

Advisory Panel on Communication and Dissemination Research Meeting Summary

Overview

On May 28, 2015, the PCORI Advisory Panel on Communication and Dissemination Research convened in Washington, DC.

The Advisory Panel on Communication and Dissemination Research is made up of 21 representatives of patients, caregivers, patient advocates, clinicians, researchers, industry, and policymakers. The panel was joined by PCORI leadership and Communication and Dissemination Research staff. The meeting was open to the public via webinar, and slides and meeting materials were posted to the website in advance.

This was the first meeting for the Communication and Dissemination Research Advisory Panel. All panelists were selected, nominated in March 2015, and approved by the Board of Governors in April 2015. Prior to the meeting, panelists received an orientation to PCORI, highlighting the goals, strategic imperatives, and core values of PCORI, as well as what comparative effectiveness research (CER) is and why it is important to PCORI. At the meeting, three main areas were discussed: Current communication and dissemination research priorities, challenges and opportunities of the current communication and dissemination research priority areas, and moving the field forward.

Related Information

- [About This Advisory Panel](#)
- [Meeting Details and Materials](#)

The Patient-Centered Outcomes Research Institute (PCORI) is an independent organization created to help people make informed healthcare decisions.

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Welcoming New Advisory Panelists

The [Advisory Panel on Communication and Dissemination Research](http://www.pcori.org/events/2015/advisory-panel-communication-and-dissemination-research-spring-2015-meeting)¹ was opened by PCORI staff and panelists introducing themselves, discussing the roles and expectations of panel members, and the agenda. Jean Slutsky, Chief Engagement and Dissemination Officer and Program Director of the Communication and Dissemination Research (CDR) program, led the discussion of the overview of the CDR program and current portfolio. Joe Selby, Executive Director at PCORI, joined the meeting to welcome the members of the panel and to provide an overview of PCORI as an organization.

Discussion

The Advisory Panel on Communication and Dissemination Research discussed three main topics:

Current communication and dissemination research

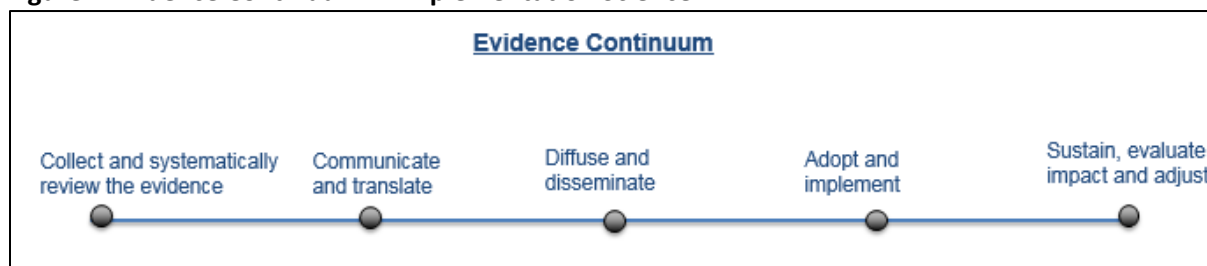
priority areas. The three priority areas are communication strategies to promote the use of health and healthcare CER evidence by patients and clinicians, dissemination strategies to promote the use of health and healthcare CER evidence by patients and clinicians, and explaining uncertain health and healthcare CER evidence to patients and clinicians. Panelists discussed the variations in communication and dissemination strategies and the evidence continuum (see Figure 1). There is a gap in what the research finds versus what the patient wants to know. Moving interventions beyond the clinic setting and expanding research to incorporate the community was also identified as needing further consideration.

"The lack of comparative research evidence to inform communication and dissemination of evidence, including uncertain evidence, impedes timely clinician, patient, and policymaker awareness, uptake, and use of evidence to improve the quality of care²."

¹Available at <http://www.pcori.org/events/2015/advisory-panel-communication-and-dissemination-research-spring-2015-meeting>

²Communication and Dissemination Strategies to Facilitate the Use of Health-Related Evidence. November 2013. Agency for Healthcare Research and Quality, Rockville, MD. <http://www.ahrq.gov/research/findings/evidence-based-reports/commstrattp.html>

Figure 1 Evidence Continuum in Implementation Science²



Challenges and opportunities of the current communication and dissemination priority areas. One of the main challenges discussed by the panelists is how to get all members of the healthcare team involved in communication (creating a cross-stakeholder team with patient, physicians, caregivers, researchers, payers, policy, etc.). How do they all fit together, especially in the context of comparative effectiveness research (CER)? Panelists also discussed mutual goal setting that spans the healthcare team, measuring both health outcomes and patient-reported outcomes, and addressing CER challenges. There is also a challenge in the evidence continuum (Figure 1) between the communication and translation stage and the diffuse and disseminate stage, where not enough studies with efficacious results are being disseminated into healthcare practice.

Moving the field forward. In brainstorming ways to move the field of communication and dissemination forward, panelists discussed the following: targeting research areas of interest, the need to receive more innovative applications, identifying what communication and dissemination research is already out there, the importance of using frameworks in communication and dissemination research, and implementation, adoption, and sustainability of efficacious study results.

Next Steps

Panelists were invited to submit nominations for Advisory Panel Chair and Co-Chair to be considered by staff and the PCORI Board of Governors. On July 21, 2015, Lauren McCormack, PhD, MPSH, and Danny van Leeuwen, MPH, RN, CPHQ, were selected as Chair and Co-Chair of the Advisory Panel on Communication and Dissemination Research. PCORI staff will provide materials and instructions for the next meeting, which will take place on October 1, 2015.