### Agenda for September 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30-9:00 a.m.</td>
<td>Recap of Day 1</td>
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<tr>
<td>9:00-10:30 a.m.</td>
<td>Discuss Framework for Engagement in Dissemination</td>
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<tr>
<td>10:30-10:45 a.m.</td>
<td>Break</td>
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<td>10:45-12:00 p.m.</td>
<td>PCORI Topics for Discussion</td>
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<td>12:00 – 1:00 p.m.</td>
<td>Call for Topics</td>
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<td>1:00 p.m.</td>
<td><strong>Meeting Adjourned</strong> (Boxed Lunch Provided)</td>
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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
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
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

- *Implementation Gap to Improve Practice*
- *New Investments in Knowledge*
- *Current Knowledge and Practice*

Research + Practice
Establishing a PCORI Action Plan for Dissemination to Promote 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.
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?

- **General internet search engines**
  - Daily: 40%
  - A few times per week: 31%

- **Online subscription services**
  - Daily: 38%
  - A few times per week: 28%

- **Colleagues**
  - Daily: 34%
  - A few times per week: 28%

- **Online free services**
  - Daily: 20%
  - A few times per week: 40%

- **Peer reviewed literature**
  - Daily: 18%
  - A few times per week: 35%

- **Cochrane Database or other systematic reviews**
  - Daily: 4%
  - A few times per week: 13%
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?

- **Internet**: 60% (Chronic Disease Patients) vs. 32% (Rare Disease Patients)
- **Doctor or health care provider**: 26% (Chronic Disease Patients) vs. 34% (Rare Disease Patients)
- **Family or friends**: 11% (Chronic Disease Patients) vs. 27% (Rare Disease Patients)
- **Other source**: 2% (Chronic Disease Patients) vs. 6% (Rare Disease Patients)

*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?

- Patient online community
- Website for health plan
- Website for government health agency
- Website for disease focused group

* \( p < 0.05 \)
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?

- Doctor
- Disease focused groups
- Government health agencies
- Your health plan
- Internet
- Family or friends
- Online patient communities

% “A lot” of trust

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<tr>
<th></th>
<th>Chronic Disease Patients</th>
<th>Rare Disease Patients</th>
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<tr>
<td>Doctor</td>
<td>76%</td>
<td>69%</td>
</tr>
<tr>
<td>Disease focused groups</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>Government health agencies</td>
<td>20%</td>
<td>24%*</td>
</tr>
<tr>
<td>Your health plan</td>
<td>15%</td>
<td>23%*</td>
</tr>
<tr>
<td>Internet</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Family or friends</td>
<td>13%</td>
<td>21%*</td>
</tr>
<tr>
<td>Online patient communities</td>
<td>12%</td>
<td>23%*</td>
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*p < 0.05
Potential Mechanisms for Dissemination to Promote 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.
AHRQ and PCORI’s Role in Dissemination and Implementation

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

### Authorizing Legislation

**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).
PCORTF Distribution

Patient Centered Outcomes Research Trust Fund (PCORTF)

- 4% Office of Secretary, Health and Human Services
- 16% Agency for Healthcare Research and Quality
- 80% Patient-Centered Outcomes Research Institute
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

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
- FEBRUARY 2014: 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)
- OCTOBER 2013: Award Consortia RFP
- JULY 2013: AWARD 2013
- FEBRUARY 2014: FINAL: PCORI D&I Action Plan
  - Award consortia RFP to finalist
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
   - Break
4. Roundtable Discussion - Part 1
5. Roundtable Discussion - Part 2
   - 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?
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?
What strategies can PCORI use to build on or complement AHRQ’s current work in dissemination and implementation?
What key elements would you like to see in PCORI’s Blueprint to help your organization with implementing research findings?
What is the best approach to develop a framework for implementing results of comparative effectiveness research (CER)?
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

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

- Final: PCORI D&I Action Plan
  - Incorporate learning from workshop and develop PCORI’s Action Plan for Dissemination & Implementation

- Host D&I Workshop & Activate Public Input
  - Convene D & I Workshop to hear results of project(s)

- Award Consortia RFP
  - Award consortia RFP to finalist

- August 2013

- February 2014

- July 2013

- October 2013
Thank you!
Appendix: Roundtable Participants
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
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
Panelist Topics for Discussion

**Moderators:**
Sue Sheridan, MIM, MBA
Director of Patient Engagement

Suzanne Schrandt, JD
Deputy Director of Patient Engagement
Developing CER Usability Criteria

Presenter: Marc Boutin
AHRQ Advisory Panel Framework for Stakeholder Engagement

Presenter: Perry Cohen
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!*