Agency for Healthcare Research and Quality
Advancing Excellence in Health Care   www.ahrq.gov

Successful Dissemination Strategies: A Practical Approach to Effective Dissemination of Research Findings

January 13, 2010

Multi-Grantee Open Forum #1

AHRQ National Resource Center for Health IT

Agenda

- **Welcome and overview of AHRQ Technical Assistance**
  - Barbara Lund, AHRQ NRC TA Lead, Massachusetts eHealth Collaborative
  - Vera Rosenthal, AHRQ NRC, Junior Service Fellow
- **Format for today's session**
- **Presentations**
  - Margo Edmunds, Facilitator
- **Discussion**

Overview of AHRQ Technical Assistance

- **Goal:** To support grantees in the meaningful progress and on-time completion of Health IT-funded grant projects

- Technical Assistance (TA) services include
  - One-on-one grantee technical assistance
  - Multi-grantee open forum technical assistance
  - Frequently Asked Questions posted on the AHRQ Health IT site

- Multi-grantee open forums
  - Webinars focused on topics of interest for groups of grantees
  - Format includes presentations by subject matter experts, peers and peer-to-peer discussion
  - We welcome your ideas for future webinars

Key Resources

- AHRQ National Resource Center for Health IT
  - www.healthit.ahrq.gov
- AHRQ Points of Contact
  - Vera Rosenthal, vera.rosenthal@ahrq.hhs.gov
  - Rebecca Roper, rebecca.roper@ahrq.hhs.gov
  - Kristie Kiser, kristie.kiser@ahrq.hhs.gov
- AHRQ NRC TA Team
  - Erin Grant, Booz Allen Hamilton, grant_erin@bah.com
  - Margo Edmunds, Booz Allen Hamilton, edmunds_margo@bah.com
  - Barbara Lund, Massachusetts eHealth Collaborative, *NRC-TechAssist@AHRQ.hhs.gov*
  - Jessica Kriss, Booz Allen Hamilton, kriss_jessica@bah.com
- AHRQ NRC Monitoring and Reporting Team: John Snow Inc.

Format for Today's Session

- **Please mute your phone line during the presentation**
  - Press *6 to mute; * 7 to un-mute
- **Questions and discussion**
  - Clarifying questions are welcome after each presentation – remember to un-mute your line
  - Discussion among attendees and presenters following completion of all presentations
  - Questions may also be submitted to the Chairperson at any time via 'Chat' feature on webinar console
- **Discussion summary will be developed and distributed to attendees**
- **Formal, brief evaluation requested from each attendee – sent directly from ReadyTalk at conclusion of webinar**

Today's Presentation

Successful Dissemination Strategies:
A Practical Approach to Effective
Dissemination of Research Findings

Margo Edmunds, PhD
Facilitator and Panelist

Meet Today's Panelists

- **Margo Edmunds, PhD, Booz Allen Hamilton and Johns Hopkins University**
  - *Making the Case for Effective Dissemination*

- **Julie McGowan, PhD, University of Indiana School of Medicine**
  - *Innovative Strategies for Dissemination*

- **Kristie Kiser, Office of Communications and Knowledge Transfer (OCKT), AHRQ**
  - *How AHRQ Can Help Disseminate Your Findings*

- **Rebecca Roper, MS, MPH, National Resource Center for Health IT, AHRQ**
  - *Guidance on Final Report Submission*

Today's Objectives

- Encourage grantees to think about dissemination throughout projects, not just at the end

- Learn about effective and timely dissemination strategies using print and online media

- Identify AHRQ resources to help disseminate research findings and translate research into practice

- Obtain guidance from AHRQ on requirements for final reports

Making the Case for Effective Dissemination

Margo Edmunds, PhD, Booz Allen Hamilton
and Johns Hopkins University

Making the Case for Effective Dissemination

Showing real-world impact of AHRQ-funded research

- Improving quality and outcomes for patients, families, and consumers
- Changing clinical practice and workflow to improve quality and efficiency and reduce costs
- Provide better information for policy makers
- Increase awareness of AHRQ's impact

Why is Dissemination so Difficult?

