

Stakeholder Engagement and Planning for Implementation From the Beginning

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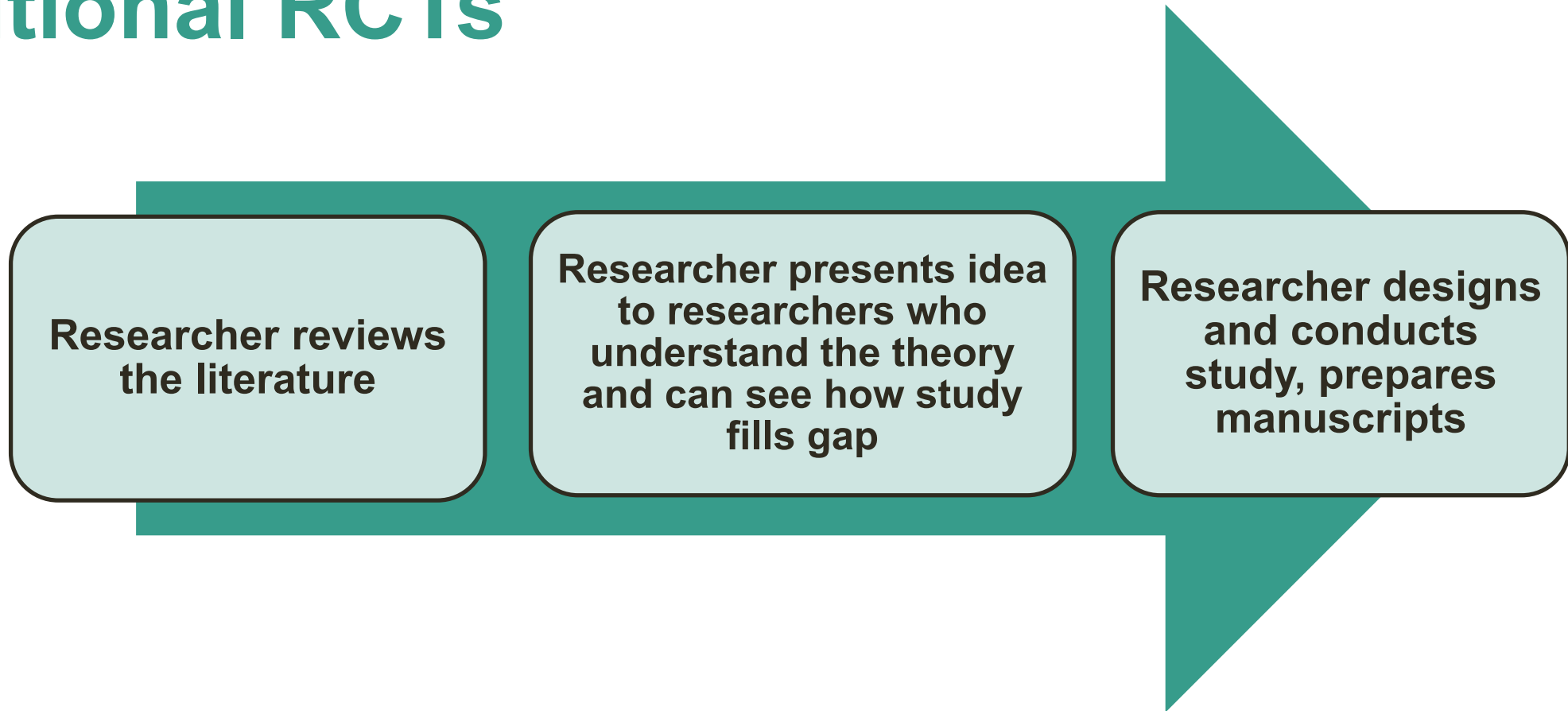




Learning goals

- Learn why a critical element in the success of an ePCT is engaging health system stakeholders early and often
- Discuss strategies for health system stakeholder engagement
- Understand how health system stakeholders can help to design interventions for real-world implementation and sustainment

How researchers approach stakeholders in traditional RCTs



Researchers partner with stakeholders in ePCTs differently.

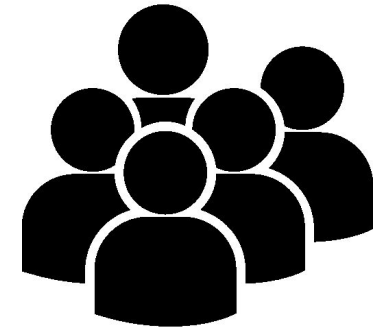
The purpose of the healthcare system is not to do research, but to provide good healthcare. Researchers often have a tail-wagging-the-dog problem. We assume if we think something is a good idea, the healthcare system will too ... We need to remember that we're the tail and the healthcare system is the dog.

