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**Workshop on Research
Dissemination and Implementation
Framework & Toolkit**

PCORI Workshop on Research Dissemination and Implementation Framework & Toolkit

Mathematica Policy Research

Washington, DC

December 10, 2014

WebMD®

AcademyHealth

Palladian Partners, Inc.
AN ALTARUM COMPANY

Welcome

Joe Selby

Executive Director, PCORI

About PCORI

- An independent research institute authorized by Congress through the Patient Protection and Affordable Care Act

- Funds comparative clinical effectiveness research (CER) that engages patients and other stakeholders throughout the research process

- Seeks answers to real-world questions about what works best for patients based on their circumstances and concerns

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We Have a Broad and Complex Mandate

"The purpose of the Institute is to **assist patients, clinicians, purchasers, and policymakers in making informed health decisions** by advancing the quality and relevance of evidence concerning the manner in which diseases, disorders, and other health conditions can effectively and appropriately be prevented, diagnosed, treated, monitored, and managed **through research and evidence synthesis...and the dissemination of research findings** with respect to the relative health outcomes, clinical effectiveness, and appropriateness of the medical treatments, services."

-- from the *Patient Protection and Affordable Care Act*

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Project Goals

- Guide PCORI in planning for the dissemination of its research and how to speed use and implementation of evidence by health care decision makers

- Identify effective strategies and tools for dissemination and implementation efforts

- Address the dissemination and implementation needs of a diverse array of stakeholder groups

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Engagement as a Path To Useful, High Quality Research

Topic selection and research prioritization

Proposal review; design and conduct of research
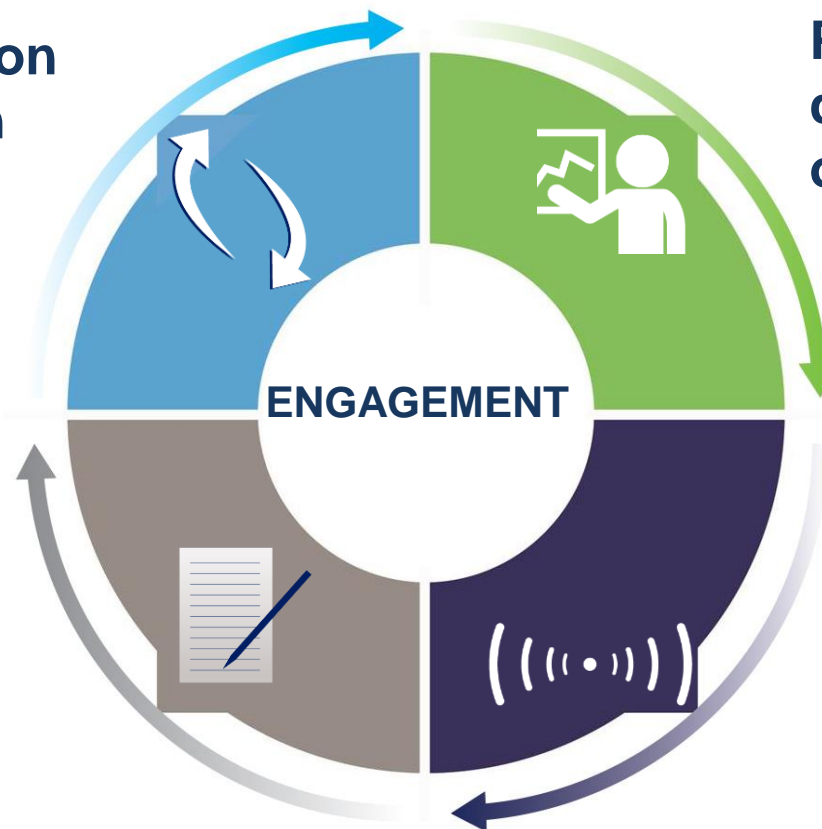
ENGAGEMENT

Evaluation

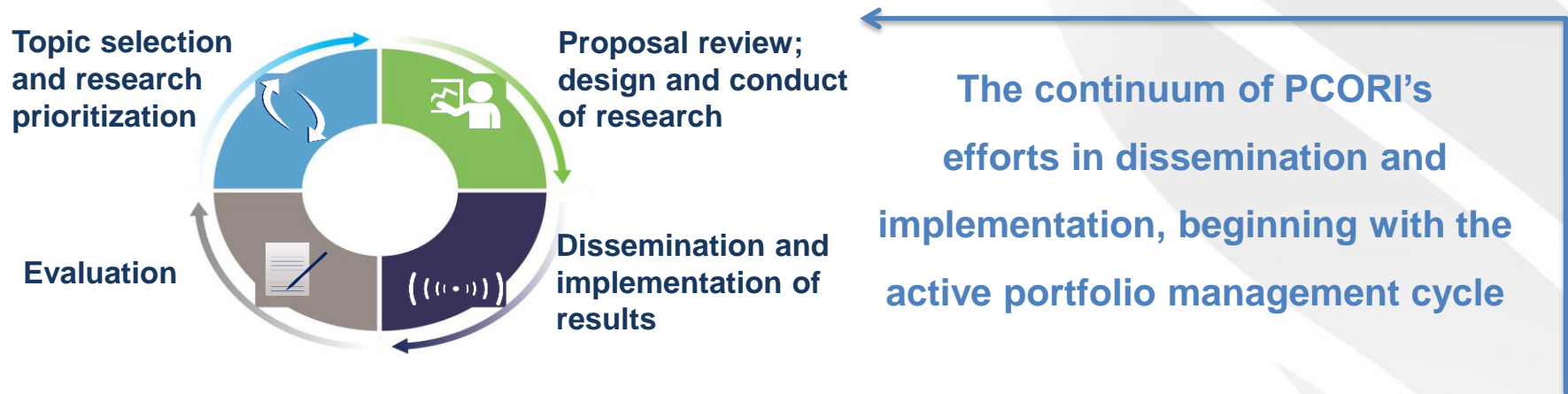Dissemination and implementation of results

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Engagement Rubric

PCORI has developed a four-part Engagement Rubric to guide applicants, merit reviewers, awardees, and engagement/ program officers regarding engagement in the conduct of research.

