



# Patient Engagement Advisory Panel

*September 21, 2013  
Washington, DC*

Patient-Centered Outcomes Research Institute

# Agenda for September 21

8:30-9:00 a.m.      Recap of Day 1

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9:00-10:30 a.m.      Discuss Framework for Engagement in Dissemination

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10:30-10:45 a.m.      **Break**

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10:45-12:00 p.m.      PCORI Topics for Discussion

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12:00 – 1:00 p.m.      Call for Topics

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1:00 p.m.      **Meeting Adjourned** *(Boxed Lunch Provided)*

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## Recap of Day 1

**Sue Sheridan, MIM, MBA**

*Director of Patient Engagement*

**Suzanne Schrandt, JD**

*Deputy Director of Patient Engagement*

**Charlotte W. Collins, JD**

*Chair*

**Darius Tandon, PhD**

*Co-Chair*

Patient-Centered Outcomes Research Institute

# Action Items from Day 1

- Rubric Discussion
- Engagement Strategic Plan
- Ambassadors Program
- Pipeline to Proposal Awards



# Framework for Engagement in Dissemination

*Orlando Gonzales, MPA*

*Chief of Staff for Engagement*

*Anne C. Beal, MD, MPH*

*Deputy Executive Director and Chief Officer for Engagement*

*Darius Tandon, PhD*

*Co-Chair*

Patient-Centered Outcomes Research Institute

# **PCORI's Vision for Dissemination and Implementation of Clinical Comparative Effectiveness Research**

# The Case for Addressing the Implementation Gap

**Optimal Healthcare Delivery**

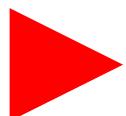
PCORI's *Blueprint for Dissemination and Implementation* Targets the Gap



Research + Practice

# Establishing a PCORI Action Plan for Dissemination to Promote Implementation

DISSEMINATION



IMPLEMENTATION

PCORI's Action Plan for  
**Dissemination and Implementation is being established:**

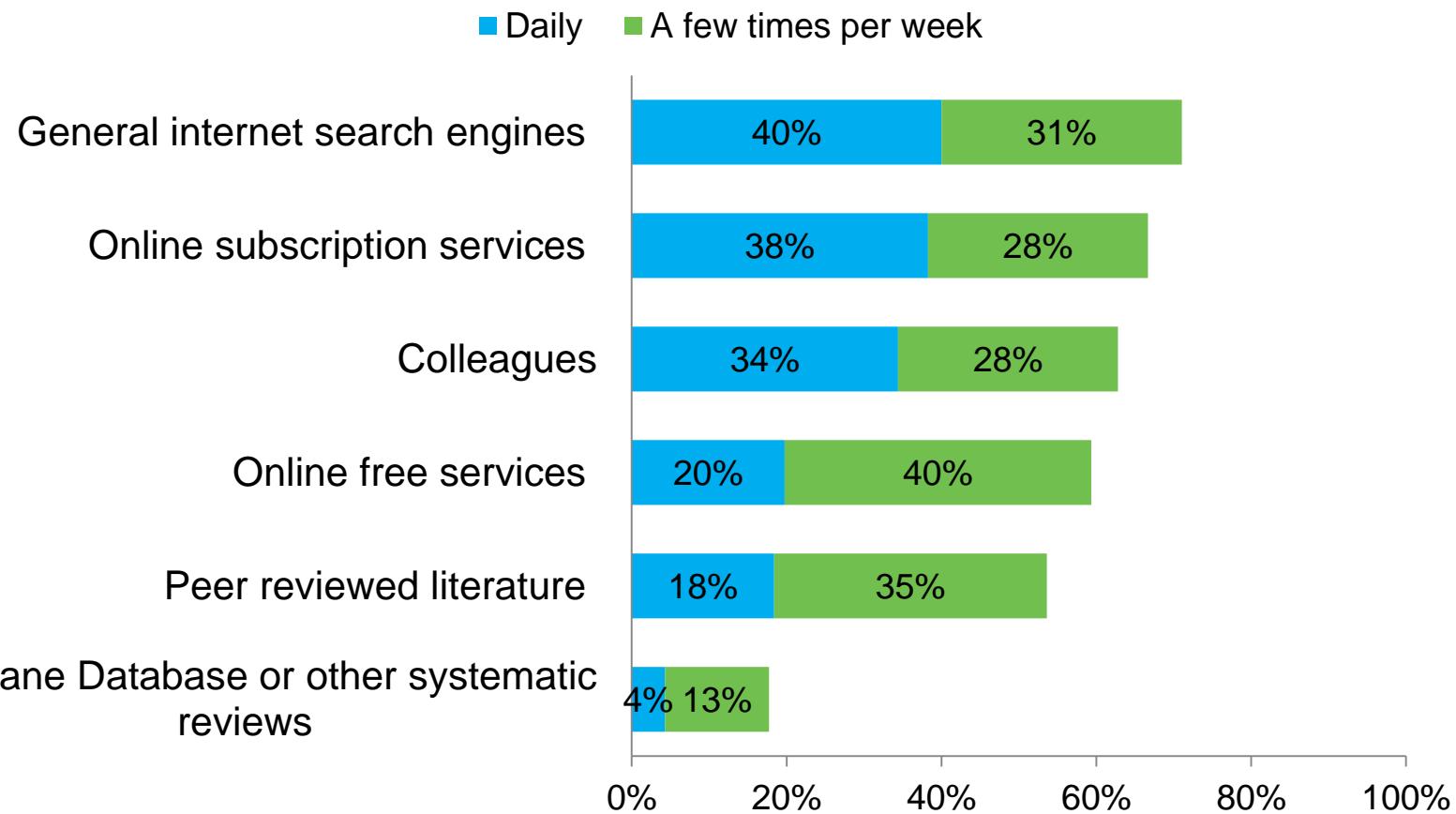
- To guide the organization in **disseminating** the research findings of funded research conducted in the national program areas
- To **speed implementation** by actively facilitating how PCORI's research findings can be used by healthcare decision makers
- To **evaluate** how the effect of the dissemination of such findings reduces practice variation and disparities in health care



