with state, tribal and national public health initiatives.
- Encourage and assist with PH workforce recruitment and retention.
- Encourage and advocate for cultural competence, awareness, and diversity in the PH workforce.
- Advise the HRSA-funded Great Plains Public Health Training Center (Great Plains PHTC).
This is a screen shot from the University of Nebraska Medical Center, College of Public Health's website describing the Public Health Practice Council. The Council has at least 2 representatives from the Division of Public Health. The Council works to connect public health academic and practice fields in Nebraska and improve the workforce.

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<tr>
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<td><strong>COPH Ex Officio</strong></td>
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<table>
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<tr>
<td>Teresa Anderson, APRN-CNS</td>
</tr>
<tr>
<td>Health Director, Central District Health Department</td>
</tr>
<tr>
<td>Grand Island, NE</td>
</tr>
<tr>
<td><a href="mailto:tanderson@cdhd.ne.gov">tanderson@cdhd.ne.gov</a></td>
</tr>
<tr>
<td>Kari A Simonsen, MD</td>
</tr>
<tr>
<td>Assistant Professor of Pediatrics,</td>
</tr>
<tr>
<td>Section of Pediatric Infectious Diseases</td>
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<tr>
<td>Program Director, Pediatric Infectious Diseases Fellowship</td>
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<tr>
<td>University of Nebraska Medical Center</td>
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<tr>
<td>Medical Advisor, Douglas County Health Department</td>
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<tr>
<td><a href="mailto:ksimonsen@unmc.edu">ksimonsen@unmc.edu</a></td>
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<tr>
<td>Michele Bever, PhD, MPH</td>
</tr>
<tr>
<td>Executive Director,</td>
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<td>South Heartland District Health Department</td>
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<tr>
<td>Hastings, NE</td>
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<tr>
<td><a href="mailto:michele.bever@southheartlandhealth.org">michele.bever@southheartlandhealth.org</a></td>
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<tr>
<td>Coleen Svoberoda, MPH</td>
</tr>
<tr>
<td>Performance Improvement Manager</td>
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<tr>
<td>Nebraska Department of Health and Human Services</td>
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<tr>
<td><a href="mailto:Colleen.svoberoda@nebraska.gov">Colleen.svoberoda@nebraska.gov</a></td>
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<tr>
<td>Gretchen Forsell, MPH</td>
</tr>
<tr>
<td>Director</td>
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<tr>
<td>Northern Area Health Education Center</td>
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<tr>
<td><a href="mailto:gforsell@nnahec.org">gforsell@nnahec.org</a></td>
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<tr>
<td>Nancy Thompson, MA</td>
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<tr>
<td>Health Center Association of Nebraska</td>
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<td><a href="mailto:nthompson@hcanebraska.org">nthompson@hcanebraska.org</a></td>
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<tr>
<td><a href="mailto:laurameyes@nalhd.org">laurameyes@nalhd.org</a></td>
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<tr>
<td>Larry Voegle</td>
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<tr>
<td>Public Health Planner</td>
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<tr>
<td>Rita Parris</td>
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<tr>
<td>Executive Director, PHAN</td>
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<tr>
<td>Lincoln, NE</td>
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<td><a href="mailto:PublicHealthNe@cs.com">PublicHealthNe@cs.com</a></td>
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<td>Josie Rodriguez</td>
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<tr>
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<td>Office of Health Disparities and Health Equity</td>
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<tr>
<td><a href="mailto:Josie.rodriguez@nebraska.gov">Josie.rodriguez@nebraska.gov</a></td>
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<td>Marty Wilken, PhD</td>
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<td>Douglas County Board of Health</td>
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<tr>
<td><a href="mailto:mwilken@creighton.edu">mwilken@creighton.edu</a></td>
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Organizing Files

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Tips and Lessons Learned

• The documentation you provide is a Site Visitor’s first impression of your department.
• Use documentation to tell the comprehensive story of your health department.
• Include useful narrative.
• Highlight, highlight, highlight.
• Make links for the reader even if you think they are obvious.
• Be consistent (try to write in “one voice”).
• If you are questioning an example in terms of scope, then look for a different one.
More Tips and Lessons Learned

• Meet the measure. Move on.
• More is not better.
• Keep it simple.
• Provide document collectors/teams with good instructions and guidance.
• Celebrate.
• Have fun!
• Take notes.
For those of you about to “doc”
We salute you!
Don’t forget – It’s all about quality improvement
Contact Us

Colleen Svoboda
Colleen.Svoboda@Nebraska.gov
(402) 471-7779

Jeff Soukup
Jeff.Soukup@Nebraska.gov
(402) 471-0146
Questions?
Thank You!

www.phaboard.org