PCORnet Engagement Assessment
Learnings from PCORnet's First Chapter

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Project Aim & Objectives

The National Patient-Centered Clinical Research (PCORnet) Coordinating Center designed a mixed-methods approach to examine and catalogue engagement models, tools, and approaches used across the Network, as well as:
- Explore the impact of network activities in engagement
- Discover and examine engagement practices by stakeholder group
- Identify successes, key challenges and gaps
- Disseminate applicable lessons learned
- Make recommendations for standard and impactful engagement moving forward

Methods

- **Surveyed** all 35 PCORnet networks to identify engagement goals, strategies, activities, challenges, and lessons learned

- **Interviewed** representatives from each network after the initial survey to probe deeper around gaps, challenges, and specific engagement practices

- **Analyzed survey data** using Qualtrics and Microsoft Excel to produce descriptive and inferential statistics

- **Coded, categorized, and organized qualitative data** into emerging themes using NVivo, a qualitative data analysis computer software package. Data included interviews, network reporting, Commons resources, past presentations, and prior survey results
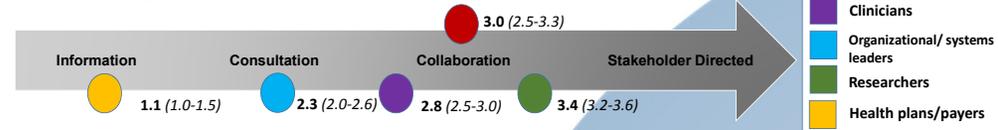
Key Recommendations

Results of this project provided rich data to inform recommendations for the areas that an assessment of engagement should include, as well as approaches that may be taken to evaluate engagement across the following domains: Standards for Stakeholder Inclusion; Impact of Approaches and Methods; Expectations for Collaboration and Growth; Outreach, Information Sharing, and Transparency.

Results

Level of Engagement by Stakeholder Type

Information — 1.1 (1.0-1.5)
Consultation — 2.3 (2.0-2.6)
Collaboration — 2.8 (2.5-3.0)
Stakeholder Directed — 3.4 (3.2-3.6)
3.0 (2.5-3.3)

Legend:
- Patients/participants (red)
- Clinicians (purple)
- Organizational/ systems leaders (blue)
- Researchers (green)
- Health plans/payers (yellow)

Methods of Engagement

In-Person
Builds trust, promotes active listening
Time and resource intensive

Digital Tools
Greater reach for stakeholders
Additional cost and competing attention

Social Media
Useful recruitment, community listening
Limited exposure

Email
Regular contact, established means
Less personal, harder to reach some

Phone Calls
Useful to build initial connection
Time intensive, coordinating is difficult

Stakeholder Impact on Network Operations

★★★★☆ **4.2 Overall** (scale of 1 – 5)
4.3 ★★★★☆
3.7 ★★★★☆
3.6 ★★★★
4.4 ★★★★☆
2.9 ★★★

Challenges of Engagement

- Time
- Resources
- Diversity
- Navigating Roles
- Collaboration

Conclusions

Meaningful, robust, and effective stakeholder leadership is central to PCORnet. It is critical that the Network take time to reflect on what has been tested and what has or has not worked. Recommendations and an engagement framework will set standards for efficient and impactful engagement in PCORnet 2.0 and beyond. This will lead to ensuring the Network invests in the most promising and impactful strategies.

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