What Are Embedded PCTs?

Kevin Weinfurt, PhD
Professor and Vice Chair of Research
Department of Population Health Sciences
Duke University School of Medicine

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Learning goals

- Identify key considerations in the design and conduct of ePCTs and how they differ from explanatory trials
- Learn why a critical element in the success of an ePCT is engaging health system partners at all levels and through all phases of the study
- Understand the real-world priorities and perspectives of health system leaders and how to obtain their support
- Identify challenges of partnering across diverse health systems

Important things to know 

- ePCTs are designed to answer important, real-world clinical questions
- Broad stakeholder engagement and support are essential from beginning to end
- Tradeoffs in flexibility, adherence, and generalizability are inevitable

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Why conduct ePCTs?

ePCTs have the potential to inform policy and practice with high-quality evidence at reduced cost and increased efficiency compared with traditional clinical trials

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ePCT characteristics

- Conducted within healthcare systems
- Use streamlined procedures and existing infrastructure
- Answer important medical questions

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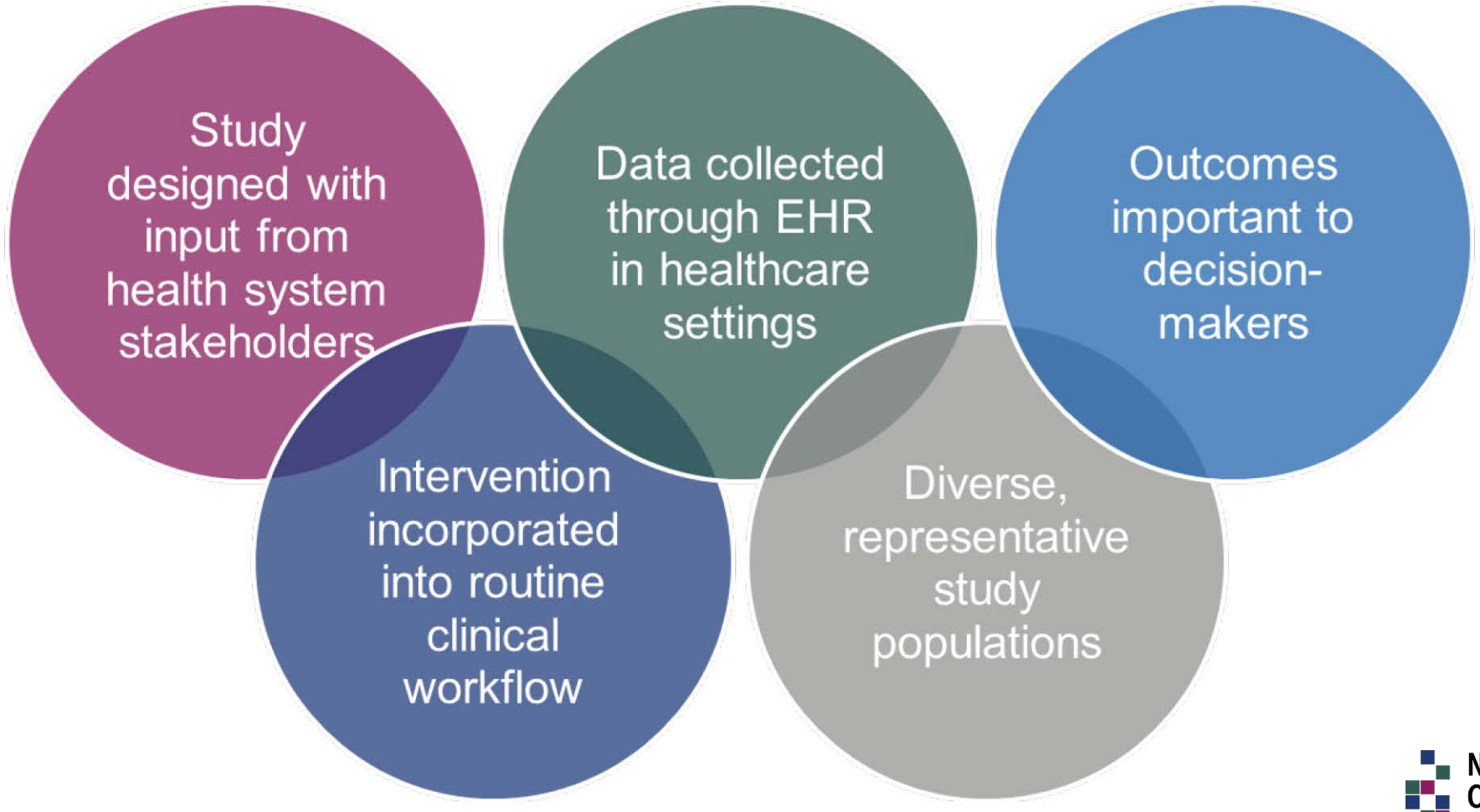
ePCTs bridge clinical care into research



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Who are your stakeholders?

