



PCORE Stakeholder Panel

— An Introduction to Comparative Effectiveness
Research —

Today's Meeting Objectives

1. Understand the purpose of comparative effectiveness research
2. Discuss what comparative effectiveness research projects would look like in the context of your employees' health and wellness

What are your top three areas of interest to explore with employee engagement research?

What is Comparative Effectiveness Research (CER)?

- ❖ Research that **compares** two or more **clinical and public health interventions** to **identify which work best** in **real-world settings** for **improving health**.
- ❖ The **purpose** of CER is to **assist consumers, clinicians, purchasers and policy makers** to make **informed decisions** that will **improve health care** at both the **individual** and **population** levels.

(Information adapted from Harvard Chan School of Public Health, US Federal Coordinating Council, and the Institute of Medicine)

Why use Comparative Effectiveness Research?



<https://www.youtube.com/watch?v=7dVjaS9-oWU>

Example of a Comparative Effectiveness Research Study

A Randomized, Controlled Trial of Financial Incentives for Smoking Cessation

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Developing a CER Research Question: PICOTS Framework

- ❖ **Population** of interest
 - ❖ **Intervention(s)** being tested
 - ❖ **Comparison** being used
 - ❖ **Outcomes** being measured
 - ❖ **Timing** of study
 - ❖ **Setting** of study
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Population

Refers to who will participate in the comparative effectiveness research and be assigned to different interventions.

Examples:

- ❖ Employees who smoke
 - ❖ Middle-aged adults with high blood pressure
 - ❖ College students with depression
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Intervention(s)

Refers to the strategy or strategies that are being tested. Can include different patient education strategies, program or treatment choices, providers, diagnostic tests, etc.

Examples:

- ❖ Smoking cessation programs with financial incentives
 - ❖ Exercise and diet modification
 - ❖ Cognitive behavioral therapy or antidepressant treatment
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Comparison

Refers to the participant group that receives a placebo or “usual care” to act as a control reference to compare the intervention to.

Examples:

- ❖ Smoking cessation programs without financial incentives
 - ❖ Prescription medication for high blood pressure
 - ❖ Placebo pill
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Outcome(s)

The interventions being studied in comparative effectiveness research should be compared on the basis of some health-related outcome measure.

Examples:

- ❖ Rates of smoking cessation
 - ❖ Measurement of blood pressure
 - ❖ Scores on depression inventory
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Timing

Refers to the timeline and duration of the research.

Examples

- ❖ Following participants for 12 months with check-ins every 3 months
 - ❖ Following participants for 6 months with check-ins every month
 - ❖ Following participants for 18 months with check-ins every week
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Setting

Refers to where the research takes place.

Examples

- ❖ Company worksites throughout the United States
 - ❖ Primary care clinics
 - ❖ University counseling centers
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Barriers to Doing Comparative Effectiveness Research

Think about what a comparative effectiveness project would look like at your organization...

- ❖ What challenges would you face?
 - ❖ Would there be structural barriers, such as cost constraints or feasibility of timing?
 - ❖ Would there be employee engagement barriers or pushback from leadership?
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Methods of Comparative Effectiveness Research

Methods Using Primary Data

- ❖ Observational studies
- ❖ Randomized controlled trials (RCTs)

Methods Using Secondary Data

- ❖ Analysis of existing data
 - ❖ Synthesis of multiple studies into a systematic review or meta-analysis
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Questions?

Thank you for your participation!

Please feel free to contact us at any time:

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We are looking to change our next panel meeting to a date in August. Would Thursday, August 22nd be feasible?