- Disconnect between research and practice slows adoption of promising findings

- Perverse incentives: peer-reviewed publications lead to promotions and tenure; research raises more questions

- Lack of access to expert communications resources

- Need to use different languages with different audiences

Who Should be Involved?

- Research team

- Clinical team

- Office of Communications, Public Affairs, or Marketing

- Office of Communications and Knowledge Transfer (OCKT), AHRQ

How Do I Start?

Start with the end result: who do I want to reach, and what do I want them to do?

- **Target audiences?**
  - Individuals
  - Opinion leaders, e.g., professional assns.
- **Actions?**
  - Change behaviors and practice patterns
  - Do more research
  - Provide more funding (or less funding)

How Do I Reach Target Audiences?

- Peer-reviewed publications
- Professional conferences
- Professional organizations, networks, listservs, webinars
- Meetings (e.g., grand rounds)
- Web sites (home institution); blogs
    - Use hypertext links to increase traffic
- Interviews with media
    - Radio and TV
    - Newspapers

Tailor Your Messages

- Respect your audiences
- Appreciate their views of what makes a difference
- Use their language: learn how to be technically accurate using universal terms and plain language
- Media choices are driven by stakeholders: where are they, and what are they looking for?

How Do I Work with Media?

- **First, consult the experts**
  - Public Affairs, Communications, Marketing
  - Public Information Officers
  - OCKT
- **Press release**
  - When grant is funded, completed, or article is published
  - When you present at professional meetings
- **Other vehicles**
  - Issue Brief/White Paper/Fact Sheet/FAQs

Try This at Home

- Learn to write a title like a headline
- Write an elevator pitch about your study
  - 30 to 60 seconds; 100 to 150 words
  - Plain language with a compelling hook: Why does this matter? Who will be affected?

Clarifying Questions?

Innovative Ways for Researchers to Overcome Dissemination Barriers

Julie McGowan, PhD, University of Indiana School of Medicine

Answer Key Questions

Peer Review – The Gold Standard

- What do I publish?

- Where do I publish?

- How do I publish?

What Do I Publish?

- **Description of process**
  - Implementation and Meaningful Use

- **Opinions**

- **Results of evaluation**

- **Results of research**

Where Do I Publish?

- 1st tier journals

- Discipline-specific journals

- Health IT / medical informatics journals

- Health policy journals

How Do I Publish?

But first - answer:

- **Why do I publish?**
  - A requirement of the grant
  - Internal organizational reasons
  - Key stakeholders
  - Promotion & tenure and other personal reasons

Getting Started

- Analyze the project
  - What works in print?

- Define the target audience

- Select the journal

- Read instructions to authors

Reviewer Questions

- What is the fit? Does the content inform the knowledge base?
- Are the references current?
- Does the content fit the length?
- Is the writing comprehensible?
- If research, is the study design solid?
- Will the article enhance impact factor?
- Cite your AHRQ grant

Author Answers

- Acceptance
- Acceptance with minor revisions
- Acceptance with major revisions
- Rejection with editorial comments

- Decision points
  - Resubmission (time factor)
  - Another journal?

Alternatives to Peer Review Print

- e-journals (impact factor)

- Published & indexed proceedings

- Major scientific abstracts

- Editorial review publications

Most of All

- Start writing!!!

CLARIFYING QUESTIONS?

An Introduction to AHRQ's Office of Communications and Knowledge Transfer

Kristie Kiser, Office of Communications and Knowledge Transfer (OCKT), AHRQ
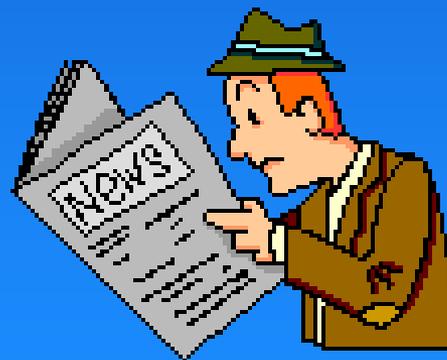
Why Communicate?

