

Harnessing Qualitative Research in ePCTs

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Harnessing Requires Expertise



WARNING:
DO NOT TRY THIS AT HOME!

Outline

- A Longitudinal View
- A Range of Methods
- Multiple Opportunities
- Resources

Evolution From 2001-2026*

- Stage One: Something's Missing
- Stage Two: Separate Worlds
- Stage Three: Tacking On (“Exploratory Aims?”)
- Stage Four: Expectations of Rigor and Robustness
- Stage Five: Integration and Triangulation

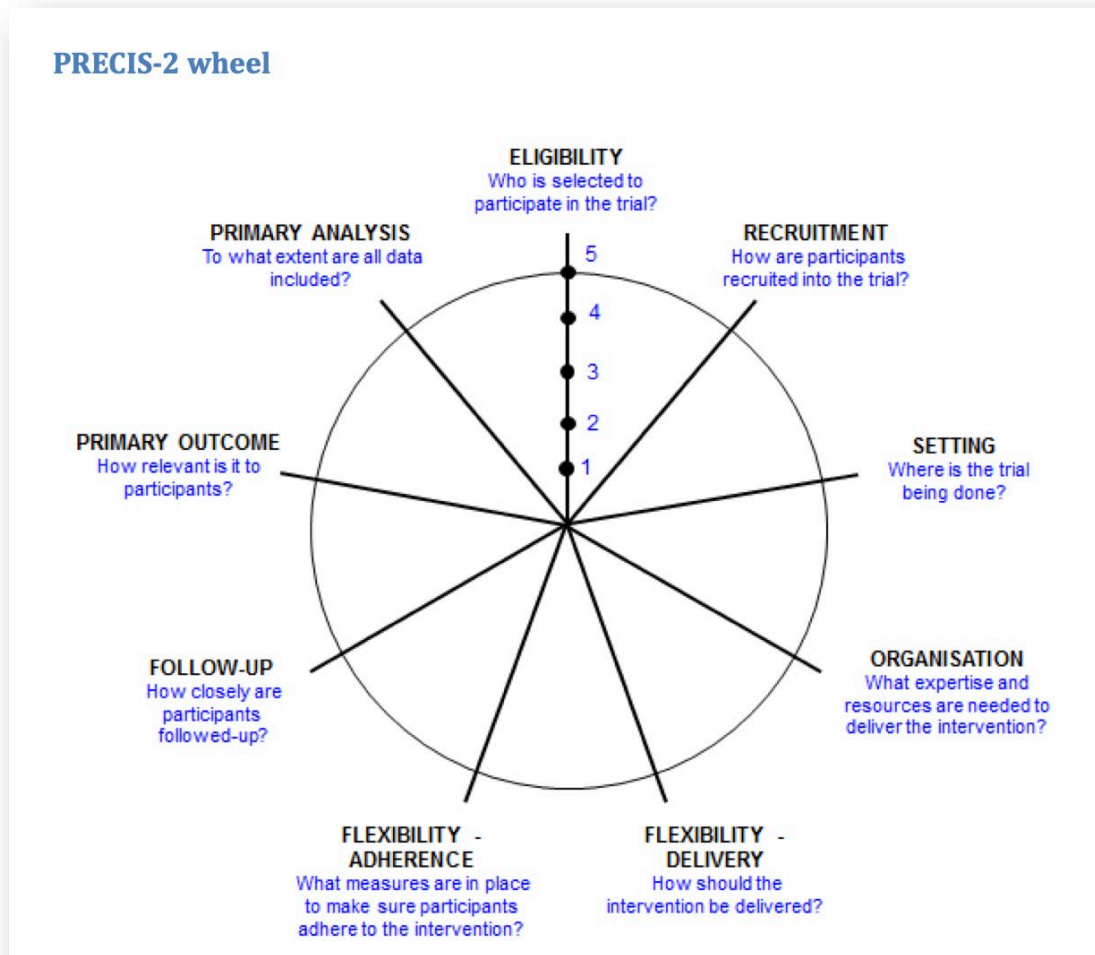
(*From my first day at NIH to now)

A Smattering of Methods

- Interviews (Structured, Semi-Structured, Unstructured)
- Focus Groups
- Observation (participant, non-participant)
- Case Studies
- Ethnography (traditional, rapid)
- Document Analysis (written, visual)
- Narrative Research (personal stories, experiences)

Source: <https://researchmethod.net>

Knowledge Generation/Contextualization in Pragmatic Trials



- Identifying primary outcome
- Patient/provider eligibility
- Site characteristics
- Training needs
- flexibility in delivery
- Fit with workflow

