

Communications Update

- A communications framework that advances our goals
- Building infrastructure
- Building awareness
- Promoting our milestones
- Key metrics
- Future opportunities to consider and discuss

Questions to Consider

- How can we best refine our messaging as we build our research portfolio?
- What critical lessons do we want to impart from our research to date?
- What kinds of “stories” might we use to make our work “real” to our stakeholders and show how “research done differently” benefits them?
- How can we best collaborate with and leverage the work of others in the CER/PCOR space to advance our communications goals?

A Communications Framework That Advances Our Goals

- **Define** organizational messages, stakeholder audiences and goals
- **Develop and implement** a comprehensive plan that delivers those messages to key stakeholder audiences
- **Refine and update** the plan over time based on key performance indicators
- **Continue close collaboration** with COEC and other leadership to refine strategic and operational objectives
- **Ensure support** of PCORI's foundational pillars and the implementation of its strategic plan

A Communications Framework That Advances Our Goals

PCORI's Key Messages

- To improve the quality and effectiveness of care, patients and those who care for them need evidence-based information that they trust and use in making better-informed clinical decisions.
- PCORI funds research that provides such trusted, high-quality information by requiring meaningful patient engagement in all aspects of the research process.
- PCORI advances its mission by convening, partnering, and soliciting the input and guidance of all stakeholders in the health and health care community.

A Communications Framework That Advances Our Goals

PCORI's Key Audiences

- Multiple stakeholders, but particularly patients, caregivers, researchers, clinicians, public and private payers and policymakers

PCORI's Key Goals

- Reshape research to meaningfully include patients' concerns, with patients and caregivers as true partners
- Establish stakeholder partnerships that will advance our research and dissemination efforts
- Promote the adoption of rigorous methods and robust infrastructure to sustain PCOR over time
- Establish PCORI as a trusted "must-have" source of patient-centered outcomes research and information that will be widely used

A Communications Framework That Advances Our Goals

Communications Plan Goals

- Provide a consistent stream of high-quality content and activities that support and advance PCORI's strategic imperatives and goals in ways that build trust with stakeholders
- Be proactive in identifying communications opportunities and assessing and addressing challenges
- Be transparent in showing how PCORI is meeting its statutory obligations and delivering on its research agenda
- Establish and maintain a robust infrastructure that facilitates two-way communication and engagement with key stakeholder audiences
- Develop and track metrics that assess progress toward communications goals, refining activities as needed

A Communications Framework That Advances Our Goals

Our Opportunities

- Telling the story of building a research institute and “brand” from scratch
- Creating a new approach to traditional research
- Convening multiple stakeholder groups to pursue a shared agenda

Our Challenges

- Telling the story of building a research institute and “brand” from scratch
- Creating a new approach to traditional research
- Convening multiple stakeholder groups to pursue a shared agenda

Building Infrastructure

- Platforms, tools, and channels
- Staffing and resources
- Process and procedures
- Partnerships and relationships



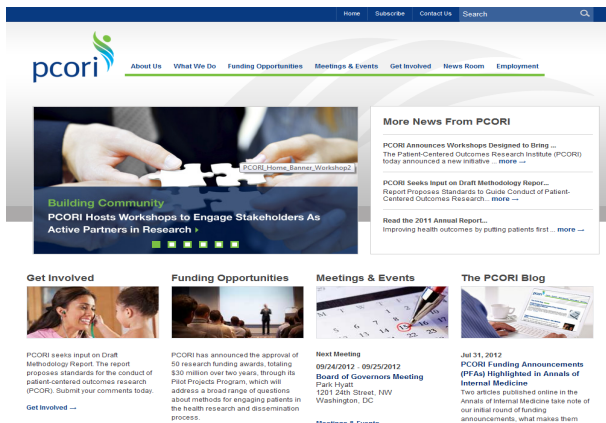
PCORI @PCORI

Starting Now: Webinar on Setting Standards for Patient-Centeredness and Patient Engagement in Research bit.ly/RujPg7

#methodsmatter

Expand

14 Aug



The screenshot shows the PCORI website with a navigation bar at the top. The main content area features a large image of hands placing puzzle pieces, with the text "Building Community: PCORI Hosts Workshops to Engage Stakeholders As Active Partners in Research". Below this, there are several sections: "Get Involved", "Funding Opportunities", "Meetings & Events", and "The PCORI Blog". Each section has a small image and a brief description of the content.