- To reach key audiences credibly
- To help the public understand our work
- To share lessons learned with colleagues in the field
- To generate more support for our research

We're Here to Help!

- OCKT can assist in:
  - Identifying audiences
  - Developing messages
  - Articulating stories
  - Preparing for interviews
  - Writing (opinion pieces, fact sheets, etc.
  - Media outreach

Journal Articles

- ■ Article accepted? Congratulations!
- ■ email: journalpublishing@ahrq.hhs.gov
- ■ AHRQ will collaborate on dissemination w/researchers and journal
- ■ Possible vehicles:
  - – Press release or media pitch
  - – AHRQ Electronic Newsletters
  - – Research Activities
  - – Gov Delivery

Why Engage the Media?

- Promoting your work improves health care

- Media is a great tool IF you use it right

- Engaging the media helps control the message

Making the Media Care: Wearing Two Hats

- **The Scientist**
  - Analytical
  - Precise
  - Deep into Details

- **The Communicator**
  - Educator
  - Translator
  - Someone who makes science relevant

Why Simple Language Works Best

- Makes science more relevant

- Minimizes confusion – maximizes understanding

- Helps reporter sell the story to an editor

How to Wear The Communicator Hat

- Talk to your mother

- Be patient

- Stay out of the weeds

Got Research?

So You've got the media's interest…

What Happens Now?
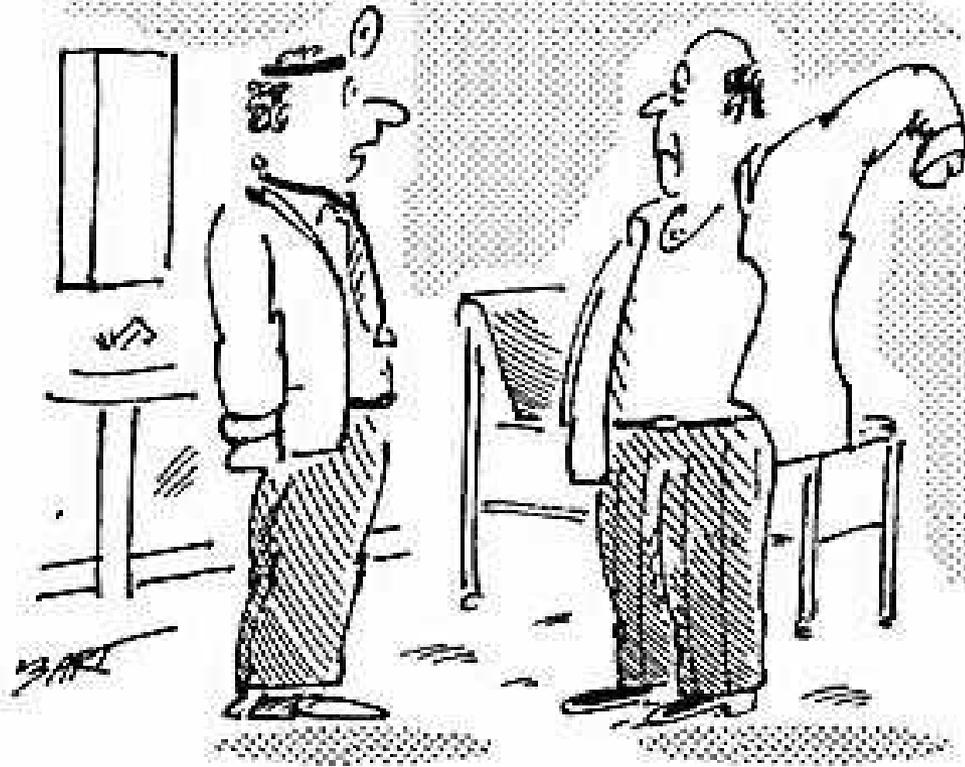
"You're suffering from defective media image.
What you need is a spin doctor."

Who Are The Media?

