
Dissemination and Implementation of PCORI Research Findings



PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

Authorizing Legislation

“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 PCORI's authorizing legislation



Dissemination and Implementation are Complicated!



Important Considerations for Disseminating Research Findings

The primary questions and challenges to be addressed when assessing evidence include:

- ***Is the evidence ready for use and adoption now?***
 - Evidence Context
- ***What stakeholder priorities, needs, and concerns does the evidence address?***



Dissemination Activities Start Well Before Findings Are Ready

Effective dissemination and implementation start at the point of research topic selection, as emphasized by stakeholders—long before research is conducted and evidence is ready to be shared.

To understand the *needs of audiences* who will use evidence to make health and healthcare decisions, research must address *questions that are relevant* to those audiences. To that end, those individuals and organizations who may partner with PCORI to disseminate and implement evidence should be engaged as *partners from the beginning*.



Continuing Need for Clinician Involvement for Effective Dissemination

- **Determine why the evidence matters to patients, clinicians, others**
- **Anticipate barriers to use in decision making**
- **Active participation in dissemination and implementation of research findings**



PCORI Program for Dissemination and Implementation



From Research Results to Impact

PCORI's Evaluation Framework:



Definitions

- **Translation** is
 - presentation of research findings in language and format that improves their accessibility to and comprehension by the target audience
- **Dissemination** is
 - 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 (*Mathematica Framework 2015*)
 - *Purpose of dissemination is to spread and sustain knowledge and the associated evidence-based interventions.*
- **Implementation** is
 - deliberate, iterative process of integrating evidence into policy and practice through adapting evidence to different contexts and facilitating behavior change and decision making (*Brownson et al., 2012*)



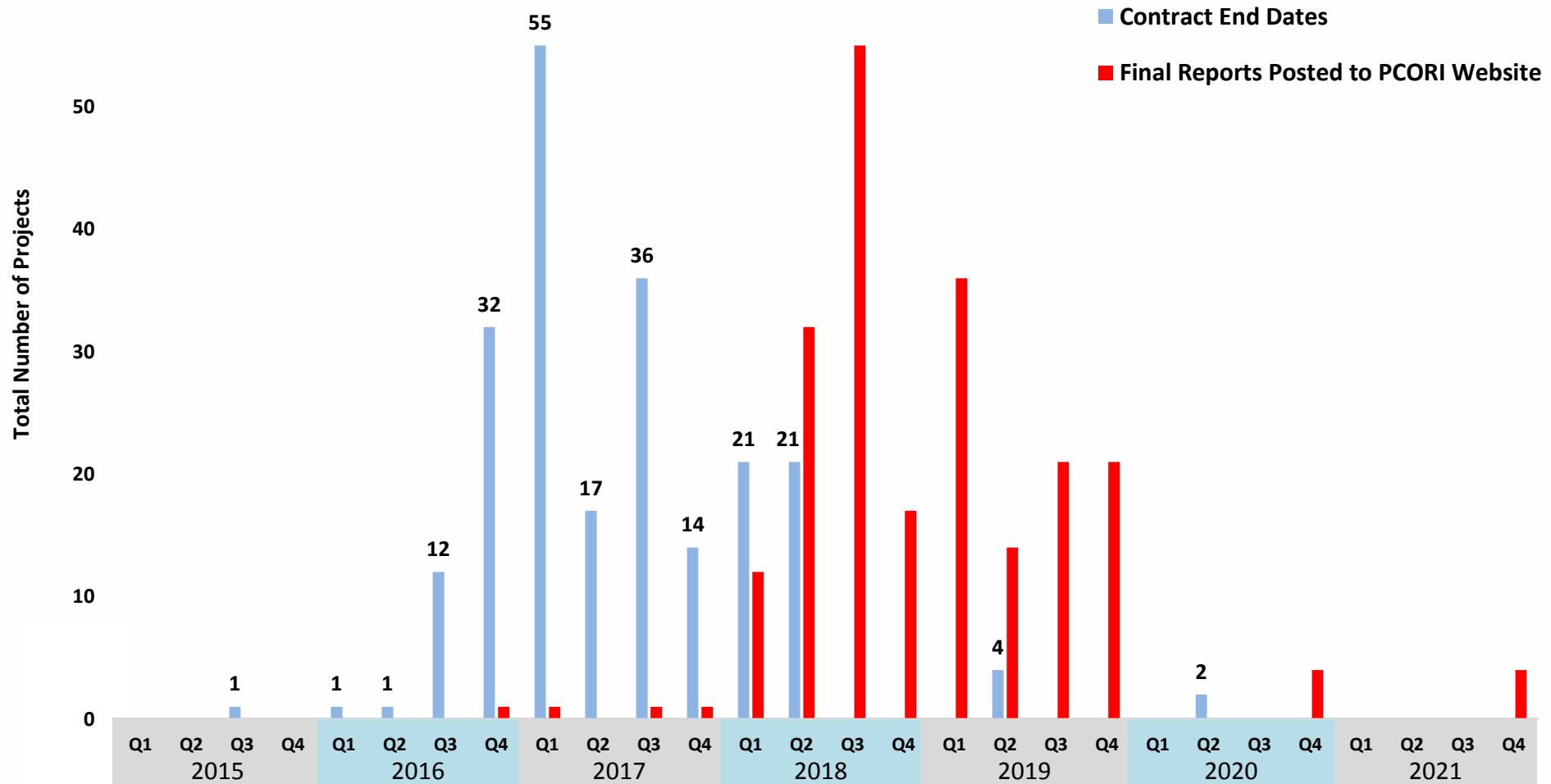
Estimated Timeline for Publicly Available CER Results