Potential stakeholders have varied priorities, values, work cultures, and expectations:

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

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Listen to the frontline

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)

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Use existing workflows

The more complicated the intervention is to the existing workflow, the more difficult it is to get compliance—you can't just add on a new thing, you have to change what happens on the floor.

– Vincent Mor, PhD (PROVEN)

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It’s a balancing act

Achieving both relevance and efficiency is a goal of pragmatic trials, yet high relevance to real-world decision-making may come at the expense of trial efficiency

For example, a trial measuring outcomes that matter most to patients and health systems may not be able to rely exclusively on information from the EHR, and instead need to assess patient-reported outcomes, which is more expensive and less efficient

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Important things to do

- Set expectations to work collaboratively and build trust from the beginning
- Get to know your partners' values, priorities, and expectations
- Assess your partners' capacity and capabilities
- Track goals reached, challenges, and adaptations throughout the lifecycle of your ePCT
- Show appreciation and celebrate accomplishments early and often to have sustained partnerships

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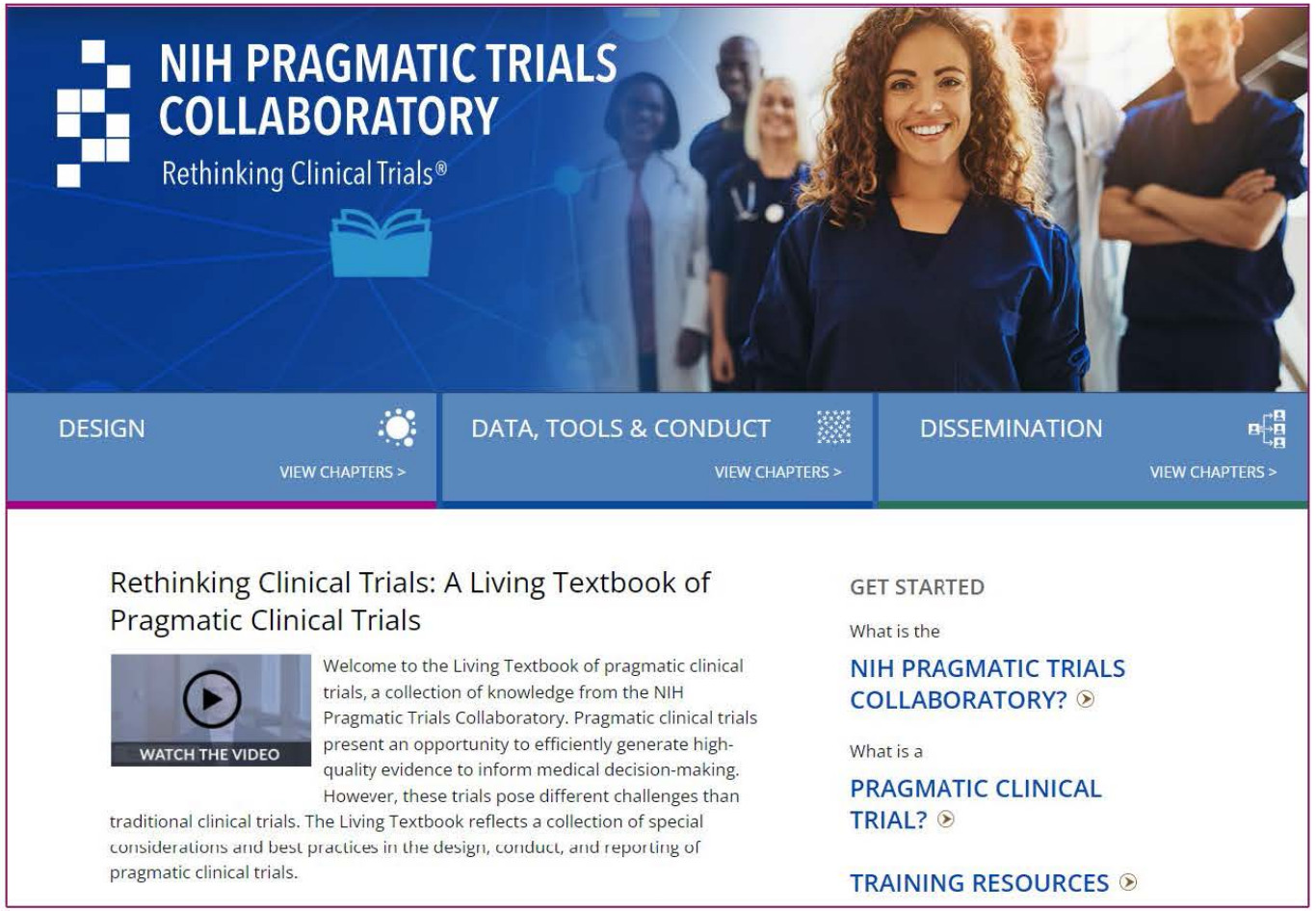
Resource: The Living Textbook

Visit the Living Textbook of Pragmatic Clinical Trials at

www.rethinkingclinicaltrials.org



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