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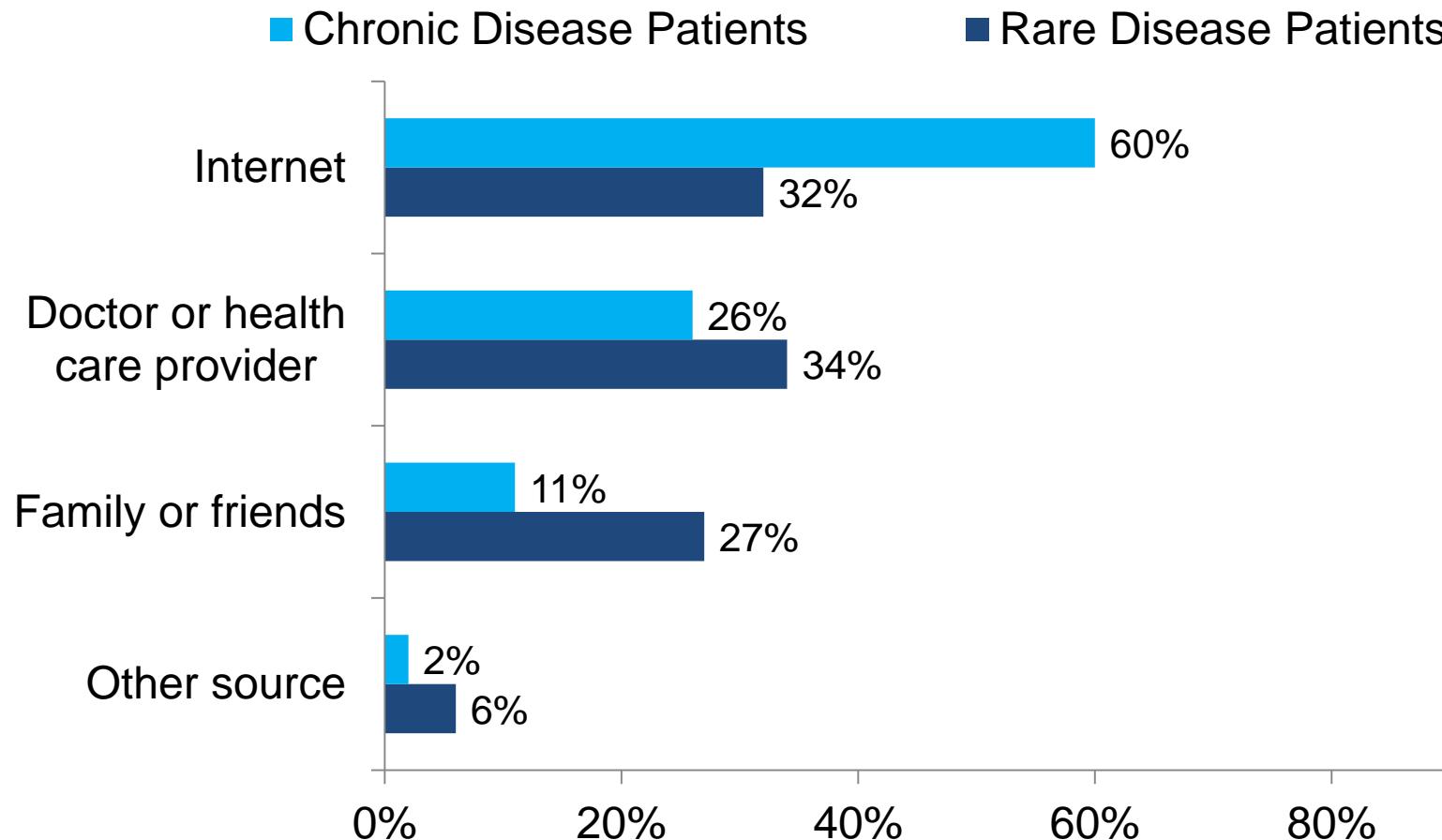
# ***Clinicians frequently use general Internet searches and colleagues to obtain information to diagnose and treat patients***

