

# Research implementation: the role of the target groups

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## Translational Research (T1&T2)

*Bench-to-bedside*



*Research-into-practice*



Transfer of new understandings of disease mechanisms gained in the lab into the development of methods for diagnosis, therapy, and prevention and their first testing in humans

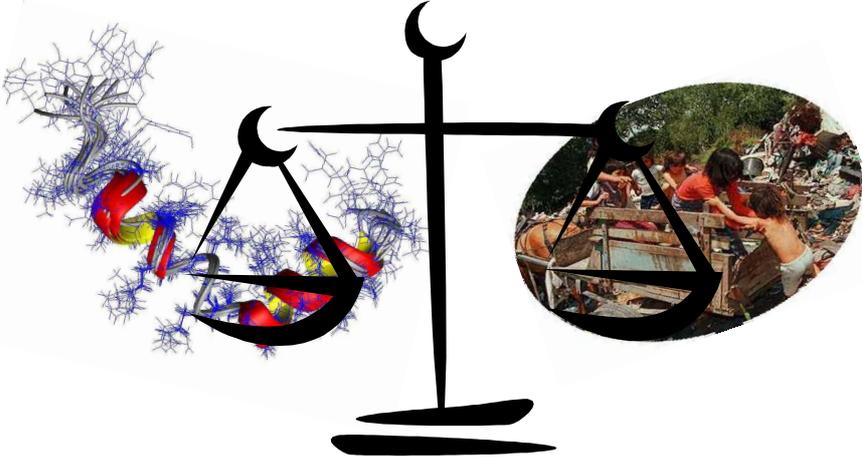
- Mastery of molecular biology, genetics, and other basic sciences
- Appropriately trained clinical scientists working in strong laboratories and with cutting-edge technology
- The end point is the production of a promising new treatment that can be used clinically or commercialized (“brought to market”)
- Struggles more with biological and technological mysteries, trial recruitment, and regulatory concerns

Ensuring that new treatments and research knowledge actually reach the patients or populations for whom they are intended and are implemented correctly

- Mastery of clinical epidemiology and evidence synthesis, communication theory, behavioral science, public policy, financing, organizational theory, informatics...
- Aims at enhancing quality by improving access, reorganizing and coordinating systems of care, helping clinicians and patients to change behaviors and make more informed choices
- Struggles more with human behavior and organizational inertia, infrastructure and resource constraints



Poverty matters as much as proteomics in understanding disease



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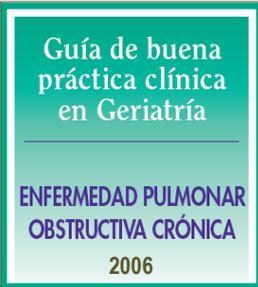
Am J Respir Crit Care Med Vol 164, pp 1002-1007, 2001  
Internet address: www.atsjournals.org

**Patients hospitalized for COPD have a high prevalence of modifiable risk factors for exacerbation (EFRAM study)**

J. Garcia-Aymerich\*, E. Barreiro<sup>+</sup>, E. Farrero<sup>‡</sup>, R.M. Marrades<sup>§</sup>, J. Morera<sup>¶</sup>, J.M. Antó<sup>\*-#</sup>, and the EFRAM investigators<sup>‡</sup>

Times cited: **62**  
Journal's IF: **5,95**

Supported in part by grants from Agència d'Avaluació de Tecnologia Mèdica (5/34/96), and Generalitat de Catalunya-CIRIT 1999SGR 00241.

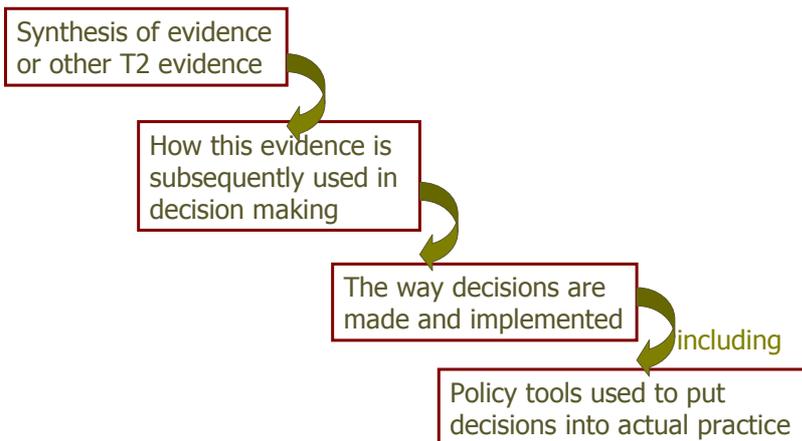


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## “Moving targets” in research implementation

- T2 is about the messiness of proving the effectiveness of “moving targets” under conditions that researchers cannot fully control
- Several stakeholders in a health care system: physicians and other health care professionals, managers, health care providers, health policymakers, researchers, patients and other consumers
- How T2 is effective has to do with how the stakeholders make their decisions





**Use of evidence in decision-making**

Synthesis of evidence or other T2 evidence

How this evidence is subsequently used in decision making

The way decisions are made and implemented

including

Policy tools used to put decisions into actual practice

- Transparency and stakeholder involvement are essential, but it is not enough...
  - Hospitals sharing closer links with an HTA agency facilitate dissemination of recommendations among professionals
  - Institutional pressure to adopt HTA guidance in hospitals located at a greater distance of an HTA agency is lower