- **Planning the study:** How patient and stakeholder partners will participate in study planning and design

- **Conducting the study:** How patient and stakeholder partners will participate in the study conduct

- **Disseminating the study results:** How patient and stakeholder partners will be involved in plans to disseminate study findings and ensure that findings are communicated in understandable, usable ways

- **PCOR engagement principles:** Reciprocal relationships; co-learning; partnership; trust, transparency, honesty

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Dissemination Efforts Start with Patient and Stakeholder Engagement in Research

Topic selection and research prioritization

Proposal review; design and conduct of research

Evaluation

Dissemination and implementation of results

The continuum of PCORI's efforts in dissemination and implementation, beginning with the active portfolio management cycle

Research	Peer Review	Disseminate	Implement	Impact

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Patient-Centered Outcomes Research Institute

Developing the PCORI Dissemination and Implementation Action Plan

Process for developing PCORI's Action Plan for Dissemination and Implementation

Conduct phone calls

Collect preliminary information from roundtable participants

Host D&I roundtable

Convene experts at D&I roundtable to receive input, which will inform RFP

Release consortia RFP

RFP

Using input from the roundtable, develop and release consortia RFP

July 2013 → **August 2013** →

February 2015 ← **December 2014** ← **October 2013** ←

FINAL: PCORI D&I Framework and Toolkit

Incorporate learning from workshop and develop PCORI's Action Plan for Dissemination & Implementation

Host D&I workshop & activate public input

Convene D&I workshop to hear results of project(s)

Award consortia RFP

Award consortia RFP to finalist

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AHRQ and PCORI's Role in Dissemination and Implementation

Success for PCORI *and* AHRQ = **Impact** on practice and patient outcomes

Authorizing legislation

Agency for Healthcare Research and Quality (AHRQ)

- AHRQ shall disseminate the research findings that are published by PCORI *Sec. 937(a)(1)*
- Create informational tools that organize and disseminate research findings for physicians, health care providers, patients, payers, and policymakers *Sec. 937(a)(1)*
- Develop a publicly available resource database that collects and contains government-funded evidence and research *Sec. 937(a)(1)*

**Patient-Centered Outcomes Research Institute (PCORI)**

- The purpose of the institute is to assist patients, clinicians, purchasers, and policymakers in making informed health decisions by advancing the quality and relevance of evidence…**and the dissemination of research findings** with respect to the relative health outcomes, clinical effectiveness, and appropriateness of the medical treatments, services, and items described in subsection (a)(2)(B)

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Patient-Centered Outcomes Research Institute

Welcome

Dr. Richard Kronick
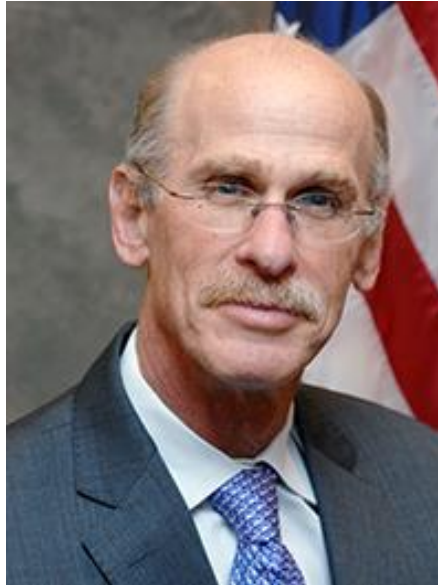
Director,
AHRQ

Welcome & Introductions

Facilitator Cliff Goodman

Senior Vice President, The Lewin Group

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Dissemination and Implementation
Framework & Toolkit**

Workshop Objectives

- **Solicit stakeholder feedback to inform final drafts of the Framework and Toolkit:**

  – **Elements for PCORI to consider when developing a dissemination and implementation plan for health and health care evidence: Is anything missing?**

  – **Actionable direction for PCORI in developing and executing effective dissemination and implementation plans: How could they be enhanced to be more helpful or useful?**

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Workshop Objectives (cont'd.)

– **Considerations unique to specific stakeholder groups that should be emphasized: Is anything missing?**

– **What level of involvement in a study does your organization require to be involved in that study's dissemination and implementation of the findings?**

– **Would you be willing to partner with PCORI to share evidence from comparative effectiveness or patient-centered outcomes research?**

– **What are the challenges, gaps, and opportunities on which PCORI should focus moving forward?**

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Workshop Agenda

11:00 a.m.	**Welcome and introductions**
11:25 a.m. – 11:45 a.m.	Framework and Toolkit overview
11:45 a.m. – 12:35 p.m.	Practical exercise: Audience ID and partner engagement
12:35 p.m. – 1:05 p.m.	Expert panel discussion
1:05 p.m. – 1:40 p.m.	Break
1:40 p.m. – 2:30 p.m.	Practical exercise: Dissemination
2:30 p.m. – 3:00 p.m.	Expert panel discussion
3:00 p.m. – 3:45 p.m.	Plenary discussion: Measuring D&I effectiveness
3:45 p.m. – 4:00 p.m.	Wrap-up/next steps

