Go beyond linear process

Advocacy / Professional Organizations

Don’t wait until study end

- Potential for BROAD implementation impact; focus on motivational elements – the experience of “people like me” (patients, clinicians)
- Methods: Articles, webinars, videos

Patient / Study Participants

- Necessary but not sufficient
- Methods: Narrative/lay language summaries (helpful to augment with videos, infographics*)

Health Care System / Clinician Partners

- Cut through info overload and provide intermittent updates
- Methods: Postcards (PPACT example), electronic newsletters

Iterate to ensure relevancy

Vanderbilt Institute for Clinical and Translational Research: Useful templates and examples: https://victr.vumc.org/disseminating-results-to-study-participants/*