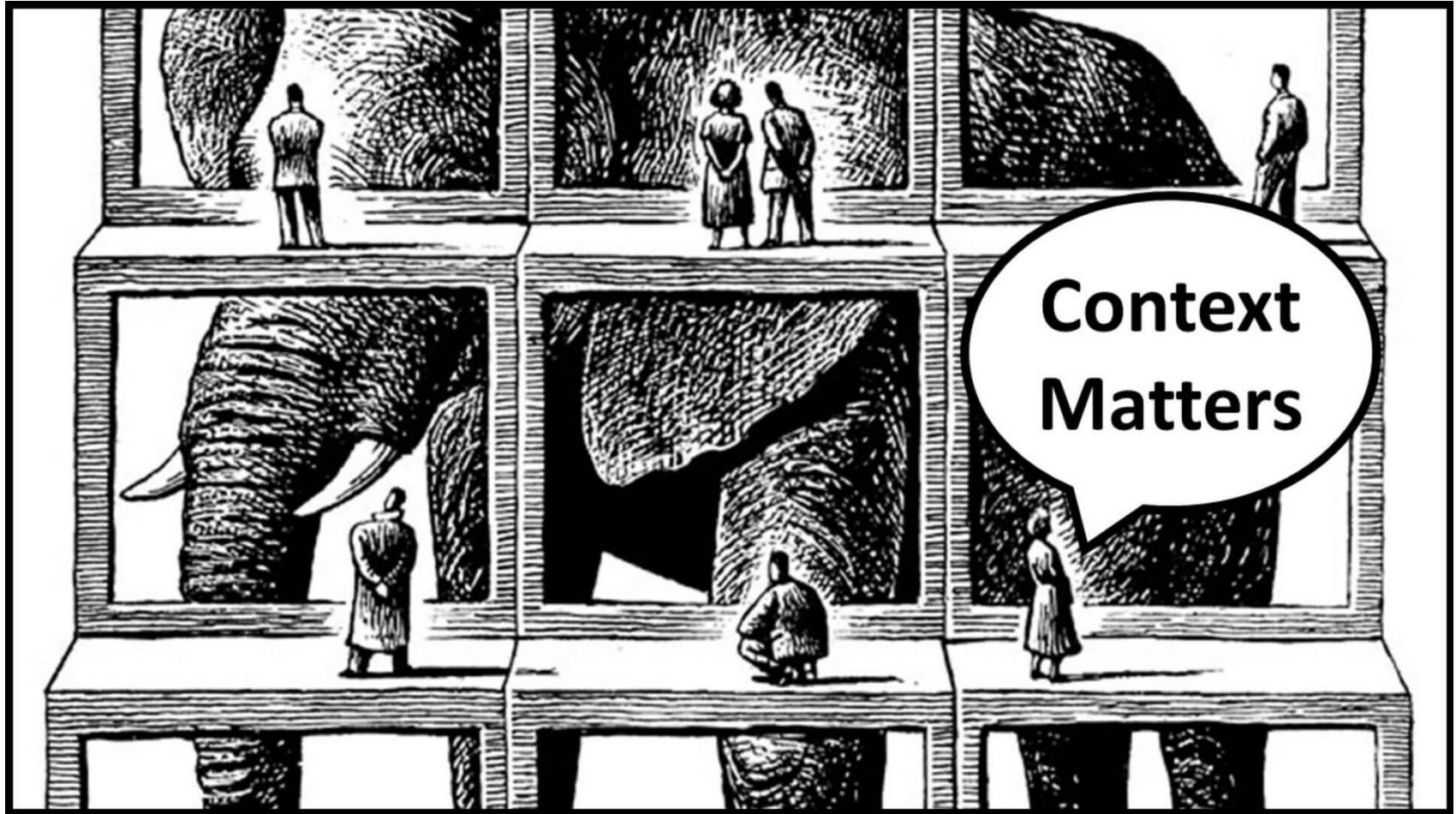
<http://www.precis-2.org/Help/Documentation/ToolkitDownload>

Purpose: Refining/Adapting Interventions



Variable use for variable populations, settings, and purposes...