ANNOUNCEMENT

From time to time *Health Affairs* sends out announcements of interest to our audience.

Help Set Standards for Patient-Centered Outcomes Research

[Read PCORI's draft Methodology Report and submit your comments](#)

The New York Times

OP-ED CONTRIBUTOR

Testing What We Think We Know

By H. GILBERT WELCH

Published: August 19, 2012

Building Awareness

- We are a new organization building a track record of research
- Our story to date has been largely **aspirational, organizational,** and “**stage-setting**” but is evolving as our work continues
- We are measuring our progress in **milestones**

Patient-Centered Outcomes Research Institute Seeks Input on Draft Methodology Report

Report Proposes Standards to Guide Conduct of Patient-Centered Outcomes Research

PCORI Announces Pilot Projects Program Awards Recipients, Research Topics

Program Part of National Effort to Improve Methods for Patient-Centered Outcomes Research

Patient-Centered Outcomes Research Institute Seeks Applications to Fund \$120 Million in Comparative Clinical Effectiveness Research in 2012

Funding Announcements tie to Newly Finalized National Priorities for Research and Research Agenda

- We are **building relationships** with those who will help tell our story and advance our **research and dissemination** efforts

Promoting Our Milestones

National Priorities for Research and Research Agenda

- **503 comments** received via web site, e-mail, or mail
- Hosted National Patient and Stakeholder Dialogue, PCORI's largest stakeholder engagement event to date



PCORI Pilot Projects

- Covered by *Modern Healthcare*, *Politico*, *Kaiser Health News*
- Special Board webinar to approve revisions to priorities and agenda and approve Pilot Projects attended by **421** stakeholders



Promoting Our Milestones

PCORI Funding Announcements (PFAs)

- PCORI's PFA web page has received an average of **>15,000 page views** per month
- Secured **>400,000 impressions** through advertising in *NEJM*, *JAMA*, and *Health Affairs*

Draft Methodology Report

- Two webinars for patients and stakeholders combined to draw **>650 attendees**
- **Three columns and videos** published explaining "Why Methods Matter" from the researcher, patients and industry perspective
- Social media hashtag: **#WhyMethodsMatter**



Promoting Our Milestones

Patient/Stakeholder Engagement Initiative

Three workshops designed to engage patients and stakeholders in refining PCORI's research agenda:

