Go beyond linear process

Advocacy / Professional Organizations

until study end Potential for BROAD i

Don't wait

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

Patient / Study Participants

SHARING STUDY RESULTS

- 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

nderbilt Institute for Clinical and Translational Rese<mark>arch:</mark> ful templates and examples:

s://victr.vumc.org/disseminating-results-to-studyicipants/* Iterate to ensure relevancy