Limited PCORI Funding Announcement:
Dissemination and Implementation of
PCORI Funded Patient-Centered Outcomes
Research Results and Products in Real
World Settings

Town Hall
Cycle 2 2016

Bridget Gaglio, PhD, MPH – Town Hall Moderator
Senior Program Officer, Communication and
Dissemination Research

April 20, 2016
Agenda

I. Welcome
II. Background Information
III. Limited Competition PFA Overview
IV. Applicant Resources
V. Questions

Submitting Questions:

Submit questions via the chat function in Meeting Bridge.

Ask a question via phone (an operator will standby to take your questions).
Communication and Dissemination Research Team

Jean Slutsky  
Chief Engagement and Dissemination Officer

Bridget Gaglio  
Senior Program Officer

Chris Gayer  
Program Officer

Michelle Henton  
Program Associate

Sarah Chew  
Program Assistant

Bill Lawrence  
Senior Program Officer
Welcome to the D&I PFA Town Hall

Jean Slutsky, PA, MSPH
Chief Engagement and Dissemination Officer and Program Director for Communication and Dissemination Research
Background: About PCORI

Bill Lawrence, MD, MS
Senior Program Officer, Communication and Dissemination Research
Why PCORI?

- For all the advances it produces, research still has not answered many questions patients face.
- People want to know which treatment is best for them.
- Patients and their clinicians need information they can understand and use.
Our Mission

PCORI helps people make informed health care decisions, and improves health care delivery and outcomes, by producing and promoting high integrity, evidence-based information that comes from research guided by patients, caregivers and the broader health care community.
“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
Background: D&I Science

Bill Lawrence, MD, MS
Senior Program Officer, Communication and Dissemination Research
Background

• There is a gap between:
  – What we know optimizes healthcare delivery **AND**
  – What actually gets implemented in everyday practice

• D&I addresses this gap by seeking to:
  – Create, evaluate, report, disseminate, and integrate evidence-based strategies in clinical and public health practice settings to improve health and prevent disease
Definitions

- **Dissemination** is the.....
  - 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\(^1\)
  - The purpose of dissemination is to spread and sustain knowledge and the associated evidence-based interventions

- **Passive dissemination**, sometimes called research diffusion, is an untargeted dissemination process whereby new evidence is absorbed and acted upon by a small body of highly motivated recipients\(^2\)

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• *Implementation* is the.....

  – deliberate, iterative process of integrating evidence into policy and practice through adapting evidence to different contexts and facilitating behavior change and decision making based on evidence across individuals, communities, and healthcare systems\(^4\)

Limited Competition PFA Overview

Chris Gayer, PhD
Program Officer, Communication and Dissemination Research
Purpose and Objectives

• **Purpose:** This announcement is designed to give PCORI awardee teams an opportunity to propose investigator initiated strategies for disseminating and implementing their research results and products.

• **PCORI Objectives:**
  
  – To increase the use of PCORI research results and products by diverse end users
  
  – To incorporate PCORI research results into patient and stakeholder decision making
  
  – To learn about effective strategies and barriers/facilitators of success for disseminating and implementing patient-centered outcomes research (PCOR)
D&I Activities We Aim to Fund

- We seek to fund projects:
  - designed to **actively** disseminate and implement research results and products
  - using approaches that are informed and guided by established dissemination and implementation models and frameworks
  - in the context of real world settings
D&I Activities We Do Not Fund

We **do not** fund projects which:

- Propose a dissemination plan that is *dependent upon passive dissemination strategies* (publications, presentations to heterogeneous audiences) as its primary dissemination method.

- Aims to develop and/or validate a new tool or system for patients and/or clinicians *without the primary purpose of actively disseminating or implementing evidence*. Tools and systems proposed to serve as the primary mechanism for active dissemination and implementation of evidence will be considered.
Specific Areas of Interest

The examples provided below are intended to be illustrative, not exhaustive or prescriptive. Areas of interest include, but are not limited to the following:

• Translation/adaptation of the content/delivery mechanism of effective CER results/products to improve their penetration and use at the policy, health systems, clinical practice, caregiver, and patient levels

• Development, demonstration, and evaluation of processes or products to incorporate PCORI research results into decision making settings for patients, providers, policy makers and other stakeholders
Specific Areas of Interest