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Gagnon MP, et al. Int J Tech Assess in Health Care, 2006



**Impact of HTA reports that considered stakeholders**  
**15 hospitals**

**Informe Tècnic**

L'impacte de les recomanacions basades en l'avaluació de tecnologies mèdiques sobre la pràctica clínica i organitzacional

IN01/2005  
Març de 2005

**Integration of health technology assessment recommendations into organizational and clinical practice: A case study in Catalonia**

Marie-Pierre Gagnon  
University of Calgary and CHUQ-Hôpital St-François d'Assise

Emilia Sánchez, Joan M. V. Pons  
Catalan Agency for Health Technology Assessment and Research

International Journal of Technology Assessment in Health Care, 22:2 (2006), 169-176.  
Copyright © 2006 Cambridge University Press. Printed in the U.S.A.

Implementation Science 2006, 1:8

**From recommendation to action: psychosocial factors influencing physician intention to use Health Technology Assessment (HTA) recommendations**

Marie-Pierre Gagnon\*<sup>1</sup>, Emilia Sánchez<sup>2</sup> and Joan MV Pons<sup>2</sup>

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## Decision dissemination and implementation

Synthesis of evidence or other T2 evidence

How this evidence is subsequently used in decision making

The way decisions are made and implemented

including

Policy tools used to put decisions into actual practice

- Fundamental opposition between HTA perspective, which considers health benefits at a societal level, and clinical perspective, which tends to maximize benefits for the individual patient
  - Professional associations can pay little attention to HTA guidance because a specific problem (e.g. waiting lists) may not be perceived as their problem but that of the healthcare system

Sheldon T, et al. BMJ, 2004  
Gagnon MP, et al. Int J Tech Assess in Health Care, 2006

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## Policy-makers can boost implementation

Synthesis of evidence or other T2 evidence

How this evidence is subsequently used in decision making

The way decisions are made and implemented

including

Policy tools used to put decisions into actual practice

- HTA recommendations can have an indirect impact on practice through their impact on payment policies, because policy-makers can use them to assess patients' eligibility to reimbursement

Gagnon MP, et al. Int J Tech Assess in Health Care, 2006

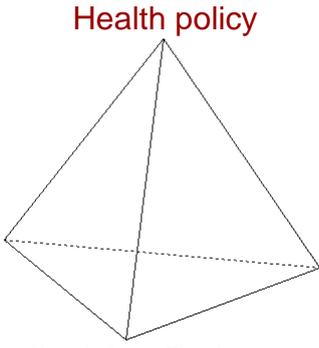
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## Perspectives of research implementation

- If research has really been translated into practice (impact) needs to be assessed from different perspectives (angles)

Final outcomes  
(not considering  
outputs, primary  
or secondary)

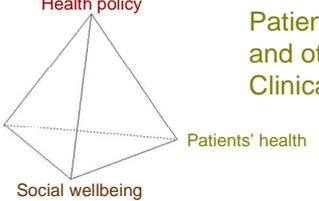


Health services
Health policy
Patients' health  
Social wellbeing




## Target groups of the different angles

Managers  
 Health care providers  
 Clinicians & other health  
 care professionals  
 Health services researchers

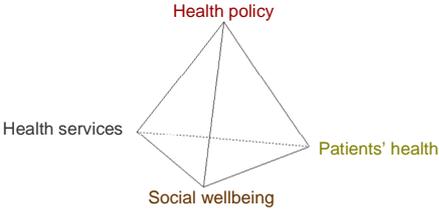


Health policymakers  
 Health officers  
 Politicians  
 Health NGOs  
  
 Patients, familiars  
 and other consumers  
 Clinical researchers

Health services
Health policy
Patients' health  
Social wellbeing







Public health researchers  
General public  
Economists, journalists...

- Social wellbeing: effects related to societal impact of research
  - Health status
  - Health literacy
  - Macroeconomic effects and effects related to the economy
  - Social capital and empowerment


Kuruville S, et al. BMC Health Services Research, 2008



## Techniques for target groups identification

- Snowball effect
  - An initial key-informer (usually the T2 IP) that leads you to the second and/or third informer and them to the next ones
- “Recruitment agencies”
  - From marketing research. They build a database of the informers you need
- Mapping
  - To map health care system stakeholders where the research implementation takes place, as well as the interlinkages between the stakeholders





## Tools to approach target groups

- One-way information flow:
  - Questionnaires (postal, internet)
  - Structured interviews
  - Focus groups
- Two-way information flow
  - Open interviews
  - Expert panels

Quantitative and/or qualitative analysis of the information



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## Summary

- By analyzing the research impact we want to know the effectiveness of 'real' translational research (T2)
- How T2 is effective deals with how the different health care system stakeholders make their decisions
- Decision making depends on how evidence synthesis is used, disseminated and put in actual practice
- To assess how decisions changed health policies, health services, patients' health and social wellbeing target groups have to be identified from the different perspectives
- Techniques for target groups identification and ways of approaching these groups can be borrowed from other disciplines



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