Dissemination and Implementation

Too often, it takes years for useful new findings from clinical research to be taken up in practice and to influence health care. And typically, research results are not presented in formats or language that patients and their caregivers can easily understand.

We’re taking several steps to speed the dissemination and implementation of the results of the patient-centered comparative clinical effectiveness research (CER) we fund. We’re working to ensure that findings are easily accessible and useful to those who need them to make informed decisions about care.

Our dissemination and implementation efforts heighten awareness of study results and advance efforts to put these findings into practice to improve healthcare delivery and health outcomes.

Making Research Findings Easily Accessible and Usable

TRANSLATION
The Patient-Centered Outcomes Research Translation Center provides support for our mandate to ensure that the research findings we release are understandable and useful to patients and healthcare providers. The Translation Center is translating CER findings into:

• An easy-to-read summary for patients and the general public describing the results and their uses
• A summary for healthcare providers highlighting study details in addition to findings

We’re posting these brief summaries on our website. For patients and the general public, we are also preparing Spanish translations and audio versions of the research summaries.

EVIDENCE FOR DECISIONS
We present findings from systematic reviews and some of our funded research studies in concise, accessible formats called Evidence Updates. Created and disseminated in collaboration with patient organizations and others with an interest in the findings, these materials bring timely and relevant information to audiences that can benefit from the information.

We’re also developing continuing education activities that present clinicians with information about studies and their findings to apply in practice.

PROMOTING ACCESS TO PUBLISHED FINDINGS
Papers reporting important research findings often are difficult to find or, if published in subscription-based journals, expensive to access. We require researchers we fund to deposit their papers in PubMed Central, a clearinghouse of scientific journal articles, so that they are available to all.

It can take up to 12 months for papers to become freely available in PubMed Central. To promote faster availability of findings, we pay journals to provide free public access to articles that report key conclusions from the research we fund.
Supporting Dissemination and Implementation
We offer funding to promote dissemination and implementation of evidence through four award opportunities.

**PCORI Limited Competition Awards for Implementing Research Findings**
We offer PCORI-funded researchers support to make their research findings more actionable, and to promote and facilitate the use of these findings in practice settings.

**PCORI Funding Announcement for Implementation of Effective Shared Decision Making Approaches in Practice Settings**
We offer awards supporting the integration of effective shared decision making approaches in healthcare settings to help patients and clinicians make healthcare decisions.

**PCORI Funding Announcement for Implementation of Findings from PCORI’s Major Research Investments**
We offer an open competition opportunity to fund large-scale implementation projects that promote the uptake of peer-reviewed findings from specific, high-priority PCORI-funded research topics.

**Eugene Washington PCORI Engagement Awards Supporting Dissemination**
We offer awards to support organizations and communities to actively disseminate new evidence. This program also provides support for projects to build the infrastructure necessary to disseminate and implement findings from PCORI-funded research.

### Partnering with AHRQ
The federal Agency for Healthcare Research and Quality works to disseminate findings from patient-centered outcomes research funded by PCORI, as well as government agencies and other sources. We submit promising findings to AHRQ via its public nomination process.

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**For more information on PCORI’s dissemination and implementation efforts, visit [www.pcori.org/dissemination-implementation](http://www.pcori.org/dissemination-implementation) or contact disseminationquestions@pcori.org.**

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**Elements of Dissemination and Implementation**

1. **Evidence Assessment**
   - Is the evidence ready for use? Does it respond to stakeholders’ concerns?

2. **Audience Identification**
   - Who will benefit from this evidence? Who can help reach that audience?

3. **Dissemination**
   - How will the effectiveness of our strategies be assessed? What do we need?
   - How can we make the evidence available? What information about the evidence will people need?
   - How can we support adoption? What strategies will lead to widespread implementation?

4. **Implementation**
   - Engagement of Individuals, Communities, Organizations, and Agencies

5. **Evaluation**
   - Who will benefit from this evidence? Who can help reach that audience?