• Demonstration of the capacity and ability to take research results and products found effective through PCORI research studies “to scale” in diverse settings and populations

• De-implementing or reducing the use of strategies and procedures that are not evidence-based, have been prematurely widely adopted, or are harmful or wasteful, in place of evidence-based approaches
Programmatic Requirements

- The proposed project should meet all of the following requirements:
  - Center dissemination and implementation efforts around research findings or products emerging from PCORI-funded research awards
  - Utilize active dissemination and implementation strategies in real world contexts and settings
  - Receive endorsement from relevant patient organizations, clinician organizations, payer/purchaser consortia, and other stakeholders with significant influence upon the targeted end users of this dissemination and implementation effort
  - Address an important research gap that is being filled with the research results and products of PCORI-funded research awards
  - Have strong interest from and support by host delivery systems and settings.
Administrative Requirements: Eligibility

- **PCORI Research Awardees:**
  - Applications associated solely with PCORI Engagement Awards and Pipeline to Proposal Awards are not eligible

- **Personnel:**
  - The proposed PI’s must either be the PI of the original PCORI-funded project, or if not, then the PI of the current application must include a letter of support from the original PCORI-funded research project PI

- **Organization:**
  - Applications may be submitted by a private sector research organization, including any nonprofit or for-profit organization, as well as public sector research organizations, including university or college hospital or healthcare systems, laboratory or manufacturer, or unit of local, state, or federal government
Administrative Requirements: Eligibility

**Timing:**

- Applicants are required to submit a draft PCORI final research report pertaining to their PCORI research award prior to submission of a full application to this announcement.

- Applicants may submit the mandatory LOI prior to the submission of their draft PCORI final research report.
  
  - LOI is non-competitive.

- Full applications submitted prior to the submission of the draft PCORI final research report pertaining to the PCORI research award will be administratively withdrawn.

- Applicants will be eligible to submit their application to this announcement for up to two years after the submission of their draft PCORI final research report.
Complete a **Mandatory** Letter of Intent (LOI)

- Letters of intent are **non-competitive** and will not be scored during LOI review.
- Letters of intent are a **mandatory prerequisite** for submission of a full application.
  - Applicants who fail to submit a letter of intent will not be permitted to submit a full application to the corresponding award cycle.
- LOIs **will be screened** by a minimum of two PCORI staff for responsiveness and to ensure compliance with administrative guidelines.
  - Nonresponsive LOIs and those not adhering to administrative guidelines will not be invited to submit a full application.

**3 page limit (does not include references)**
Complete a **Mandatory Letter of Intent (LOI)**

Address all required sections of the LOI template:

- Title of project
- Original PCORI research award number and title
- Description of the research results and/or products to be disseminated
- Objective and specific aims
- Description of the setting in which dissemination will take place and end users
- Identification of the evidence gap the research results and products fills and the significance of the finding in the context of existing literature
- Description of methodological approach for disseminating the research finding or product
- Description of dissemination evaluation plan including measurable indicators of success
- Patient and stakeholder engagement in the planning and implementation of this dissemination effort.
D&I LOI Template

PRINCIPAL INVESTIGATOR (LAST, FIRST, MIDDLE):

LETTER OF INTENT TEMPLATE: DISSEMINATION AND IMPLEMENTATION OF PCORI-FUNDED PATIENT-CENTERED OUTCOMES RESEARCH RESULTS AND PRODUCTS IN REAL-WORLD SETTINGS

TITLE OF PROPOSED PROJECT: Add title of the project here.

Original PCORI research award number and title: Add the original PCORI research award number and title here.

Description of the research results and/or products to be disseminated: Clearly identify and describe the research finding and/or product you aim to disseminate. How will disseminating and implementing this research finding and/or product improve health care and outcomes?

Objective and Specific Aims: Clearly identify the primary objective of your dissemination effort. What are the specific aims you will accomplish to meet your overall objective?

Description of the dissemination setting and end-users: Describe the targeted dissemination settings and end-users, how they were or will be selected, and their representativeness.

Identification of the evidence gap the research results and/or product fills and the significance of the finding: Describe the evidence gap being filled and the importance of the research finding and/or product in the context of the existing body of evidence in the topic area.

Description of methodological approach for disseminating the research finding and/or product: Clearly describe the approach for disseminating the research findings and/or product and the dissemination or implementation model or framework being used to anchor and inform the design, outcomes, and evaluation plan.