- **Trade Press**
  - Independent (e.g. Modern Healthcare)
  - Association-sponsored (AM News)

- **General Press**
  - Newspapers
  - Magazines
  - Wire Services
  - Television/Radio

- **Media** is happening in new ways
  - Blogs, Twitter and more

Health Reporters- When you've met one, you've met one

- Health and medical issues are increasingly complex
- Shrinking news rooms/Broader coverage areas
- Greater competition
- Faster news cycles – Internet
- The New Breed: Bloggers, Tweeters
- Association of Health Care Journalists

Common Myths About the Media

- Media is our partner
- Media is our enemy
- Trade press reporters know/understand health care well
- General press reporters don't know/understand health care well
  - Corollary: TV reporters are all flash, no substance

Staying on Message

The Message Pyramid

HEADLINE

FACTS

ANECDOTES, EXAMPLES, ANALOGIES
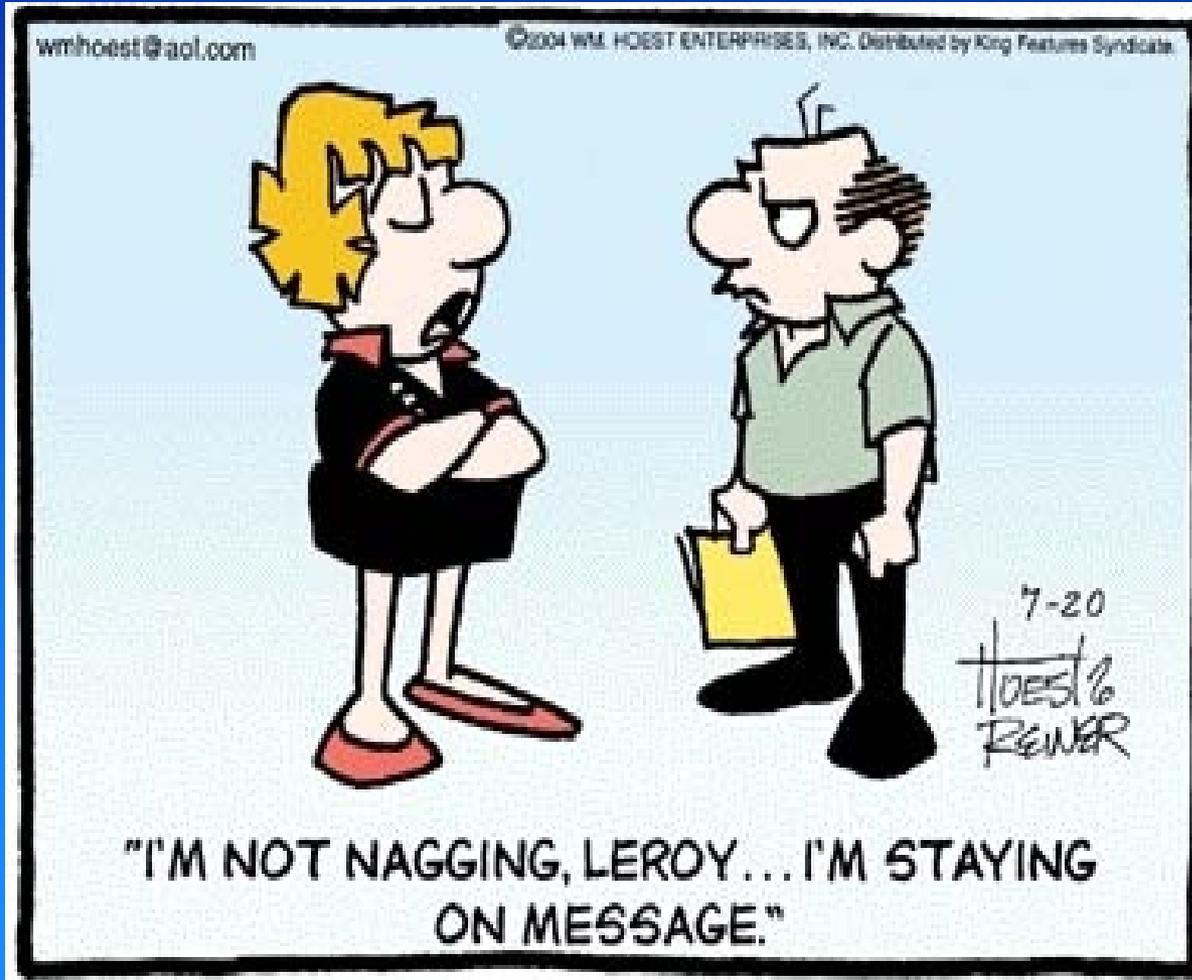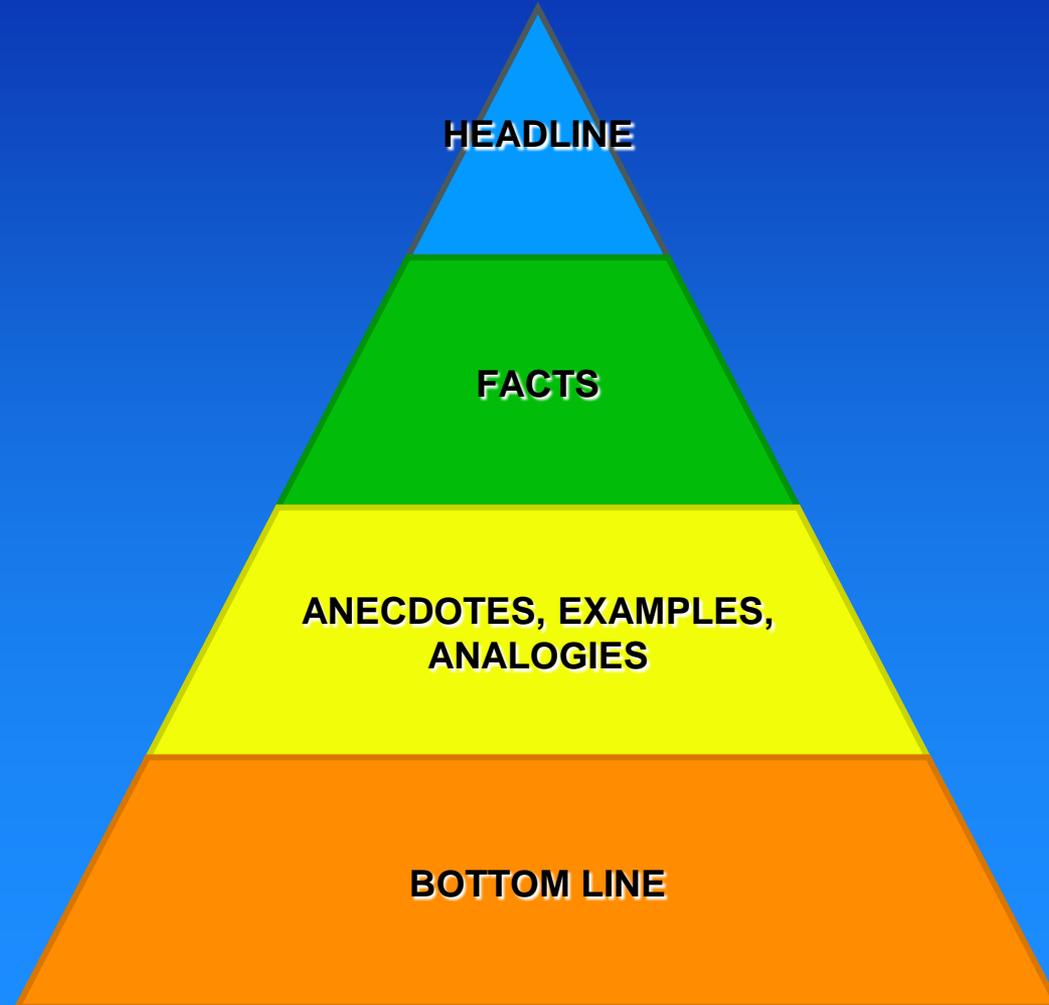
BOTTOM LINE