(Includes all Modifications approved so far, about 4%; Does not include Methods or Pilots)

Dark Blue: Contract End Date (broad, targeted, and pragmatic)

Shadow: Estimated timeline for publicly available results: 18-month shadow

- Average contract modification: 6 months, “Component 1”
- Estimated time to submit research report: 6 months, “Component 2”
- Estimated completion of peer review: 6 months, “Component 3”



PCORI's Obligation

Conduct Peer Review of Primary Research

- Assess scientific integrity
- Assess adherence to PCORI's Methodology Standards

Release Research Findings

- **No later than 90 days after “conduct or receipt”**
- **Make available to clinicians, patients, and general public**
- **Make comprehensible and useful to patients and providers for healthcare decisions**
- Include considerations specific to certain sub-populations, risk factors, and comorbidities
- Describe process and methods, including conflicts of interest; include limitations and further research needed

-- from PCORI's authorizing legislation



Lay and Clinician Abstracts

“PCORI will create a standardized summary of the study’s results for patients and general public....”

“...PCORI will post on its website the 500-word public-facing summary, the 500-word abstract for medical professionals....”

PCORI's Process for Peer Review of Primary Research and Public Release of Research Findings; adopted by the Board of Governors February 24, 2015



Timeline: Primary Completion to Results Posted



Primary completion date—Date when the final subject or participant is examined or received an intervention to collect data for the primary outcome.

Awardee completes data analysis and prepares draft final research report.

Within 13 months, awardee submits draft final research report to PCORI. PCORI initiates peer review. *Note: PCORI strongly encourages awardees to submit their report within 4-6 months.*

Within 2 months, PCORI provides peer review comments to awardee.

Within 1.5 months, awardee responds with disposition of comments and submits final version of research report. PCORI accepts final research report.

Within 3 months, results (clinician and lay-language abstracts) are posted on PCORI.org.

Note: PCORI may allow additional time for response to peer review comments.
-- Adopted by the Board of Governors February 24, 2015



Initial dissemination activities for PCORI research results

Translation, Communication

- Lay and Clinician Abstracts
 - Peer Review Summary
- Direct report-back to study participants
 - Investigators
- Journal publications
 - Investigators; PCORI
 - Open Access provisions
- Other (blogs, academic presentations)



PCOR Translation Center (*PCOR-TC*)

Responsibilities to Include:

- **Translation**
 - Writing Lay and Clinician Abstracts
 - Summarizing Peer Review comments
 - Updates to PCORI website Project Descriptions
- **Dissemination activities for selected findings**
 - Grand Rounds, Author in the Room



Continuing Education

- To date:
 - Osteomyelitis in Children
 - PCORI Methodology Standards
 - The Role of PCOR in the Current Healthcare Landscape: Setting the Stage



Engagement Awards for Dissemination

Purpose: Build organizational capacity for dissemination.

Examples (recent LOIs):

- Review PCORI studies to identify those particularly relevant to purchasers (issues affecting workforce); develop channels for future dissemination to these end-users



Limited Competition Dissemination & Implementation Awards

Purpose: Offer PCORI awardee teams an opportunity to propose *investigator initiated* strategies for disseminating and implementing their research results and products.

- To increase the use of PCORI research results and products
 - To learn about effective strategies and barriers/facilitators for disseminating and implementing PCOR
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- **Total Direct Costs:** \$300,000
 - **Funds available up to:** \$2,000,000 per cycle
 - **Maximum Project Period:** 2 years
 - **Eligibility:** Current awardee, draft final research report submitted



Communication & Dissemination Research: Science

- CDR studies compare effectiveness of strategies for communicating and disseminating health information.
 - Example: Comparing decision aids from two leading vendors (long comprehensive vs short interactive) in an RCT, for impact on decision making, treatment choices, and health outcomes for patients considering joint replacement surgery. (*Sepucha*)
- Opportunities to implement findings of CDR research within D&I activities
- Fund trials of dissemination approaches as next step for awards with positive findings



Comments, Questions?