Description of dissemination evaluation plan, including measurable indicators of success: Clearly describe your plan for evaluating the impact of your dissemination effort. How will you know if you have been successful?

Engagement: Briefly describe how patients, family members, caregivers, and the organizations that represent them, as well as any other relevant stakeholders, were involved in developing the proposed project and this LOI, and how they will continue to be involved in executing the proposed dissemination strategy. Will you be partnering with the same patient and stakeholder groups or individuals and organizations you collaborated with during the original PCORI project? If not, why?
Available Funds: $2,000,000 per cycle
Total Direct Cost Per Project: $300,000
Maximum Project Period: 2 years
Greater Than Budget/Time Requests

- Requesting funding for a project with a **budget that exceeds the PFA limits**
- Requesting funding for a project that **exceeds the PFA time limit**
- Must be submitted at the time of LOI submission
- Justification is required
- Complete the Greater Than Budget/Time template
# Key Information

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<thead>
<tr>
<th>Key Information</th>
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<tbody>
<tr>
<td><strong>Cycle:</strong> Cycle 2 2016</td>
<td><strong>Merit Review:</strong> November 2016</td>
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<tr>
<td><strong>Full Announcement:</strong> Dissemination and Implementation of Patient-Centered</td>
<td><strong>Awards Announced:</strong> January 2017</td>
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<tr>
<td>Outcomes Research Institute (PCORI) funded Patient-Centered Outcomes</td>
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<td>Research (PCOR) Results and Products in Real-World Settings</td>
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<td><strong>Online System Opens:</strong> April 4, 2016</td>
<td><strong>Earliest Start Date:</strong> Early 2017</td>
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<td><strong>Status:</strong> OPEN</td>
<td><strong>Total Direct Costs:</strong> $300,000</td>
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<td><strong>Applicant Town Hall Session:</strong> April 20, 2016</td>
<td><strong>Funds available up to:</strong> $2,000,000 per cycle</td>
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<td><strong>Letter of Intent (LOI) Deadline:</strong> May 4, 2016</td>
<td><strong>Maximum Project Period:</strong> 2 years</td>
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<td><strong>Application Deadline:</strong> August 8, 2016</td>
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Applicant Resources

Michelle Henton, MA
Program Associate, Communication and Dissemination Research
Common Pitfalls

- Lack of detail regarding PCORI study findings to be disseminated
- Strength of evidence is not consistent with proposed D&I activity
- Trying to do it all
  - Attention to scope is important given the time/budget constraints
  - Sometimes less is more
- Proposing to develop the dissemination plan as part of the dissemination project
  - Appropriate patient and stakeholder groups should be involved in advance and a dissemination plan should be developed prior to submission
- No indication that key dissemination personnel have D&I experience
  - No discussion of D&I frameworks and evaluation strategies
  - No discussion of barriers and facilitators to success
FAQs

• How much information about my original PCORI findings do you need in the LOI? The LOI is only 3 pages.
• If I submit an LOI, then am I automatically invited to submit a full application?
• Does the draft final research report need to be submitted before I submit an application?
• If I submitted an LOI to Cycle 1 but did not submit an application, can I resubmit for another Cycle?
• Who should I contact to ask questions about programmatic fit with the Limited D&I PFA?
What Can I Do **Now** to Prepare?

1. Review the full dissemination and implementation funding announcement and begin to formalize a plan with your team of researchers and patient/stakeholders that's within the scope of that announcement.

2. Familiarize yourself with the PCORI draft final research reporting instructions and to talk with your program officer about any questions you may have about those instructions.

**PCORI Draft Final Research Reporting Instructions**

Applicant Resources: PCORI D&I Materials

D&I Resources available at:
http://www.pcori.org/funding-opportunities/programmatic-funding/other-programmatic-awards-and-funding/dissemination-and
Applicant Resources: Where Can I Find Help?

Visit pcori.org/apply
- Application Guidelines
- FAQs
- PCORI Online User Manuals

For technical assistance
- PCORI Helpdesk: pfa@pcori.org

For programmatic assistance
- Disseminationpfa@pcori.org
Q&A

Ask a question via the chat function in Meeting Bridge.

Ask a question via phone (an operator will standby to take your questions).

If we are unable to address your question during this time, e-mail the Helpdesk at pfa@pcori.org.