- Messages
  - "An interview is no time for an original thought"

- Speaking Style
  - Speak concisely
  - No jargon
  - Sound bites can help
  - Find your own comfort level

- Practice Makes Perfect

Things to Remember

- KISS – Keep It Short and Simple
- Answer yes or no questions with "yes," "no," or "there isn't a yes or no answer" and then bridge
- Never say "no comment"
- Never try to fake an answer. If you don't know, admit it (And suggest where the reporter might find it)
- Don't repeat the negative, put it aside and bridge
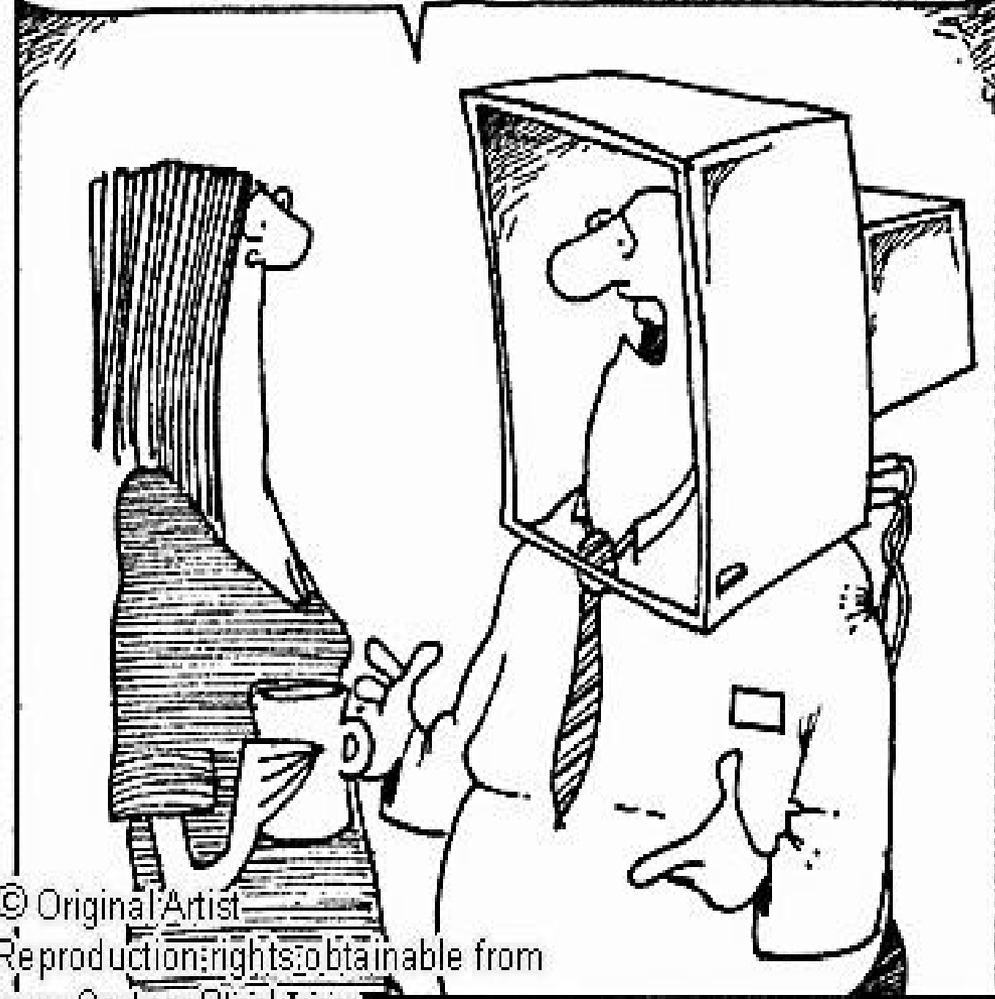
Clarifying Questions?