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Housekeeping Items

- **Webinar audience and in-person audience**

- **Be mindful of the tight agenda**

- **We are capturing audio and video recordings of today's proceedings and will make them publicly available**

- **Live Tweet using #PCORIWorkshop**

- **Event staff as a resource**

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Warm-Up Exercise

- **Think about a time when you or someone in your organization engaged with PCORI to share or find information related to patient-centered outcomes research (PCOR)**

- **Using the "Working with PCORI" worksheet in your packets (or the webinar resource tab), in the left column:**
  - **Write one word to describe the experience**
  - **If it went well, indicate what stands out for you as being particularly helpful**
  - **If it did not go well, briefly describe what went wrong**

- **Set worksheet aside – we'll come back to it at the end of the day**

1:00

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Framework/Toolkit Overview

Dominick Esposito

Mathematica Policy Research

Who We Are (The Team)

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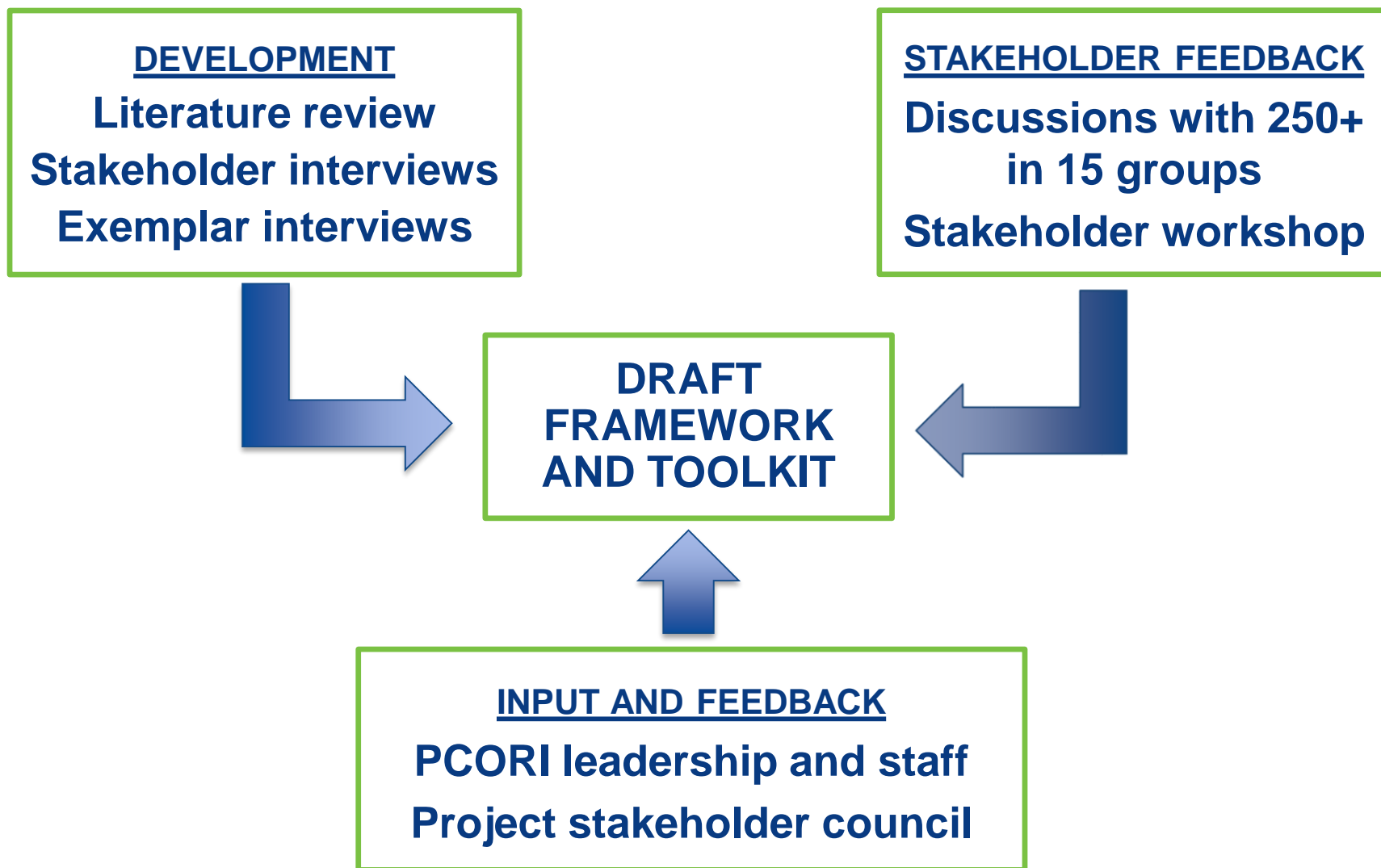
AcademyHealth
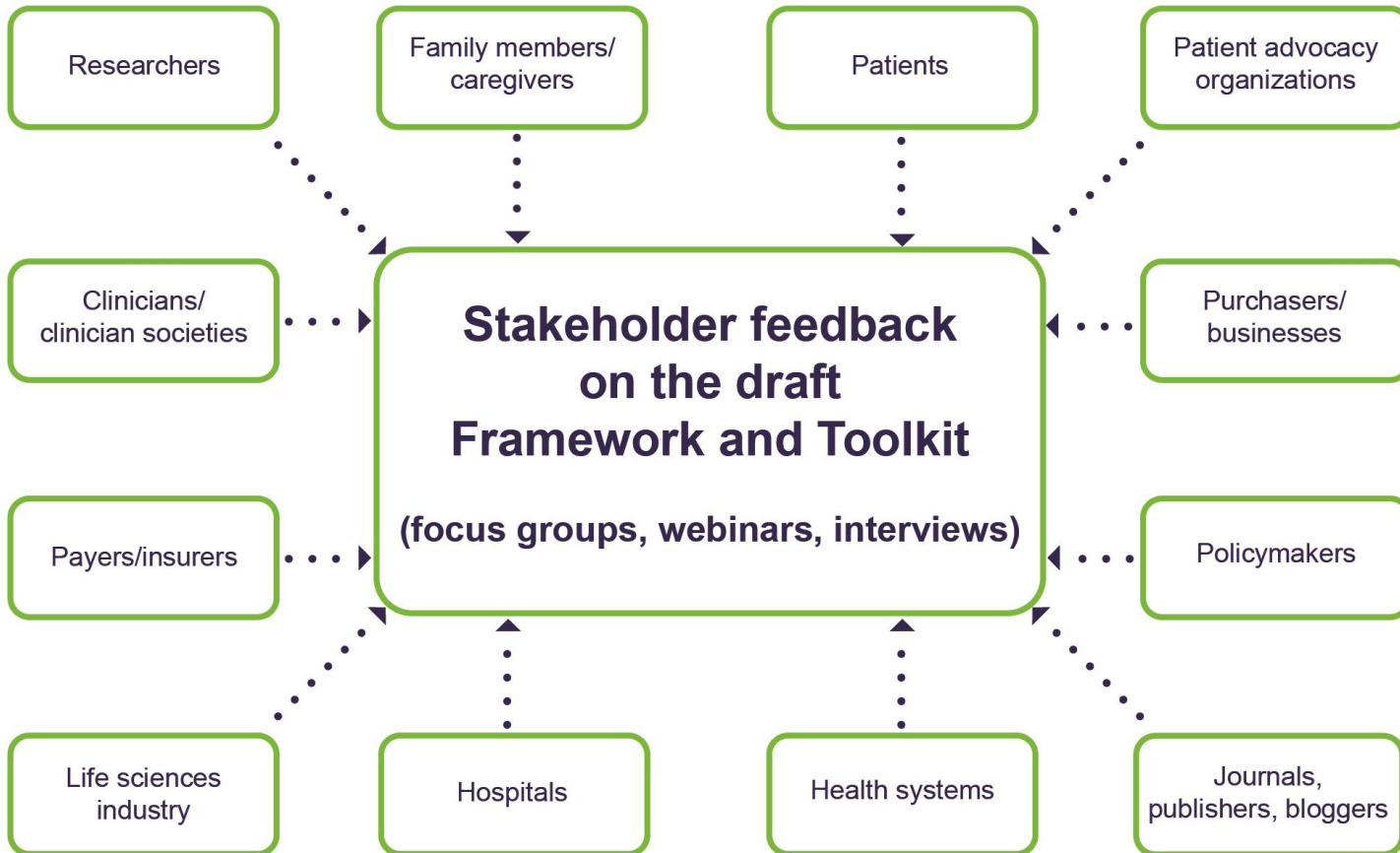
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Where Do We Start?