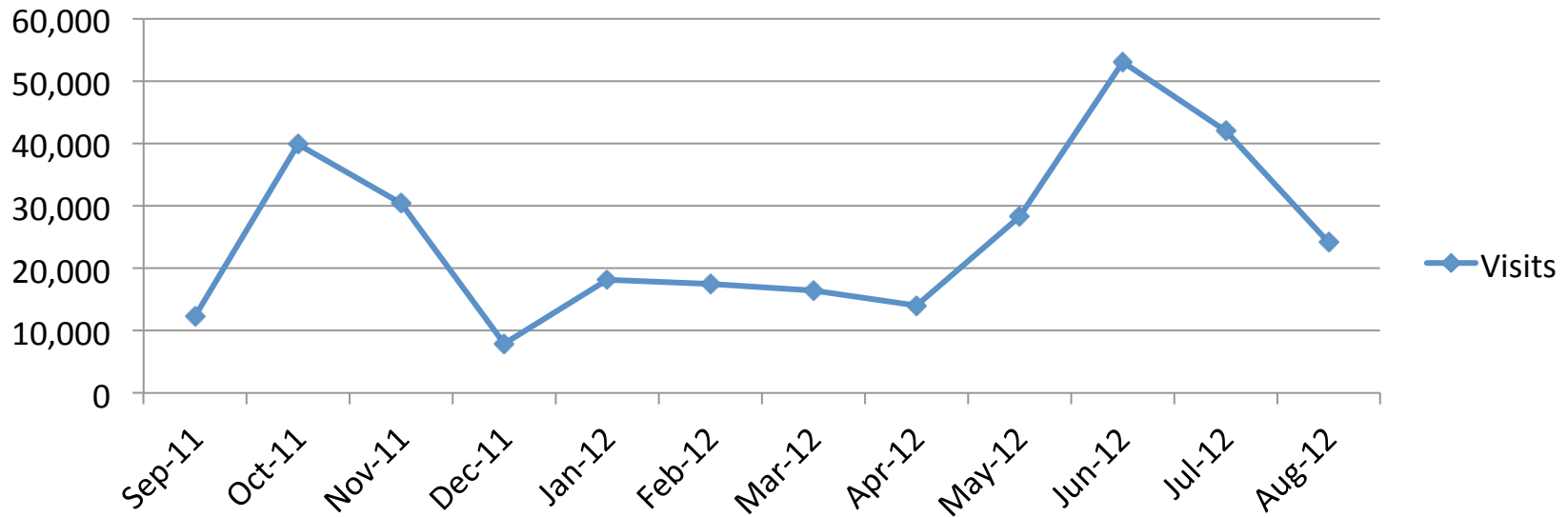
- *Transforming Patient-Centered Research: Building Partnerships and Promising Models*
 - **October 27-28**
- *What Should PCORI Study? A Call for Topics From Patients and Stakeholders*
 - **December 4**
- *PCORI Methodology Workshop for Prioritizing Specific Research Topics*
 - **December 5**