Greg Simon, MD, MPH
SPOT Demonstration Project Principal Investigator

Who will be impacted? Who are the decision-makers?

For example,

- Healthcare delivery organization leaders
- Clinicians
- Operational personnel
- Patients, caregivers, patient advocacy groups
- Payers, purchasers
- Policymakers, regulators
- Research funders
- Researchers
- Product manufacturers



Roles of stakeholders

1. Designing the trial
2. Successfully conducting the research
3. Disseminating results

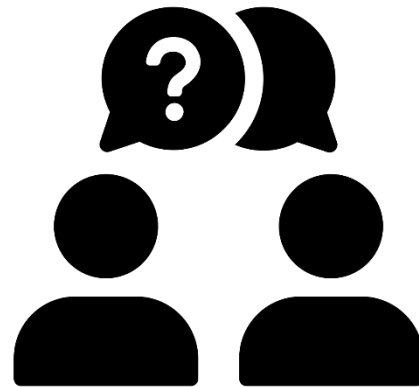
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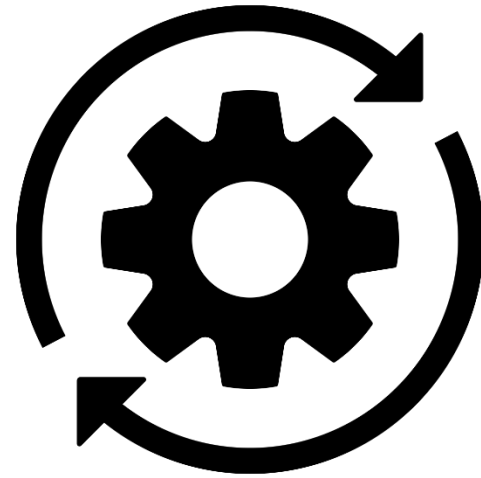
Choosing a salient question

We want to know what you need.

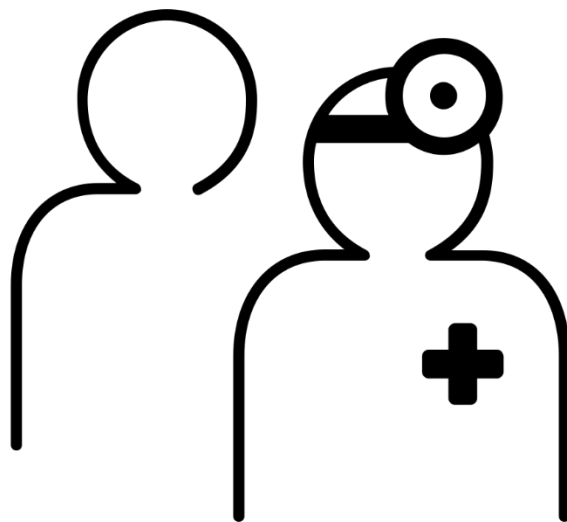
What research should we be doing?



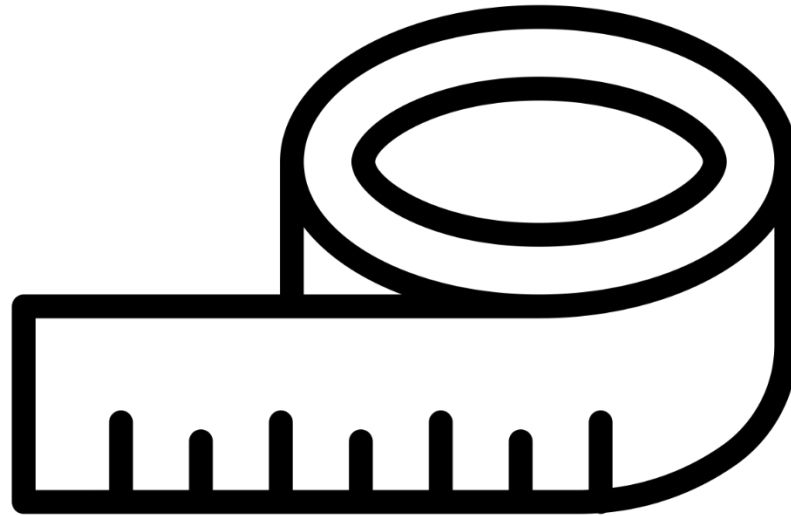
Designing the intervention for sustainment



