PCORI Workshop on Research Dissemination and Implementation Framework & Toolkit

Mathematica Policy Research
Washington, DC

December 10, 2014
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
We Have a Broad and Complex Mandate

“The purpose of the Institute is to assist patients, clinicians, purchasers, and policy-makers 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
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.
Engagement as a Path To Useful, High Quality Research

- Proposal review; design and conduct of research
- Dissemination and implementation of results
- Topic selection and research prioritization
- Evaluation

Engagement
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
Dissemination Efforts Start with Patient and Stakeholder Engagement in Research

The continuum of PCORI’s efforts in dissemination and implementation, beginning with the active portfolio management cycle.
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
  - Using input from the roundtable, develop and release consortia RFP

- Host D&I workshop & activate public input
  - Incorporate learning from workshop and develop PCORI’s Action Plan for Dissemination & Implementation
  - Convene D&I workshop to hear results of project(s)

FINAL: PCORI D&I Framework and Toolkit

- Award consortia RFP
  - Award consortia RFP to finalist

PCORI Board of Governors Meeting, September 2013
# AHRQ and PCORI’s Role in Dissemination and Implementation

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

<table>
<thead>
<tr>
<th>Authorizing legislation</th>
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| 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) |
| 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) |
Welcome

Dr. Richard Kronick

Director,
AHRQ
Welcome & Introductions

Facilitator Cliff Goodman

Senior Vice President, The Lewin Group
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?
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?
## Workshop Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m.</td>
<td>Welcome and introductions</td>
</tr>
<tr>
<td>11:25 a.m. – 11:45 a.m.</td>
<td>Framework and Toolkit overview</td>
</tr>
<tr>
<td>11:45 a.m. – 12:35 p.m.</td>
<td>Practical exercise: Audience ID and partner engagement</td>
</tr>
<tr>
<td>12:35 p.m. – 1:05 p.m.</td>
<td>Expert panel discussion</td>
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<tr>
<td>1:05 p.m. – 1:40 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>1:40 p.m. – 2:30 p.m.</td>
<td>Practical exercise: Dissemination</td>
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<tr>
<td>2:30 p.m. – 3:00 p.m.</td>
<td>Expert panel discussion</td>
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<tr>
<td>3:00 p.m. – 3:45 p.m.</td>
<td>Plenary discussion: Measuring D&amp;I effectiveness</td>
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<tr>
<td>3:45 p.m. – 4:00 p.m.</td>
<td>Wrap-up/next steps</td>
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</table>
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
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
Framework/Toolkit Overview

Dominick Esposito

Mathematica Policy Research
Who We Are (The Team)

Mathematica Policy Research

AcademyHealth

Palladian Partners

WebMD
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
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
- Purchasers/businesses
- Payers/insurers
- Policymakers
- Life sciences industry
- Hospitals
- Health systems
- Journals, publishers, bloggers

Stakeholder feedback on the draft Framework and Toolkit
(focus groups, webinars, interviews)
What Stakeholders Told Us...

- resources
- incentives
- accessible
- multidisciplinary
- process and outcome measures
- underserved groups
- strength of the evidence
- engagement
- needs and priorities
- convener
- existing priorities
- sustainability
- buy-in
- relevance to audience
- context
- actionable audience
- real-world applications
- challenges
- champions
- iterative
- partners
- motivations
- business case
- regulatory and policy levers
- early in the process
- trusted sources
- stakeholders
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.
Effective D&I Require...

One size does not fit all—context matters

D&I activities are more effective when developed with stakeholders

Assessing how and why D&I work informs future efforts
A Framework for the Dissemination and Implementation of Patient-Centered Outcomes Research

Engagement of Individuals, Communities, and Health and Healthcare Organizations and Agencies

- **Evaluation**: How will the effectiveness of D&I strategies be assessed? What data will be used to assess success?
- **Evidence Assessment**: Is the evidence ready for use and adoption now? Does the evidence respond to stakeholders' identified priorities, needs, and concerns?
- **Audience and Partner Identification**: Who will benefit from having this information to make decisions about health or healthcare? Who can help reach the audience and influence adoption?
- **Implementation**: How can context be addressed to support adoption and sustainability? What are potential strategies for widespread implementation?
- **Dissemination**: What information about the evidence will help people make decisions? In what ways can that information be provided?
- **Findings from PCORI-funded research**: Increased quantity and quality of information
- **Improved patient outcomes**: Increased timeliness of information

**Topic review and prioritization**
Foundational Elements of PCORI D&I

- Network of organizational partners
- Dissemination advisory panel
- Repository of D&I information
- Partnership with AHRQ

PCORI Dissemination and Implementation
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
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

Develop dissemination tactics

Consider the context of the Target audiences
CER and PCOR evidence

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
Components of the Framework

**Evaluation**

<table>
<thead>
<tr>
<th>Processes</th>
<th>Short-term outcomes</th>
<th>Long-term outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ways an intervention or program is being disseminated and/or implemented</td>
<td>Proximal effects of the intervention or program on key objectives</td>
<td>Long-term effects of the intervention or program</td>
</tr>
</tbody>
</table>

- 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
- Resources from the field
- Spotlights
- Focus on underserved groups
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

End
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
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
Practical Exercise: Report Out

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- 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
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?
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
For More Information

Website resources:


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Contact:

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