

PCORI Dissemination Funding Opportunities

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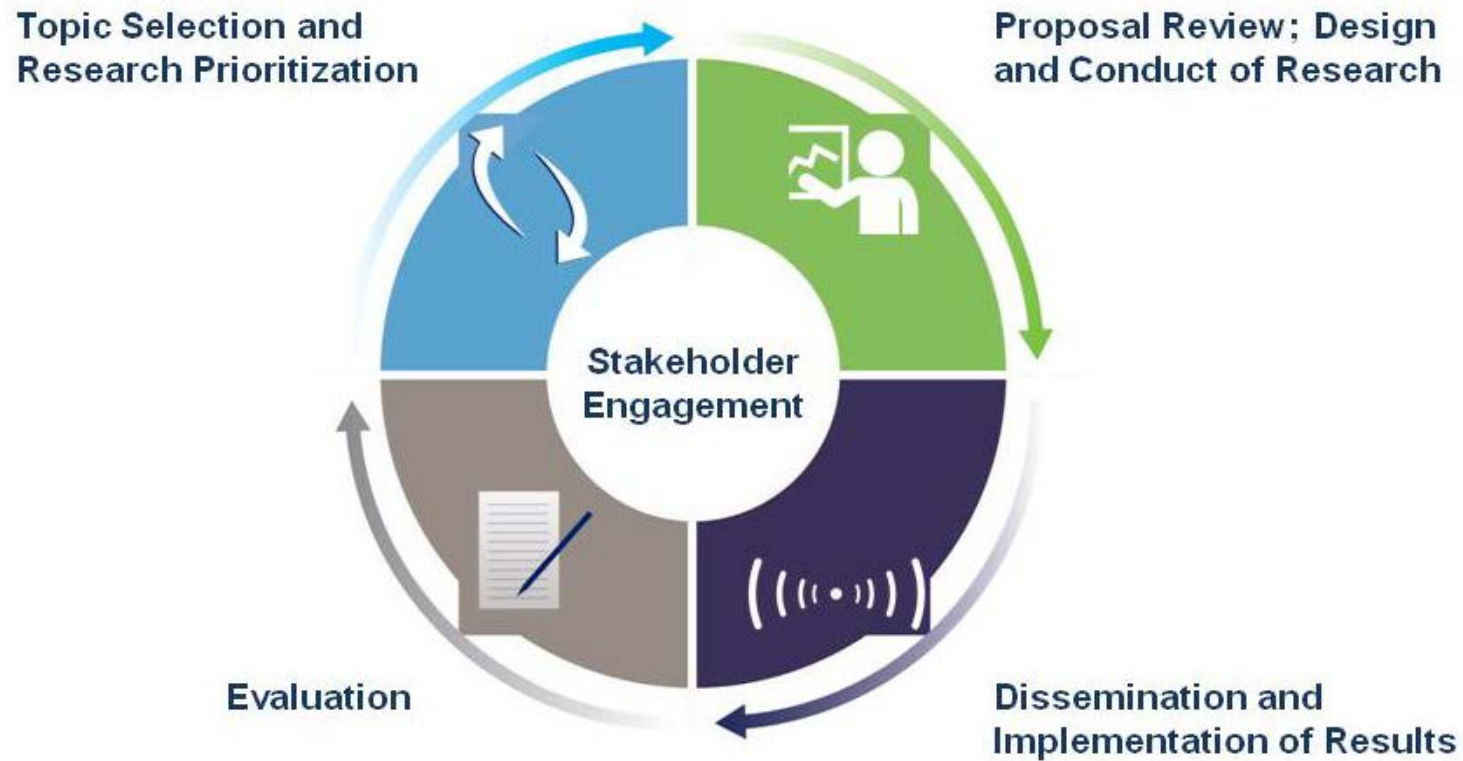
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ICTR Dissemination and Implementation Short Course

ABOUT PCORI

- An independent research institute authorized by Congress through the Patient Protection and Affordable Care Act
- Funds comparative Clinical Effectiveness Research (CER) that engages patients and other stakeholders throughout the research process
- Seeks answers to real-world questions about what works best for patients based on their circumstances and concerns