- **Dissemination and implementation start well before findings are ready**

  – They begin at topic selection when stakeholders identify their needs and questions that are relevant to them

- **The focus is on CER and PCOR findings that have the potential to have considerable impact on decision making**

  – Framework and Toolkit developed with broad dissemination of evidence in mind

- **The audience is PCORI leadership and staff, as well as members of PCORI advisory panels and committees**

  – Other health and health care entities, organizations, and agencies may also find the Framework and Toolkit valuable

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How We Got Here (Methods)

DEVELOPMENT

Literature review
Stakeholder interviews
Exemplar interviews

STAKEHOLDER FEEDBACK

Discussions with 250+ in 15 groups
Stakeholder workshop

DRAFT FRAMEWORK AND TOOLKIT

INPUT AND FEEDBACK

PCORI leadership and staff
Project stakeholder council

Stakeholder Groups Providing Feedback

Researchers

Family members/ caregivers

Patients

Patient advocacy organizations

Clinicians/ clinician societies

Stakeholder feedback on the draft Framework and Toolkit

(focus groups, webinars, interviews)

Purchasers/ businesses

Payers/insurers

Policymakers

Life sciences industry

Hospitals

Health systems

Journals, publishers, bloggers

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What Stakeholders Told Us...

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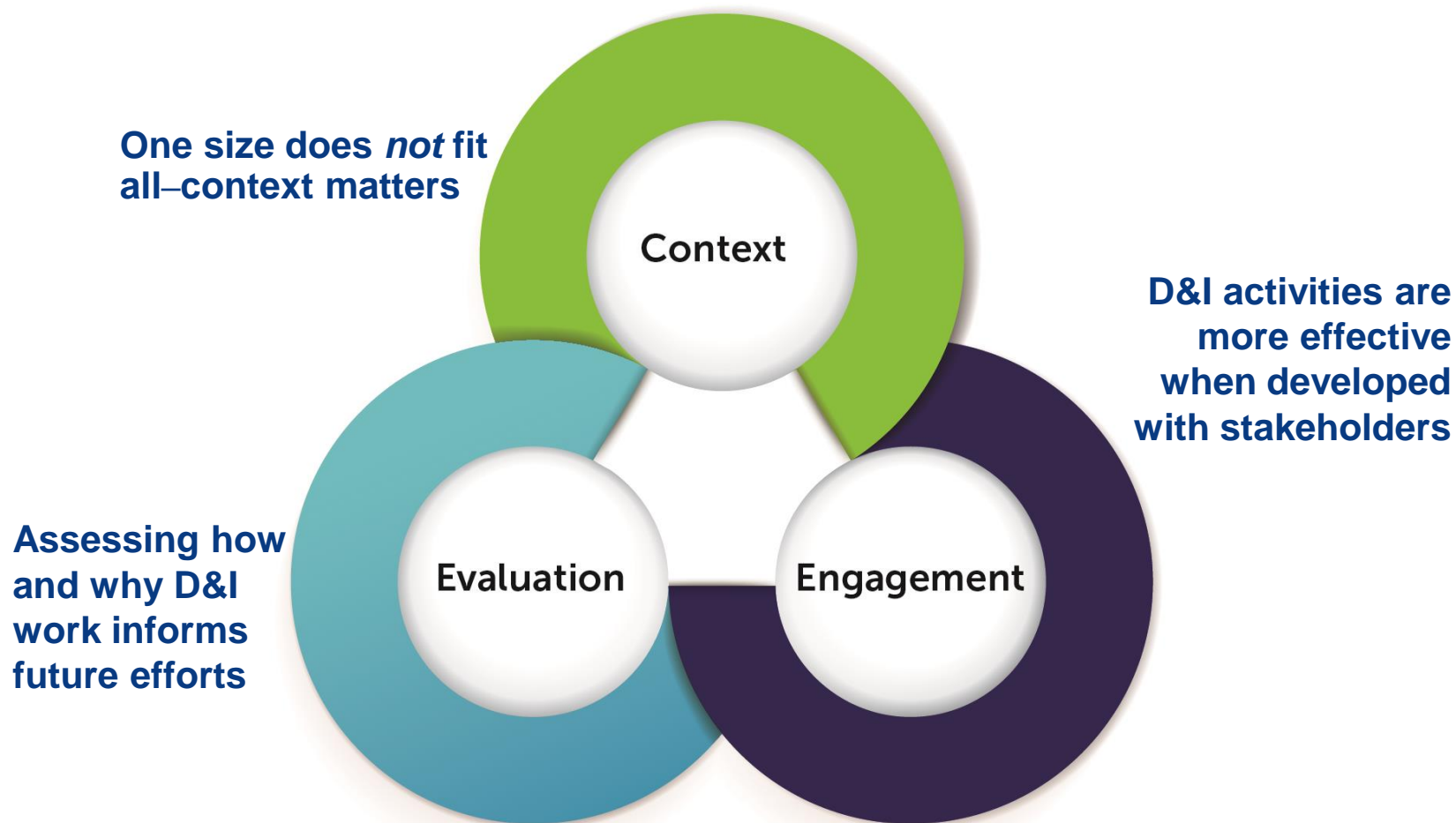# Defining Dissemination and Implementation

Dissemination

The intentional, active process of identifying target audiences and tailoring communication strategies to increase awareness and understanding of evidence, and to motivate its use in policy, practice, and individual choices

Implementation

The deliberate, iterative process of integrating evidence into policy and practice through adapting evidence to different contexts and facilitating behavior change and decision making based on evidence across individuals, communities, and health care systems

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Effective D&I Require...

One size does *not* fit all–context matters

Context

D&I activities are more effective when developed with stakeholders

Evaluation

Assessing how and why D&I work informs future efforts

Engagement

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A Framework for the Dissemination and Implementation of Patient-Centered Outcomes Research

Foundational Elements of PCORI D&I

Network of organizational partners

Dissemination advisory panel

PCORI Dissemination and Implementation

Repository of D&I information

Partnership with AHRQ

Components of the Framework

Evidence assessment

- **Engage stakeholders to assess relevance and usefulness of the evidence**

- **Develop a process to assess whether evidence is appropriate for broad or limited dissemination**