Purpose: Understanding Context



Purpose: Supporting Recruitment/Retention



Purpose: Studying Feasibility and Acceptability of ITVs

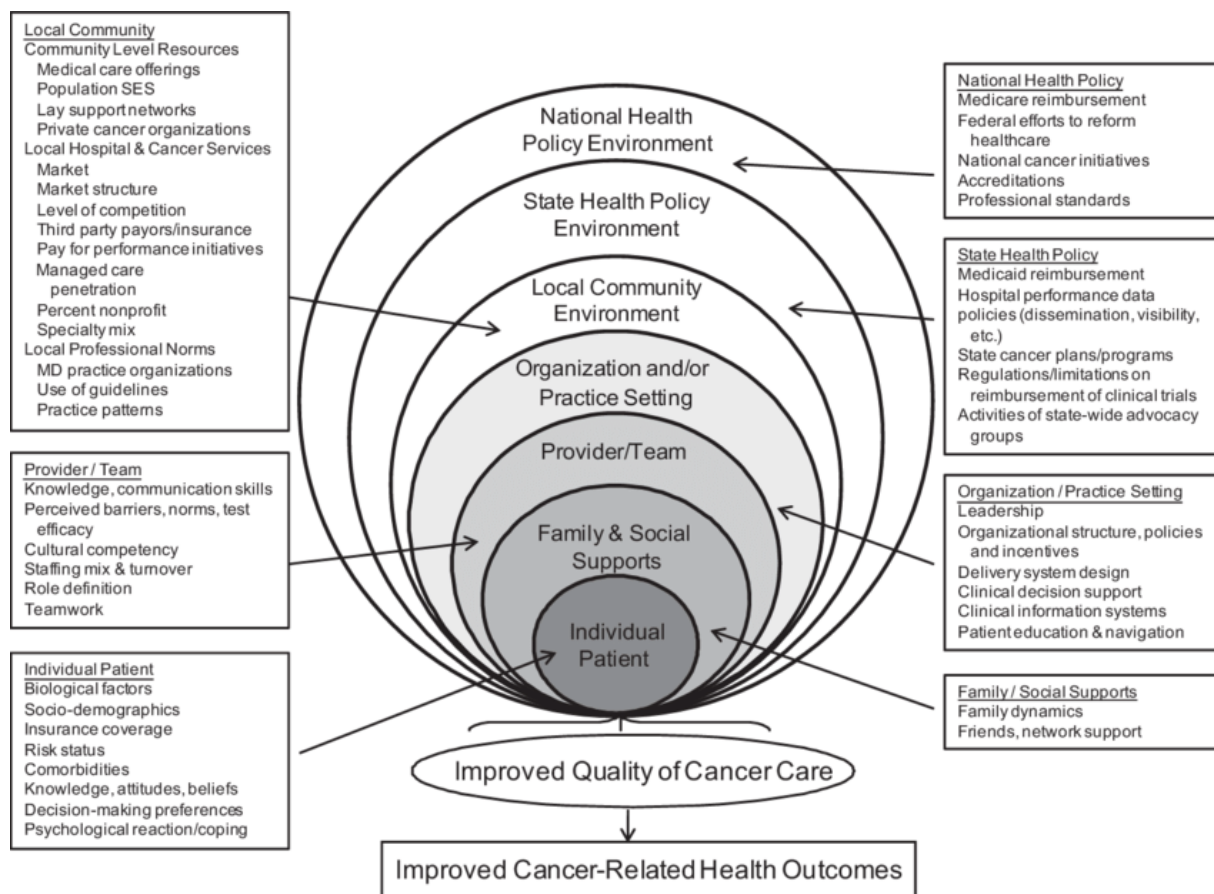
This might be problematic...



Purpose: Understanding how/why interventions work (or don't)



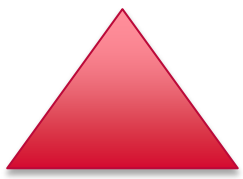
Purpose: Higher-Level Influences on/of Interventions



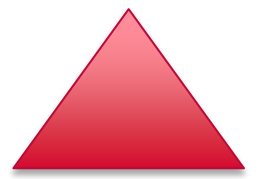
Source: Taplin SH, et al. Introduction: Understanding and influencing multilevel factors across the cancer care continuum. *J Natl Cancer Inst Monogr.* 2012 May;

Purpose: Expanding Depth of Understanding





Purpose: Triangulation of Data



- **Data Triangulation:** Using multiple data sources, such as different times, locations, or participant groups, to examine the same phenomenon. For example, collecting survey data from various demographics or conducting interviews at different time points.
- **Investigator Triangulation:** Involving multiple researchers to collect, analyze, or interpret data independently, which helps reduce observer bias.
- **Theory Triangulation:** Applying multiple theoretical frameworks to interpret findings, allowing researchers to explore a phenomenon from different perspectives and reconcile contradictions.
- **Methodological Triangulation:** Using multiple data collection methods, such as interviews, observations, and surveys, to study the same research question.

Denzin (1978)

A Few Select Resources

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 - Electronic Health Records–Based Phenotyping
 - Navigating the Unknown



Beachside Chat: Qualitative Research in Implementation Science: Reflections on the Last 5 Years

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Administration and Policy in Mental Health and Mental Health Services Research (2019) 46:255–270
<https://doi.org/10.1007/s10488-018-0909-3>

ORIGINAL PAPER



Rapid Assessment Procedure Informed Clinical Ethnography (RAPICE) in Pragmatic Clinical Trials of Mental Health Services Implementation: Methods and Applied Case Study

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**THANK
YOU!**



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