ONGOING STAKEHOLDER ENGAGEMENT IN RESEARCH



PCORI AND DISSEMINATION

- **Dissemination** is the intentional, active process of identifying target audiences and tailoring communication strategies to increase awareness and understanding of evidence, and to motivate its use in policy, practice, and individual choices.
- **Goal:** improve effectiveness of efforts to increase the reach of information, motivation, and ability of patients and stakeholders to use and apply evidence.
- Two PCORI dissemination opportunities:
 - Dissemination and Implementation of PCORI-Funded Results in the Real-World Setting
 - Dissemination RFA

LIMITED COMPETITION: DISSEMINATION AND IMPLEMENTATION OF PCORI-FUNDED RESULTS IN THE REAL-WORLD SETTING

- Offers additional funding for current PCORI CER awardees to disseminate their research findings
- Seeks approaches that are informed and guided by established dissemination and implementation models and frameworks
- Strategies are expected to vary based on:
 - Results and/or products being disseminated
 - Populations being targeted
 - Goals of the dissemination and implementation effort

LIMITED COMPETITION: DISSEMINATION AND IMPLEMENTATION OF PCORI-FUNDED RESULTS IN THE REAL-WORLD SETTING

- 3 cycles per year
- \$300,000 direct costs per award
- 2 year project period
- \$2M available each cycle
- <http://www.pcori.org/sites/default/files/PCORI-PFA-2016-Cycle-3-Dissemination-Implementation.pdf>

COMMUNICATION AND DISSEMINATION RESEARCH

- 3 cycles per year
- \$1.5M total direct costs
- 3 years maximum
- \$8M available each cycle
- <http://www.pcori.org/sites/default/files/PCORI-PFA-2016-Cycle-3-Communication-and-Dissemination-Research.pdf>
- <http://www.pcori.org/sites/default/files/PCORI-Dissemination-Implementation-Framework.pdf>

OBJECTIVES AND TYPES OF APPLICATIONS SOLICITED

- Directly compare the effectiveness of efficacious or widely used communication or dissemination strategies
- Strategies that inform or empower patients and other healthcare decision-makers to do shared decision-making
- Real-world settings
- Research questions and outcomes must matter to the patient/family

WHAT RESEARCH FITS THIS RFA?

- Communication strategies to promote use of evidence by patients/providers
- Dissemination strategies to promote use of evidence by patients/providers
- Explanation of uncertain evidence to patients/providers

- **NOT:** Focus on development, testing, or validation of decision aids/tools
- **NOT:** Cost-effectiveness analysis or clinical practice guidelines/pathway creations

RESEARCH OF INTEREST: DISSEMINATION

- Compare CER dissemination strategies while evaluating the potential for implementation in real-world settings (hybrid effectiveness-implementation design trial)
- Compare and identify best dissemination and translation techniques to support shared decision-making in everyday practice
- Identify most effective approaches to disseminating CER results to providers, with goals of sustained practice change and effective dissemination to patients to enable behavior change (self-care)
- Understand how public health and social marketing techniques (or combinations of techniques) can be used to disseminate CER results

SPECIFIC SAMPLE AREAS OF INTEREST FOR DISSEMINATION FUNDING

- Translation/adaptation of the content/delivery mechanism of effective CER results/products to improve their penetration and use at the policy, health systems, clinical practice, caregiver, and patient levels
- Development, demonstration, and evaluation of processes or products to incorporate PCORI research results into decision-making settings for patients, clinicians, policy-makers, and other stakeholders
- Translation, adoption, and dissemination of PCORI research results and products within the context of the existing body of evidence, targeted to one or more defined audiences of stakeholder groups with specialized needs (PCORI priority populations)
- Demonstration of the capacity and ability to take research results and products found effective through PCORI research studies “to scale” in diverse settings and populations
- De-implementing or reducing the use of strategies and procedures that are not evidence-based, have been prematurely widely adopted, or are harmful or wasteful, in place of evidence-based approaches