  - **Quality of evidence**

  - **Existing evidence**

  - **Relevance of evidence**

  - **Barriers to adoption**

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Components of the Framework

Audience identification and partner engagement

- **Engage stakeholders and partners**
  - **Identify target audiences and their needs**
  - **Assess the context**
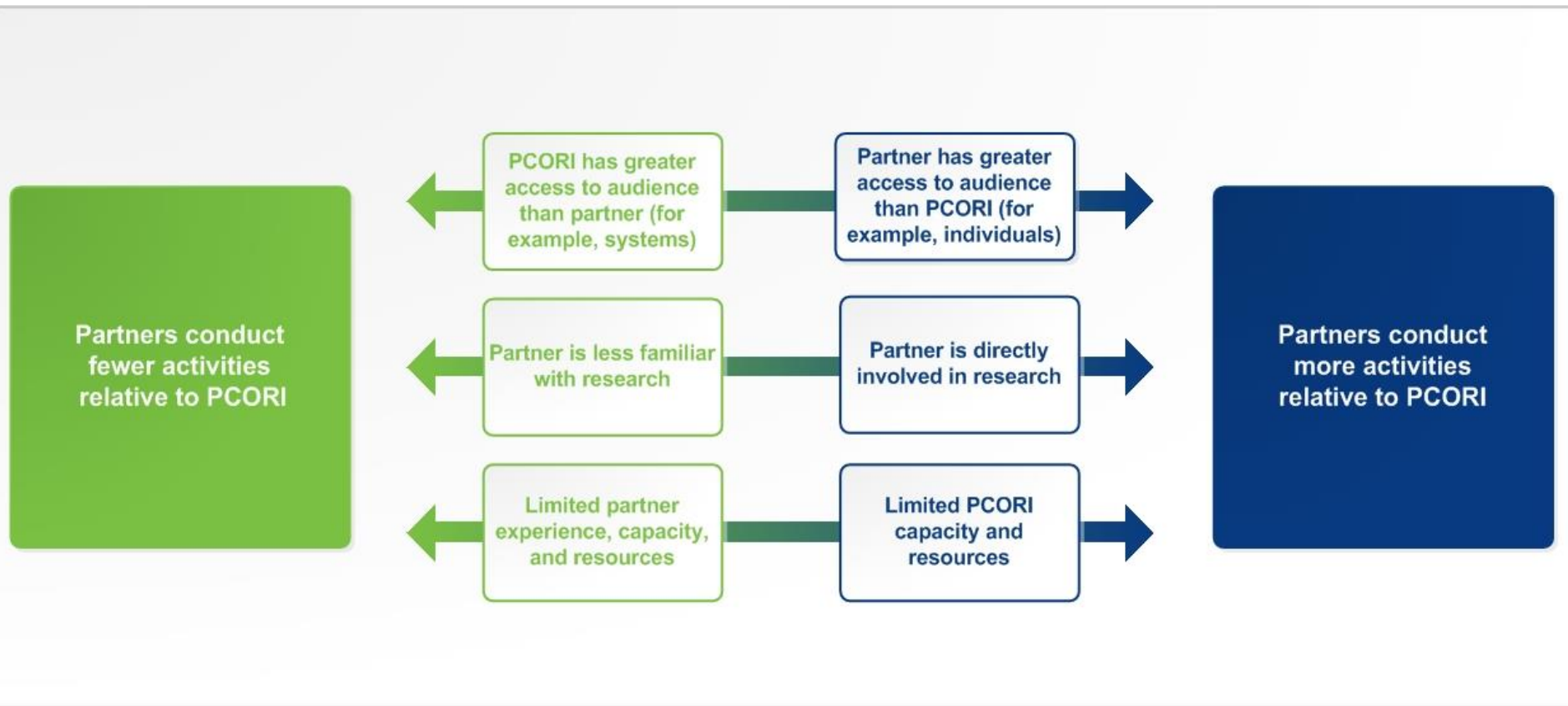 - **Determine incentives necessary for change**
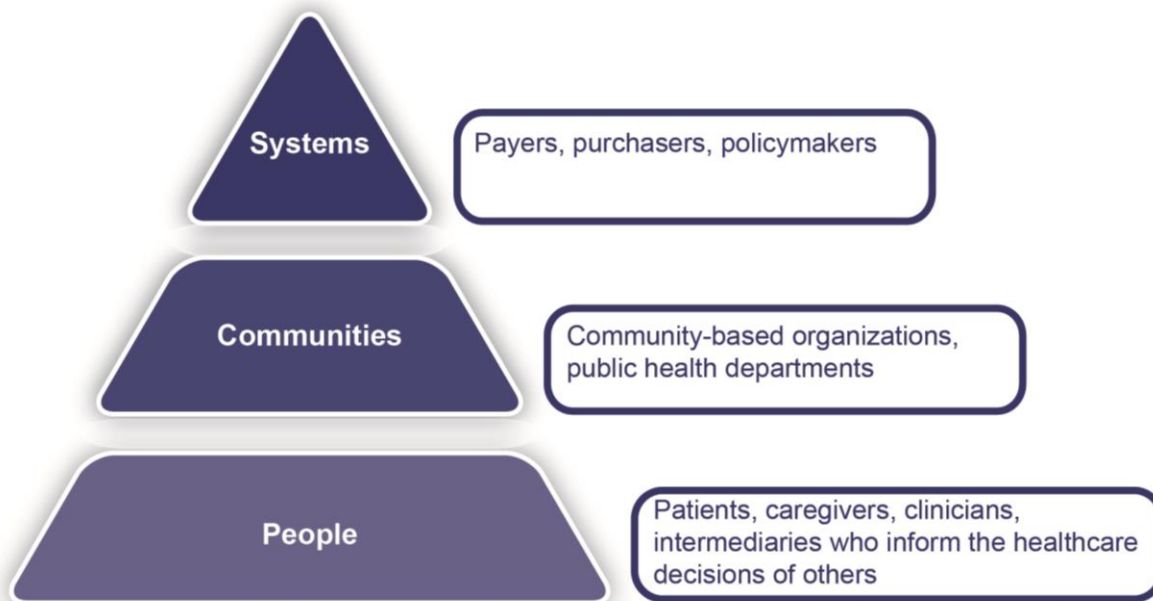
Components of the Framework