How often do you use the following sources to obtain information to diagnose, treat and care for patients?



## ***Patients use the Internet as first source of health information***

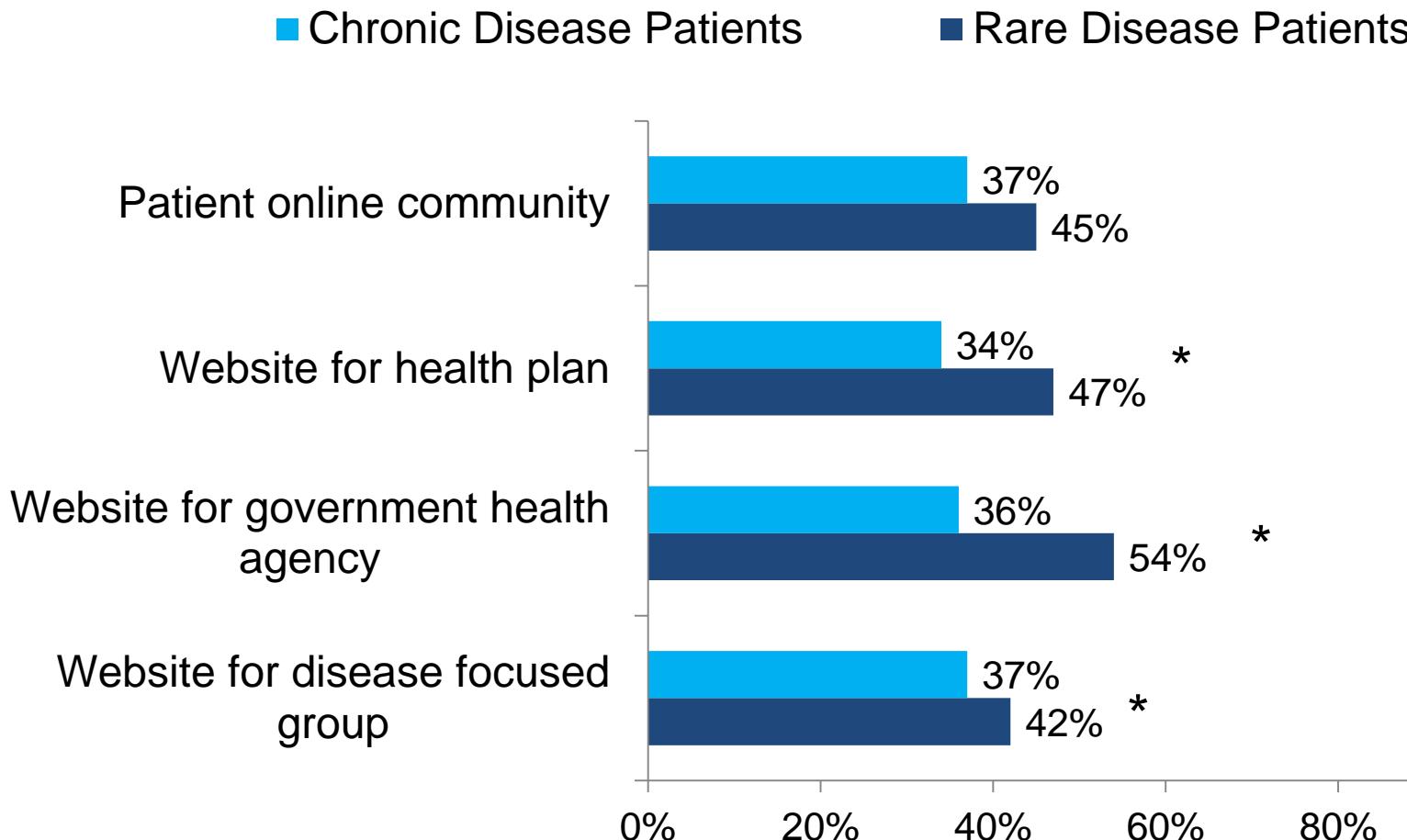
The most recent time you looked for information about health or medical topics, where did you go **first**?



