NIH PRAGMATIC TRIALS COLLABORATORY
Rethinking Clinical Trials®

Dissemination Opportunities for Pragmatic Trials

Embedded pragmatic clinical trials are designed to answer pressing questions of interest to healthcare system leaders, patients, and front-line clinicians. The results can also inform regulators, policymakers, payers, and others. Disseminating findings widely is paramount for these trials to have real-world impact. This handout offers examples of strategies beyond academic publications to help investigators plan for broad dissemination.

Presentations to Partners

Present findings to your trial partners first. This includes healthcare systems, site clinicians, professional associations, advocacy or community groups, patient engagement panels, and others as appropriate.

Public Webinars

Speak at venues such as Grand Rounds, research forums, webinars of societies or organizations, or a virtual "town hall" for patients and the community.

Examples – ACP PEACE Grand Rounds, ADAPTABLE Town Hall

Implementation Tools

Provide implementation tools to promote uptake of effective interventions. Options include toolkits, guides, training materials (slides, videos, etc), protocols, workflows, handouts, and patient materials.

Example – ABATE Implementation Toolkit

Website

Post findings on your trial website and announcements on websites of partners and other relevant organizations. Consider including written or video testimonials from participants.*

Example – Greenlight Study Website

Policymaker Outreach

Share results with relevant policymakers at the state and national level. This can be through formal submissions, discussions, presentations, or a policy brief that outlines evidence-based recommendations.

Example – STOP CRC—related policy advocacy

Press

Boost awareness with press releases and interviews. Institutions' media offices often help. Connect press with participants willing to share their experiences.*

Examples – BackInAction on Good Morning America, RAMP in the *Star Tribune*

Lay Summary

Create a summary of your findings in a handout written in plain language that is understandable by trial participants, patients, and the general public.

Example – ADAPTABLE Lay Summary

Social Media

Announce findings on social media accounts for your trial or institution. Provide a social media toolkit to partners so they can share posts on their social channels and broaden your reach.

Example – RECOVER Social Media Toolkit

Tech Tip

Consider using generative AI to save time when repackaging your findings for different audiences. For example, AI might help translate technical abstracts into plain language summaries, draft social media posts, or structure evidence-based recommendations for policymaker outreach. Always check AI outputs carefully before use.

*Obtain IRB approval and participant permission before contacting or featuring trial participants.