Audience identification and partner engagement

- **Engage partners and establish PCORI and partner roles in D&I**

Components of the Framework

Dissemination

Collaborate with partners to

→ **Define** goals for dissemination

→ **Engage** stakeholders to learn more about target audiences

→ **Tailor** evidence to audiences' needs, values, and contexts, including

  ○ Making the case for the use of evidence

  ○ Enhancing accessibility and usability of the evidence

Consider the **context** of the

Target audiences

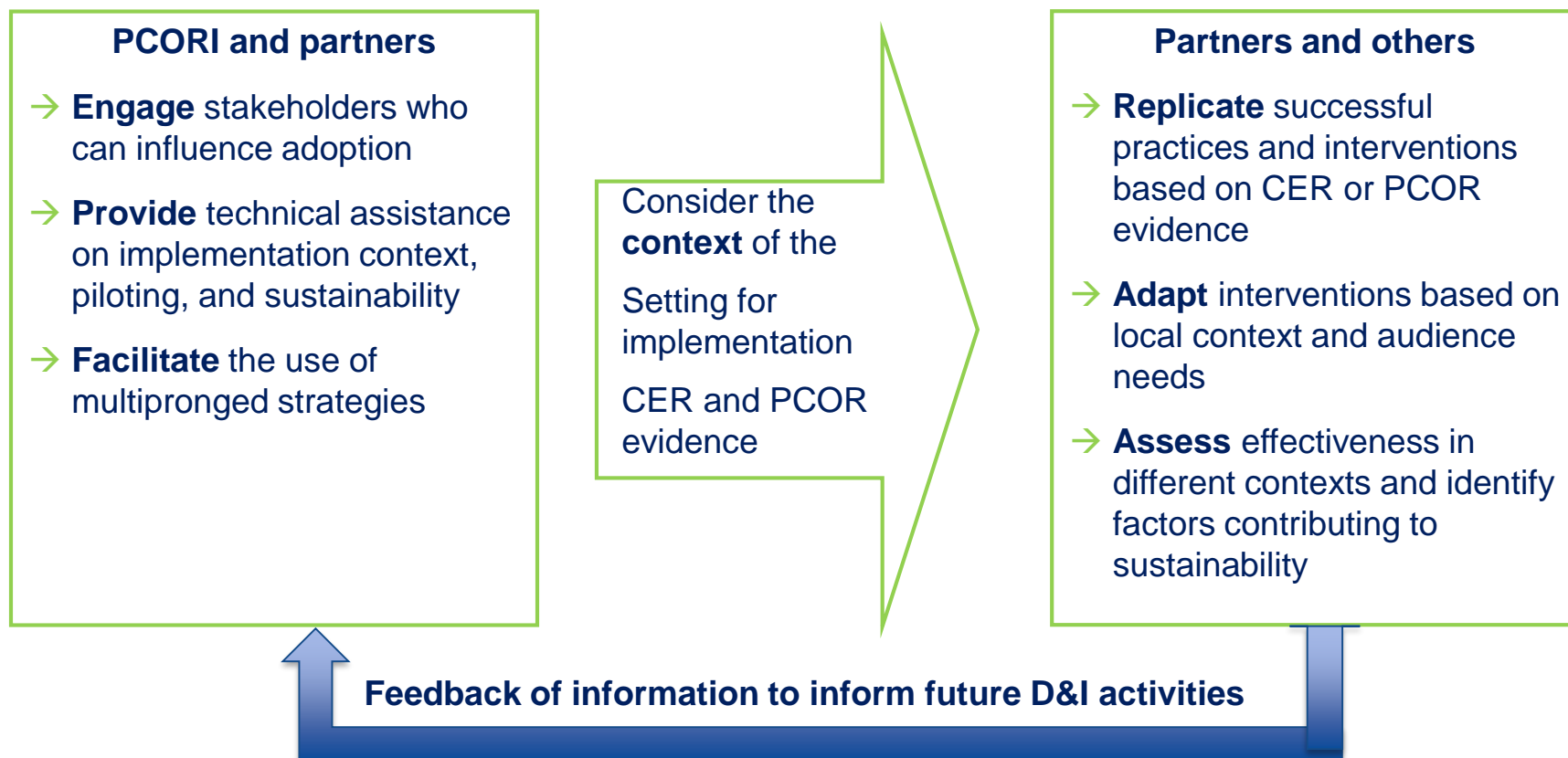CER and PCOR evidence

Develop dissemination tactics

Messages

What do target audiences need and want to know about the evidence?

Modes of delivery

How will the message reach the target audiences?

Components of the Framework

Implementation

PCORI and partners

→ **Engage** stakeholders who can influence adoption

→ **Provide** technical assistance on implementation context, piloting, and sustainability

→ **Facilitate** the use of multipronged strategies

Consider the **context** of the

Setting for implementation

CER and PCOR evidence

Partners and others

→ **Replicate** successful practices and interventions based on CER or PCOR evidence

→ **Adapt** interventions based on local context and audience needs

→ **Assess** effectiveness in different contexts and identify factors contributing to sustainability

Feedback of information to inform future D&I activities

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Components of the Framework

Evaluation

Processes	Short-term outcomes	Long-term outcomes
The ways an intervention or program is being disseminated and/or implemented	Proximal effects of the intervention or program on key objectives	Long-term effects of the intervention or program
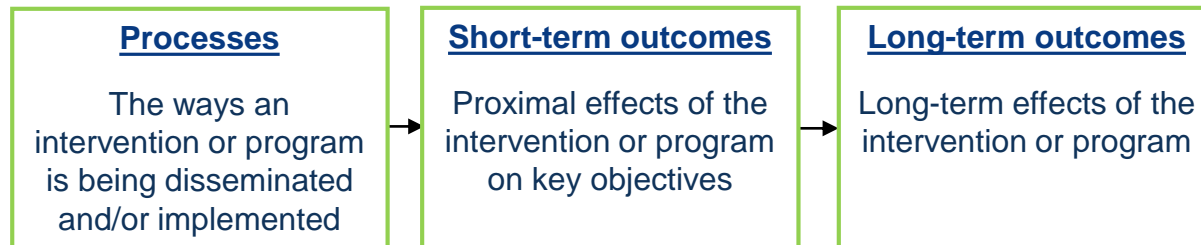
- **Engage stakeholders throughout the evaluation**