*\*p <0.05*

## ***Patients use a variety of Internet sources***

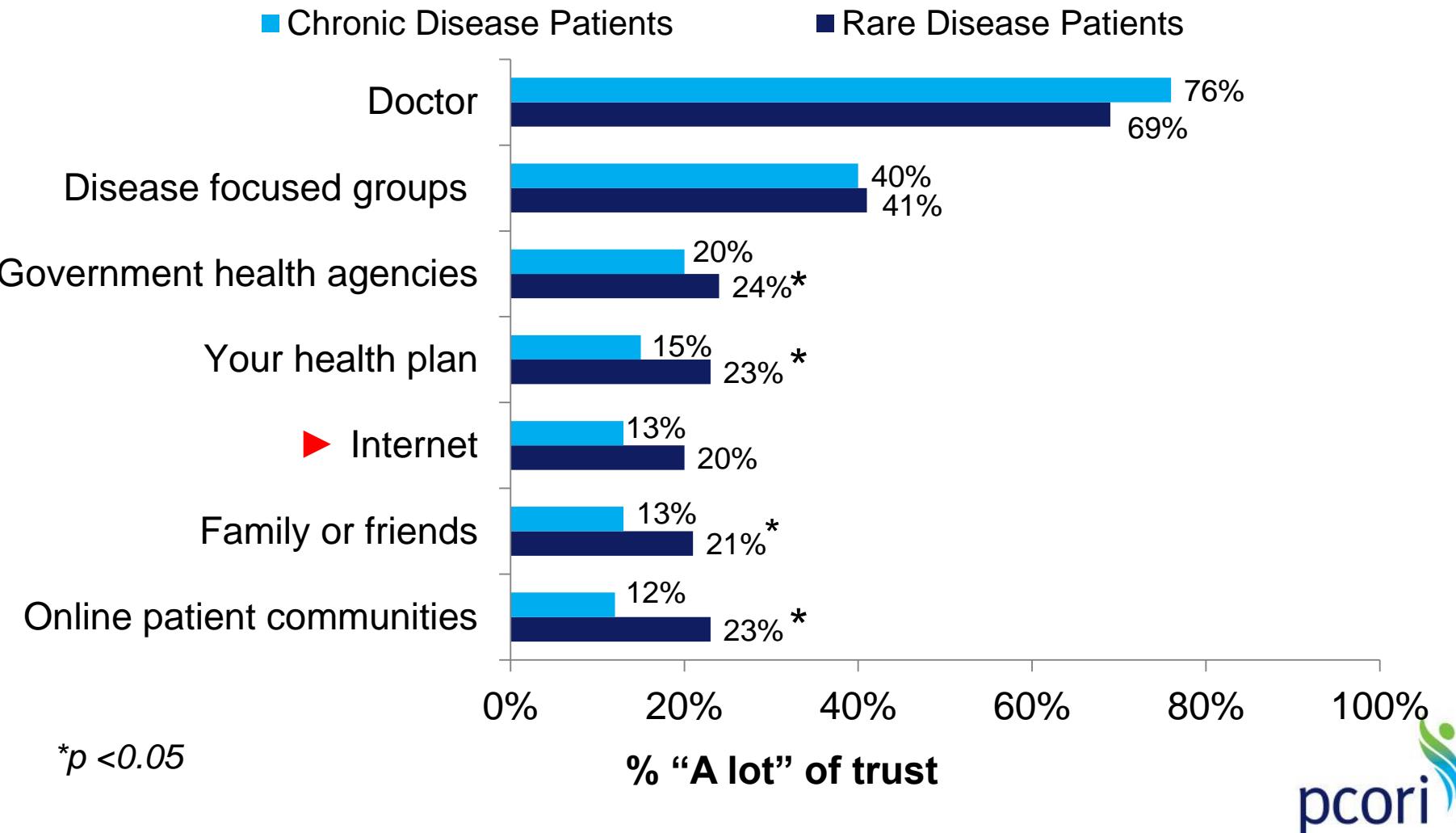
In the past 12 months, which of the following internet sources have you used to get information about health or medical topics?



*\*p <0.05*

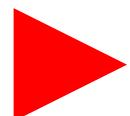
# ***Patients' trust in Internet is low compared to other sources***

How much do you trust information about health or medical topics from each of the following?



# Potential Mechanisms for Dissemination to Promote Implementation

**DISSEMINATION**



**IMPLEMENTATION**

- Engage major patient organizations
- Establish partnerships with specialty organizations;
- Build working relationships with health plans;
- Develop partnerships with health systems;
- Connect thru the National Patient-Centered Clinical Research Network;
- Publish findings in key journals; and
- Explore use of web services, social media, apps, etc.