AHRQ Health IT Grants: Closeout Reports

Rebecca A. Roper, MS, MPH

Agenda

- ■ Reporting Objectives
- ■ General Closeout Requirements
- ■ **Final Progress Report**
  - – Format
  - – Submission requirements
  - – Consequences
  - – Dissemination
- ■ References

Reporting Objectives

- **PHS Grant Requirements:**
  - Financial and Programmatic Performance Reporting

- **Inform AHRQ (and the Public)**
  - Link findings to AHRQ funding project (include grant number)

- **Final Reports/ Closeout Requirements (http://www.ahrq.gov/fund/postawrd.htm#closeout)**

3 General Closeout Requirements

- Final Financial Status Report: SF 269 http://grants1.nih.gov/grants/fsr_sf269_long.pdf

- Final Invention Statement and Certification Form HHS 568 http://grants.nih.gov/grants/hhs568.pdf

- Final Progress Report Template: http://www.ahrq.gov/fund/reptemp.htm.

Final Financial and Invention Reports

- ■ Final Financial Status Report: SF 269
  - – 30 minutes to complete

- ■ Final Invention Statement and Certification Form HHS 568
  - – 5-10 minutes to complete
  - – Indicate if no inventions were made through the grant

Questions: Consult with Grants Management Official or PO

Final Progress Report

- 4-20 page public summary of grant
- 20+ pages, will be returned
- Without copyrighted, private, or proprietary information
- AHRQ priority populations section
  - Http://grants.Nih.Gov/grants/guide/notice-files/NOT-HS-03-010.Html
  - Narrative and table: anticipated vs. actual recruitment

AHRQ Grant Final Progress Report Template

- Template: http://www.ahrq.gov/fund/reptemp.htm
  - Structured abstract (200 words)
  - Purpose
  - Scope
  - Methods
  - Results
  - List of publications and products http://www.ahrq.gov/fund/refstyle.htm.

AHRQ Grant Final Progress Report Template

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  - Methods
  - Results
  - List of publications and products http://www.ahrq.gov/fund/refstyle.htm.

Don't forget, AHRQ Priority Populations

Within 90 Days (continued)

- **email** final financial, invention, and progress reports to
  - grantfpr@ahrq.gov and Angela.Lavanderos@ahrq.hhs.gov
    (Health IT)
- Final progress reports
  - POs review, return or approve final progress reports
  - Acceptable formats are Word®, WordPerfect®, and ASCII.

PDF

Example Final Reports

- **Statewide Implementation of Electronic Health Records**
  - David Bates, MD, MSc
- **Using IT to Improve Medication Safety for Rural Elders**
  - Paul N. Gorman, MD
  - Karl Ordelheide, MD
- **CPOE Implementation in ICUs**
  - Pascale Carayon, PhD
  - Kenneth E. Wood, DO

Consequences

- Failure to provide final reports in timely manner may result in special award provision or

- **Withholding of funding of other eligible** projects or activities
  - For grantee organization or
  - Principal Investigator (PI)

Dissemination

- Upcoming:
  - Final Reports to be on AHRQ NRC Website (http://healthit.ahrq.gov)
- Current:
  - National Technical Information Service (NTIS) http://www.ntis.gov/products/publications.aspx
  - http://www.ntis.gov/pdf/dbguid.pdf

NTIS

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File Size : 137 Kbyte
Approximate download time:

33,600 bps Modem   hours `0`   minutes `0`   seconds `36`

Reducing Adverse Drug Events in the Nursing Home. - Final rept. (July 1, 2000-June 30, 2004).
Massachusetts Univ. Medical School, Worcester.

ProductType: Technical report
Product Source: AHRQ
NTIS Order Number: PB2006-114016

- ○ $27.00-Microfiche
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Media Count: N/A
Date: Jun 2004
Author: J. H. Gurwitz T. S. Field L. Harrold P. Rochon J. Judge D. Bates

ADE's (Adverse Drug Experience) in the nursing home setting are most commonly associated with errors at the ordering and monitoring stages of pharmaceutical care, which may be particularly amenable to prevention strategies that utilize CCDS systems accomp ...