Promotion through web site, e-mail, webcasts, media outreach, video

Website Metrics

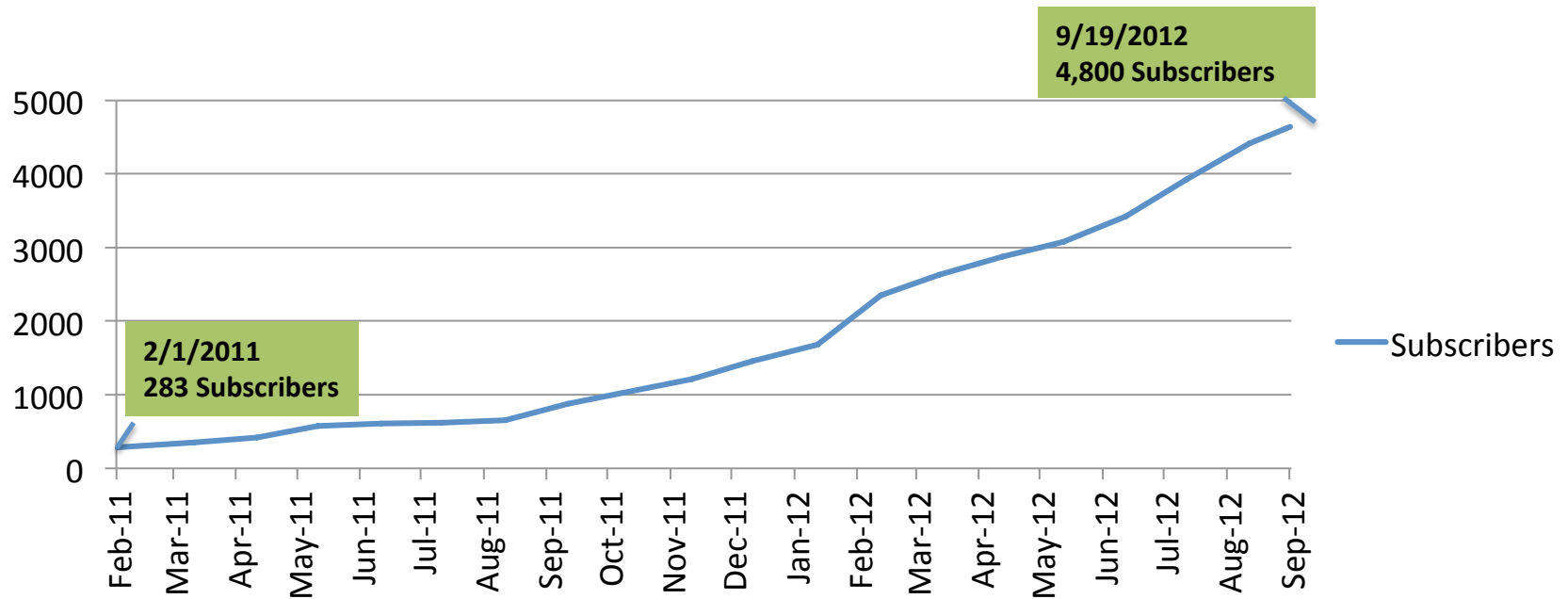
Site Traffic



6-Month Snapshot

- >**195,000** site visits, including > **98,000** unique visits
- The average site visitor spends nearly **four minutes** per visit
- May 23: PFAs announced; **4,200** new visitors logged on to the site

Growing Our E-mail List



- 15 e-mail alerts sent to stakeholders
- Average alert open rate is 40% (industry standard is 19%)
- Goal: Grow opt-in e-mail list to 10,000 by end of 2012

Convening: PCORI Events



National Patient and Stakeholder Dialogue

Attended by **850** people in person or by webcast and teleconference; **46 public comments** provided at event by representatives of diverse stakeholder segment.



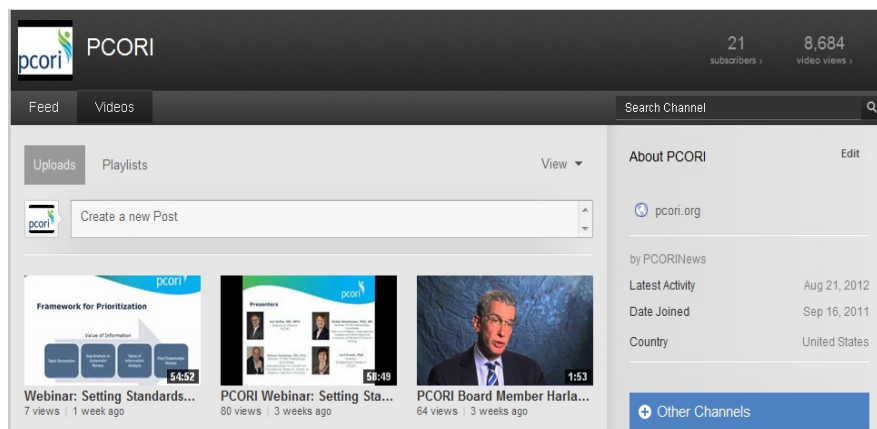
National Workshop to Advance Use of Electronic Data

Convened a select group of researchers and thought leaders to develop ideas for how PCORI can facilitate the creation or function of a national data infrastructure to support high quality patient-centered outcomes research; **300+ attendees** live and via webcast.

Communicating Through New Platforms

PCORI Channel on YouTube

- Videos of Board meetings, workshops, webinars
- **>9,000** views of **49** videos uploaded



Telling Our Story

PCORI's work has been featured in dozens of reports in health policy and top national news outlets, as well as major journals

The Washington Post

PCORI: Funny acronym, serious work

HealthAffairs Blog

Comment Period Open For PCORI's Draft Report On Comparative Effectiveness Research Methodology

JAMA The Journal of the
American Medical Association

**The Patient-Centered Outcomes Research Institute
(PCORI) National Priorities for Research and Initial
Research Agenda**

Joe V. Selby, MD, MPH; Anne C. Beal, MD, MPH; Lori Frank, PhD

2012 ASHPE Winner! Gold Award Best Website | Gold Award Best E-Newsletter
ModernHealthcare.com
First PCORI grants focus on involving patients and families
By Maureen McKinney