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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

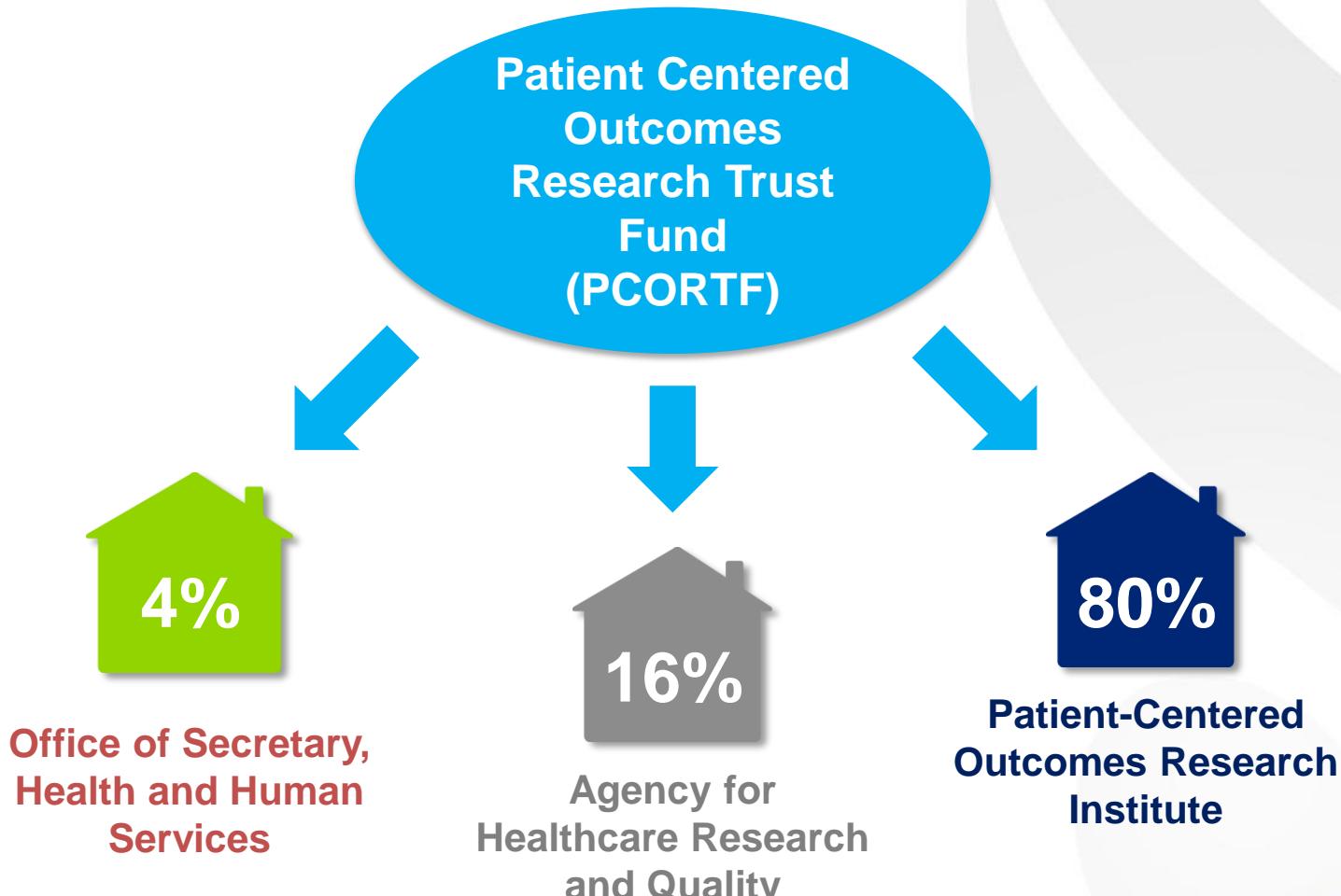
**Agency for  
Healthcare  
Research  
and Quality  
(AHRQ)**

- 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 policy makers 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 policy-makers 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).

