

PATIENT-CENTERED COMPARATIVE EFFECTIVENESS RESEARCH CENTER

What do PCORI and its collaborators say about research dissemination?

Overview: The Patient-Centered Outcomes Research Institute (PCORI) has many valuable resources on its website that provide insight on disseminating research results. Below is a summary of the quotations from these documents. This is not meant to be a substitute for PCORI's resources as the context of these statements is very important. However, it is a quick reference on what PCORI says about dissemination. Please see the references for more information on this subject.

Developing a dissemination plan

- PCORI asks applicants to “develop dissemination and related follow-up plans”ⁱ to “achieve broad awareness of study results.”ⁱ More specifically PCORI wants the dissemination plans to:
 - “Assess the likely value and relevance of projected study findings for each potential stakeholder group (including policy, practice, patient, research) and identify appropriate use of findings.”ⁱ
 - “Develop broad outline of dissemination plans and plans for follow-up for each affected stakeholder group and projected use of findings.”ⁱ
 - “Incorporate a wide variety of settings and diversity of participants to address individual differences and barriers to implementation and dissemination.”ⁱ
 - “Disseminate study findings to appropriate audiences based on their identified implications for research, policy, and practice.”ⁱ
 - “Include an assessment that describes how the project and the composition of the research team supports dissemination and the anticipated facilitators, barriers, and potential strategies for dissemination to key stakeholder groups, including patients and individuals at risk of a condition, clinicians and other health care system staff, and policy leaders. Effective dissemination includes the reporting of results in a manner understandable to each target audience, information regarding the relevance of the results for decision-making (recognizing that research findings from a single study alone should not necessarily affect decision-making or practice), along with attention to how the results can be incorporated into health decision making if applicable. The plan must specify how the dissemination strategy is expected to affect the identified health decisions and how dissemination engages the study participants or the population of interest. Requiring research dissemination, as well as engagement of patients and other stakeholders at this stage of research, represents a cultural shift for many institutions and researchers.”ⁱ

Patient-centeredness of dissemination

- PCORI maintains that “every step of the...dissemination of PCOR should be directed toward informing health decisions that affect outcomes that are meaningful to a specific group of patients...researchers should ensure PCOR results accurately and effectively inform health decisions important to patients.”ⁱ
- Research proposals should describe how patient informants will be “involved in determining the study design and monitoring of its conduct; and involved in the dissemination of the research results.”ⁱ
- Researchers should “support dissemination and implementation of study results by suggesting strategies, indicating clinical and policy implications, and working with patients or organizations to report results in a manner understandable to each target audience”.ⁱⁱ
- Researchers should also “evaluate patient dissemination activities and require incorporation in future research of relevant leanings from this evaluation.”ⁱ
- “Provide necessary interpretation and explanation to facilitate stakeholder understanding and appropriate interpretation of findings and implications.”ⁱ

References

ⁱ Berg, Alfred, David Flum, Sherine Gabriel, and Sharon-Lise Normand. *Draft Methodology Report: "Our Questions, Our Decisions: Standards for Patient-centered Outcomes Research"* Rep. Ed. Mark Helfand. Patient-Centered Outcomes Research Institute, 23 July 2012. Web. 22 May 2013. <http://pcori.org/assets/MethodologyReport-Comment.pdf>

ⁱⁱ *PCORI Methodology Standards*. Rep. Patient-Centered Outcomes Research Institute, 14 Dec. 2012. Web. 22 May 2013. <http://www.pcori.org/assets/PCORI-Methodology-Standards.pdf>

This document was prepared by the [BWH Patient-centered Comparative Effectiveness Research Center \(PCERC\)](#).