Annals of Internal Medicine

Seeing Through the Eyes of Patients: The Patient-Centered Outcomes Research Institute Funding Announcements Harlan M. Krumholz, MD, SM; Joe V. Selby, MD, MPH;



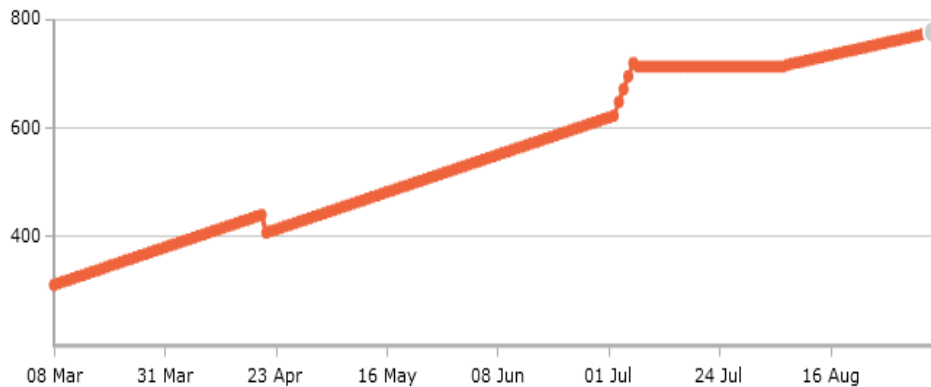
The NEW ENGLAND
JOURNAL of MEDICINE

The Patient-Centered Outcomes Research Institute — Promoting Better Information, Decisions, and Health

A. Eugene Washington, M.D., and Steven H. Liptstein, M.H.A.

Tracking Growth of @PCORI

Total PCORI Twitter Impressions (Feb-Aug): 7.6 Million



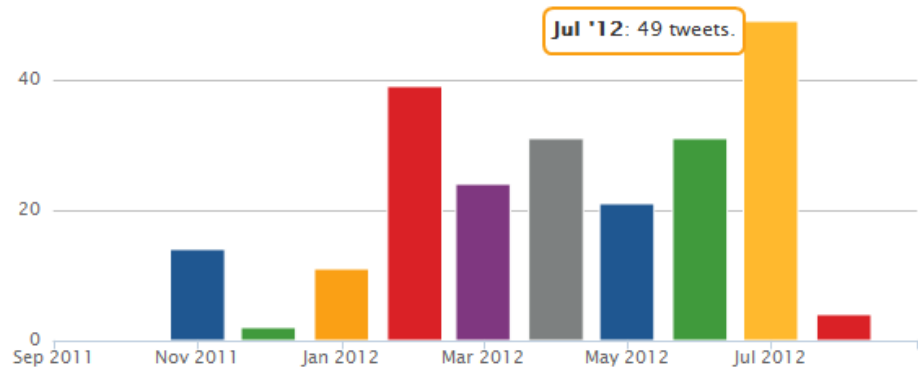
✓ PCORI

**Twitter follower volume
(six-month snapshot)**

TweetStats for [PCORI](#) ([Tweet This!](#))
Last updated 06 Aug 2012 at 02:33

Tweet Timeline - 3.6 tweets per day (tpd) / 22 tweets per month (tpm)

**Tweets by month
(via tweetstats.com)**



Future Opportunities

- Refine our messaging as we build our research portfolio
- Develop a plan and structure in partnership with AHRQ for research dissemination efforts
- Mine programmatic efforts to show what we are learning; use more effective storytelling to make that work meaningful and “real”
- Continue to upgrade our infrastructure
- Review the CER/PCOR landscape to assess opportunities for collaboration in advancing our communications goals, focusing on our leadership in “research done differently”
- Take a strategic approach to speaking/publishing opportunities

Questions to Consider

- How can we best refine our messaging as we build our research portfolio?
- What critical lessons do we want to impart from our research to date?
- What kinds of “stories” might we use to make our work “real” to our stakeholders and show how “research done differently” benefits them?
- How can we best collaborate with and leverage the work of others in the CER/PCOR space to advance our communications goals?