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



# PCORTF Distribution



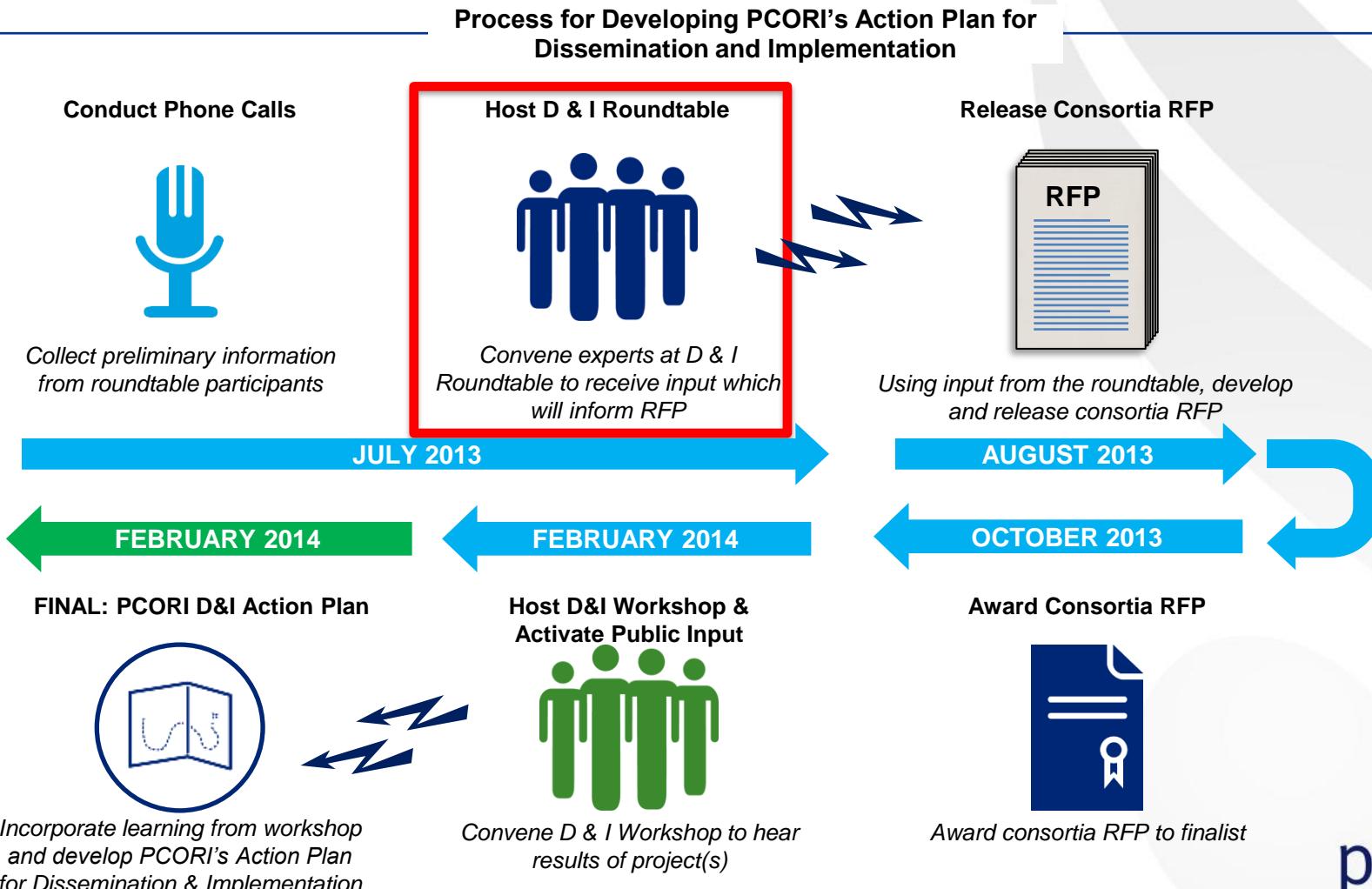
# 3 Goals: PCORI's Blueprint for a Dissemination and Implementation Action Plan

1. Gather opinions from experts on what PCORI's blueprint should encompass
2. Identify gaps where there is a need to develop new knowledge on best practices for dissemination & implementation
3. Grow consensus behind an approach to our work in dissemination and implementation

# Items PCORI Will Explore at a Later Date

- Peer-review
- Public comment
- Aspects of scholarly publishing
- The requirement that we make our research results available to clinicians, patients and the general public within 90 days “after the conduct or receipt of research findings”

# Developing the PCORI Dissemination and Implementation Action Plan



# **Overview of the Roundtable and Opportunity for the Patient Engagement Advisory Panel to Provide Input**

# Overview of the Roundtable Agenda

## Establishing PCORI's Action Plan for Dissemination and Implementation

- 1 Welcome and Introductions
- 2 Brian Mittman - Overview of D&I Frameworks
- 3 Jean Slutsky - Overview of AHRQ's D&I Efforts
- 4 Break
- 5 Roundtable Discussion - Part 1
- 6 Roundtable Discussion - Part 2
- 7 Break
- 6 Public Comment Period
- 7 Next Steps and Adjourn



# 28 Roundtable Participants



# Discussion Questions: Share Experience



1

Given your personal experience in dissemination and implementation, what are the lessons learned, barriers, and successful facilitators in dissemination and implementation?