Report Number: N/A

Contract Number: N/A
Project Number: N/A
Grant Number: 5R01HS10481

Task Number: N/A

NTIS announcement issue: 0623

"N/A" indicates no data is available for this field.

NTIS Best Sellers

North American Industry Classification System Manual 2007
Statistical Abstract of the United States (126th Edition)
World Factbook 2007

If you have questions:

- Consult your institution's sponsored projects or research administration
- See grants post award guidance: http://www.ahrq.gov/fund/postawrd.htm
- Prime resource: http://www.ahrq.gov/fund/hhspolicy.htm

If questions remain:

- Confer with your Grants Management Specialists and/or your Program Official

- Angela Lavanderos at Angela_Lavanderos@ahrq.hhs.gov

Thank You

Clarifying Questions?

Group Discussion

- Questions? Comments?

- Be sure to un-mute your line before you speak (press *7)

Final Comments

- **Discussion Summary**
  - Will be distributed to all webinar participants

- **Evaluation Form**
  - Will be sent to each participant directly from ReadyTalk at conclusion of webinar
  - We value your input
  - Thank you for joining us today!

Panelist Bios (I)

Margo Edmunds, PhD

Margo Edmunds, PhD, is a health policy researcher, strategy consultant, educator, and writer who began her clinical career in disease management at Johns Hopkins Hospital. Prior to joining Booz Allen Hamilton, Dr. Edmunds taught health policy and health communications at Johns Hopkins Bloomberg School of Public Health, where she introduced strategic communications approaches to policy research and analysis methods training and worked with researchers to disseminate policy-relevant research and clinical findings to policy makers, consumers, and the media. Dr. Edmunds' current work at Booz Allen Hamilton focuses on the use of health information and communications technology in healthcare and public health.

edmunds_margo@bah.com

Julie McGowan, PhD

Julie McGowan, PhD, FACMI, is Chair and Professor, Department of Knowledge Informatics and Translation at the Indiana University School of Medicine and an Affiliated Scientist at the Regenstrief Institute. She is the director of evaluation for several major grant initiatives including the Indiana Clinical and Translational Sciences Initiative and the Indiana Center of Excellence for Public Health Informatics as well as being a principal investigator for several of her own federal grants. Dr. McGowan has an extensive record of publications and is a member of the Editorial Board of the *Journal of the American Medical Informatics Association* (JAMIA) and serves as a reviewer for over 15 national and international medical journals. Dr. McGowan has provided technical assistance in this area to AHRQ grantees since the launch of the NRC in 2004.

jjmcgowa@iupui.edu

Panelist Bios (II)

Kristie Kiser

Kristie Kiser is a Strategic Planner for Health IT in AHRQ's Office of Communications and Knowledge Transfer, where she has worked since 2001. The Office of Communications and Knowledge Transfer (OCKT) promotes the communication of information to both internal and external customers. It designs, develops, implements, and manages programs for disseminating and implementing the results of Agency activities with the goal of changing audience behavior. Prior to her work with AHRQ's health IT portfolio, she managed communication activities for AHRQ's Prevention and Care Management portfolio. Prior to joining AHRQ, Ms. Kiser worked at VHA, Inc., Baylor Health System and the American Cancer Society, where she directed strategic communication initiatives for those organizations.

Kristie.Kiser@ahrq.hhs.gov

Rebecca Roper, M.S., M.P.H.

Rebecca Roper is a Program Official for Health Information Technology and Senior Research Scientist for the Center for Primary Care, Prevention, and Clinical Partnerships (CP3) at AHRQ. She is involved in contract and grant activities featuring health information technology and CP3 research activities. Her early service at AHRQ was as a Scientific Review Officer (SRO) to administrate the extramural evaluation of the merit of various grant applications submitted in response to AHRQ-sponsored Health Information Technology (IT) Funding Opportunity Announcements. Ms. Roper served as Project Officer for the National Institute for Dental and Craniofacial Research (NIDCR) Dental PBRNS and Administrator for the NIDCR Context within the National Cancer Institute's Bioinformatics Center (caBIG).

Rebecca.Roper@ahrq.hhs.gov