Designing the intervention to minimize burden for patients and clinicians



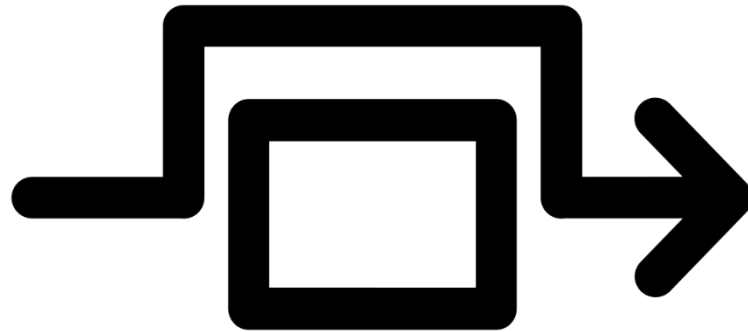
Selecting outcome measures



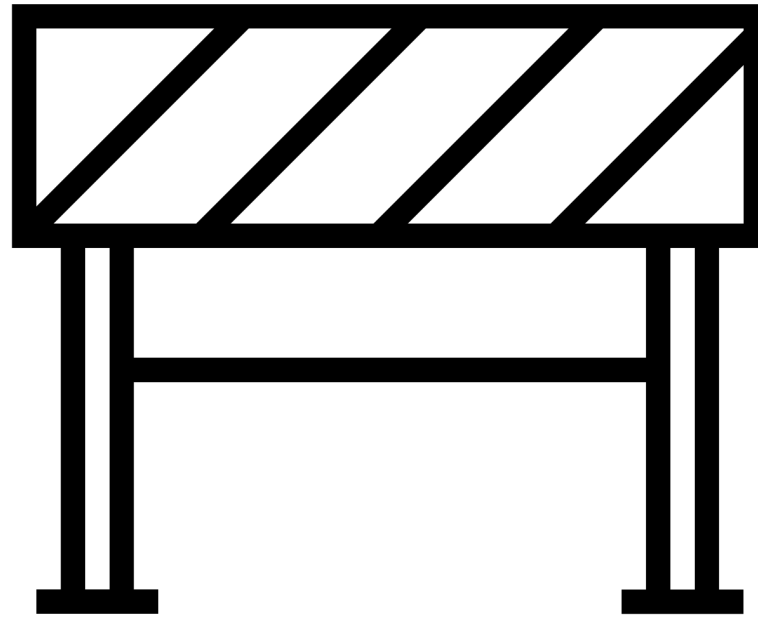
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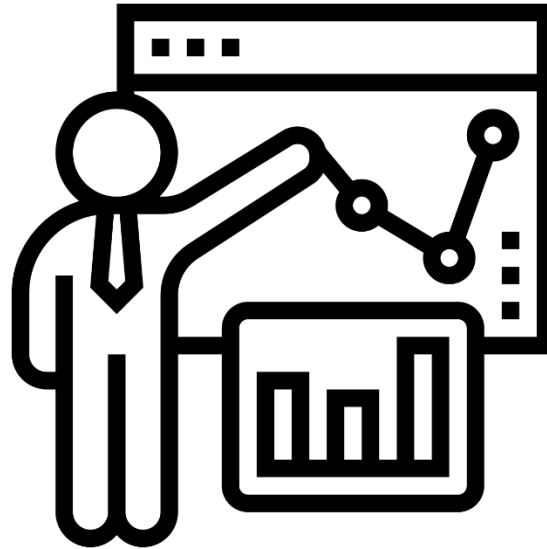
Track challenges and adaptations