2

What strategies can PCORI use to build on or complement AHRQ's current work in dissemination and implementation?



3

What key elements would you like to see in PCORI's blueprint to help your organization with implementing research findings?



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# Discussion Questions: Help Formulate RFP



4

What is the best approach to develop a framework for implementing results of comparative effectiveness research (CER)?



5

Which already existing frameworks would you recommend be reviewed for developing PCORI's blueprint for dissemination and implementation?



6

What would you include in the scope of work for the request for proposal (RFP)? What are the key abilities we should seek among applicants interested in developing a framework in response to the request for proposal (RFP)?



**Given your personal experience in dissemination and implementation, what are the lessons learned, barriers, and facilitators in successful spread and uptake?**

2

# What strategies can PCORI use to build on or complement AHRQ's current work in dissemination and implementation?

3

## What key elements would you like to see in PCORI's Blueprint to help your organization with implementing research findings?

The word cloud illustrates the central themes of the meeting, including the role of consumers, the need for recommendations, and the importance of evidence-based practices in healthcare. Other key concepts include the development of infrastructure, the use of data, and the integration of various professional roles.

# What is the best approach to develop a framework for implementing results of comparative effectiveness research (CER)?

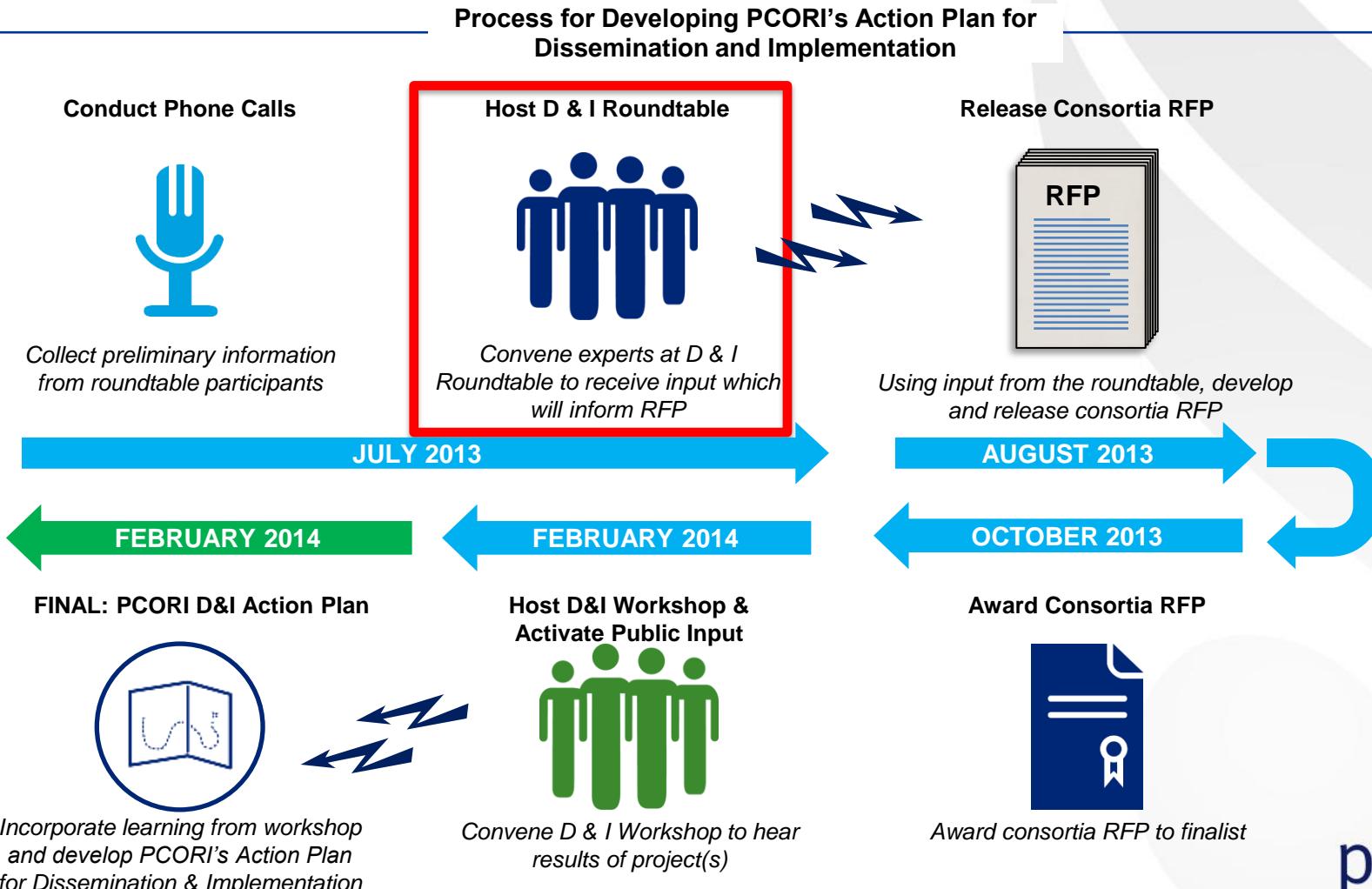
5

## Which already existing frameworks would you recommend be reviewed for developing PCORI's blueprint for dissemination and implementation?

What would you include in the scope of work for the request for proposal (RFP)? What are the key abilities we should seek among applicants interested in developing a framework in response to the request for proposal (RFP)?

# Next Steps

# Developing the PCORI Dissemination and Implementation Action Plan



# Thank you!