- **Plan for the evaluation of D&I activities**

- **Collect information in different ways, using multiple data sources**

- **Identify valid and reliable metrics for process and outcome measures**

Components of the Toolkit

Stakeholder feedback bubbles

Action steps and challenges

Worksheets

DRAFT TOOLKIT

Resources from the field

Spotlights

Focus on underserved groups

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Practical Exercise:
Audience Identification & Partner Engagement

- **In your table groups, use the research vignette as a basis to complete the "Audience Identification and Partner Engagement" worksheet in your book**

  - **Discuss any elements that were**
    - helpful
    - unnecessary
    - missing
  - **A staff member will be seated at each table to take notes; please select a spokesperson to share your group's observations**

30 minutes

End

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Practical Exercise: Report Out

- **Red table**

- **Blue table**

- **Green table**

- **Yellow table**

- **Orange table**

- **Purple table**

Expert Panel Discussion

Monika Safford,
University of Alabama at Birmingham

Donna Thompson,
Access Community Health Network

Mark Skinner,
Institute for Policy Advancement

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Break

Please return to the conference room and the webinar by 1:40 p.m.

Boxed lunches are available for in-person attendees.

Practical Exercise: Dissemination

- **In your table groups, use the research vignette as a basis to complete the "Dissemination" worksheet in your book**

  – **Discuss any elements that were**
    - helpful
    - unnecessary
    - missing

  – **A staff member will be seated at each table to take notes; please select a spokesperson to share your group's observations**

30 minutes

End

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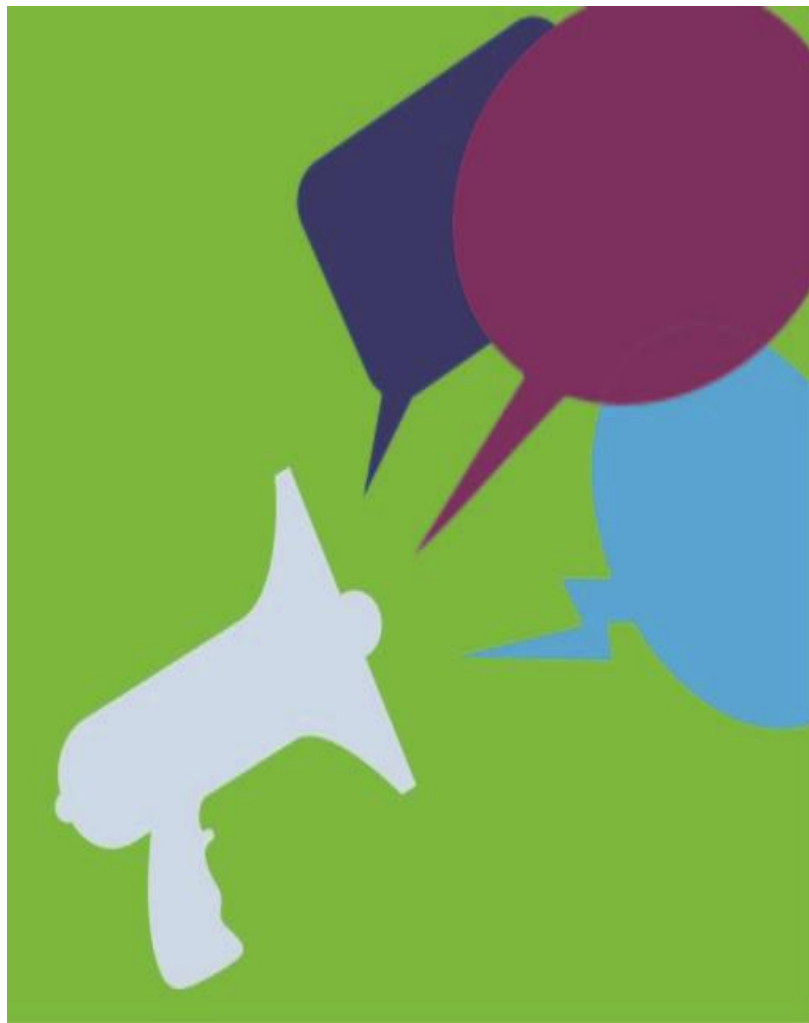
Plenary Discussion

Dr. Enola Proctor

**Washington University
of St. Louis, MO**

Dr. Gregory Aarons

**University of
California, San Diego**

Facilitator Wrap-up

Themes of the day: What we heard

Wrap-up (cont'd.)

Refer back to your "Working with PCORI" worksheet – the right column.

Based on our discussions today, and the direction PCORI is heading with D&I, briefly describe expectations for your next interaction with PCORI.

- **How will it be different?**
- **How will the Framework and Toolkit improve the way PCORI partners with your organization/stakeholders?**

1:00

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Next Steps

- **The Framework and Toolkit are being developed by Mathematica and its partners on behalf of PCORI**

- **Stakeholder and public input, received from the online comment form as well as this workshop, will help inform the revision of these documents, as well as the final products that are delivered to PCORI**

- **Offer specific comments about the Framework and Toolkit via online form by December 19, 2014**

- **Watch for final documents in late February 2015**

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For More Information

Website resources:

- http://www.mathematica-mpr.com/our-publications-and-findings/projects/pcori-dissemination-and-implementation-framework-and-toolkit

Email:

- pcoridissemination@mathematica-mpr.com

Contact:

- Dominick Esposito: DEsposito@mathematica-mpr.com

- Jennifer de Vallance: JdeVallance@mathematica-mpr.com

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