Monitor barriers to real-world implementation



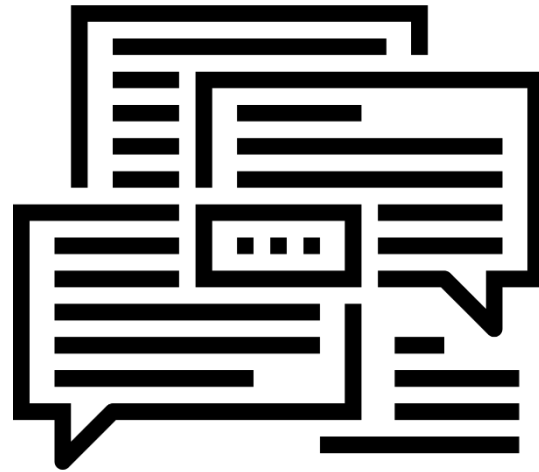
Interpret study results



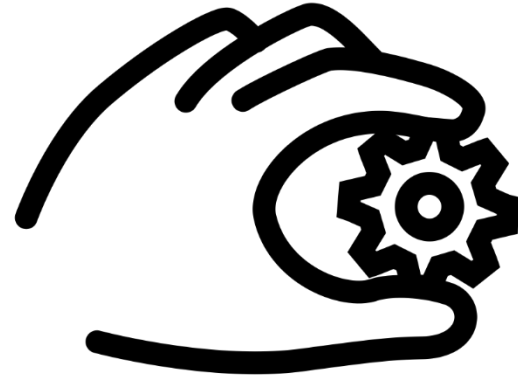
Roles of stakeholders

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2. Successfully conducting the research
- 3. Disseminating results**

Determine key messages for different stakeholder groups and identify avenues for dissemination



Support implementation or de-implementation



Roles of stakeholders

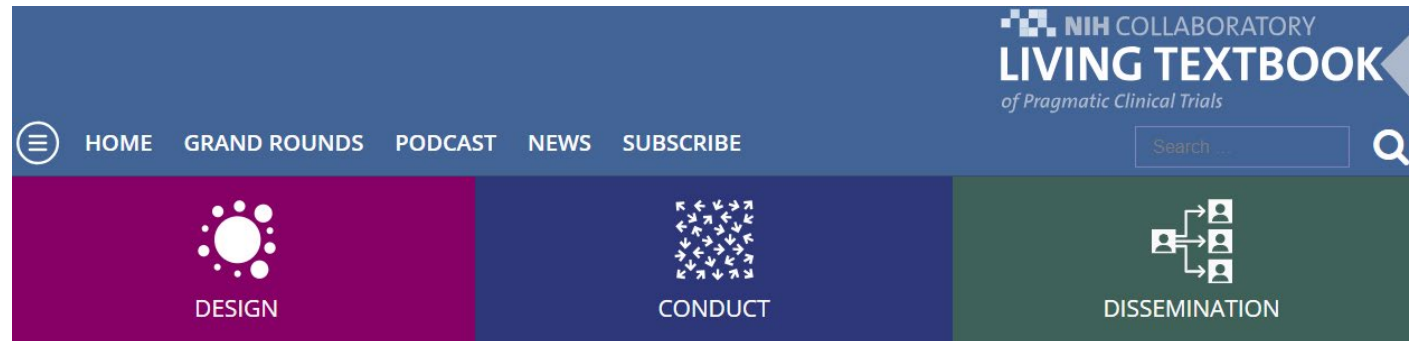
1. Designing the trial
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Resource: Engaging stakeholders

Engaging Stakeholders and Building Partnerships to Ensure a Successful Trial

From the *Living Textbook of Pragmatic Clinical Trials*
www.rethinkingclinicaltrials.org





Resources: Journal articles

Concannon TW, et al.

[Multi-Group Stakeholder Engagement.](#)
J Gen Intern Med 2019

Whicher DM, et al.

[Gatekeepers for pragmatic clinical trials.](#) *Clin Trials.*
12:442–448. 2015

Johnson KE, et al.

[A guide to research partnerships for pragmatic clinical trials.](#) *BMJ.* 2014

Resources

Visit the Living Textbook of Pragmatic Clinical Trials at

www.rethinkingclinicaltrials.org

IMPACT Training Modules ePCT Video Learning Library

www.impactcollaboratory.org



Rethinking Clinical Trials: A Living Textbook of Pragmatic Clinical Trials



WATCH THE VIDEO

Welcome to the Living Textbook of pragmatic clinical trials, a collection of knowledge from the NIH Health Care Systems Research Collaboratory. Pragmatic clinical trials present an opportunity to efficiently generate high-quality evidence to inform medical decision-making. However, these trials pose different challenges than traditional clinical trials. The Living Textbook reflects a collection of special considerations and best practices in the design, conduct, and reporting of pragmatic clinical trials.

GET STARTED

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Training Videos

Learn more about how to conduct ePCTs for people living with dementia

The NIA IMPACT Training Modules are short videos designed to introduce the important components and considerations related to embedded pragmatic clinical trials (ePCTs) for people living with dementia and their care partners. These videos are appropriate for investigators, health systems leaders, research staff and others who want to learn about the design and conduct of ePCTs.

Training modules are organized by topics/cores. Each tile below opens up into a series of relevant modules. [Sign up here](#) to be included on the mailing list to be informed about new and upcoming training content and opportunities.

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