# **Appendix: Roundtable Participants**



## Panelists

**Craig Acomb**, *Institute for Clinical Systems Improvement*

**Hilda Bastian**, *National Center for Biotechnology Information*

**Kathleen Blake**, *American Medical Association*



**Barbara Edson**, *American Hospital Association*

**Kevin Fahey**, *America's Health Insurance Plans*

**Tejal Gandhi**, *National Patient Safety Foundation*



**Don Goldmann**, *Institute for Health Improvement*

**Jennifer Graff**, *National Pharmaceutical Council*

**Matthew Holland**, *WebMD*





**Gail Hunt**, *National Alliance for Caregiving*  
**Bob Jesse**, *US Department of Veterans Affairs*  
**Norm Kahn**, *Council of Medical Specialty Societies*



**Christine Laine**, *American College of Physicians and International Committee of Medical Journal Editors*  
**Sharon Levine**, *Kaiser Permanente*  
**Sarah Lock**, *AARP*



**Renee Mentnech**, *Centers for Medicare and Medicaid Services*  
**Brian Mittman**, *US Department of Veterans Affairs*  
**Doris Peter**, *Consumer Reports*

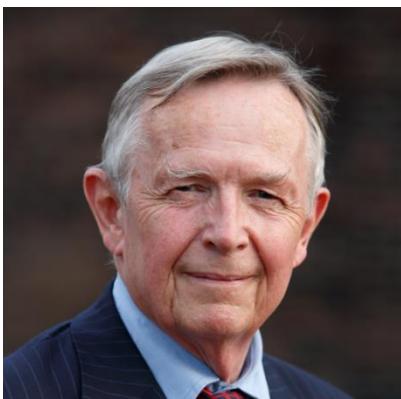




**Michelle Proser**, *National Association of Community Health Centers*  
**Pamela Rich**, *National Business Group on Health*  
**Kate Ryan**, *Consumers United for Evidence-based Healthcare and National Women's Health Network*



**Bruce Seeman**, *Agency for Healthcare Research and Quality*  
**Lisa Simpson**, *AcademyHealth*  
**Jamie Skipper**, *US Department of Health and Human Services/Office of the National Coordinator*



**Jean Slutsky**, *Agency for Healthcare Research and Quality*  
**Roger Snow**, *Medicaid Medical Directors Learning Network*  
**Darius Tandon**, *Johns Hopkins University*





**Daniel Wolfson, ABIM**  
*Foundation*



### PCORI Staff

**Ayodola Anise**, Senior Program Associate  
**Anne Beal**, Deputy Executive Director and Chief Officer for Engagement  
**Orlando Gonzales**, Chief of Staff for Engagement



**Joe Selby**, Executive Director



# 15 Minute Break

*We will reconvene at 10:45 am*



## PCORI Topics for Discussion

**Moderators:**

***Sue Sheridan, MIM, MBA***

*Director of Patient Engagement*

***Suzanne Schrandt, JD***

*Deputy Director of Patient  
Engagement*

Patient-Centered Outcomes Research Institute



## Panelist Topics for Discussion

**Moderators:**

***Sue Sheridan, MIM, MBA***

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*Deputy Director of Patient*

*Engagement*

Patient-Centered Outcomes Research Institute

# Developing CER Usability Criteria

 Presenter: Marc Boutin

# AHRQ Advisory Panel Framework for Stakeholder Engagement

 Presenter: Perry Cohen



## NEXT STEPS

Patient-Centered Outcomes Research Institute

# PEAP Next Steps

- Next face to face meeting will be held on January 13-14 (Monday/Tuesday)
- Share revised rubric

# Thank you!

*Please pick up a boxed lunch before your depart.  
Safe travels!*