

Research to Impact:

Translating your findings for clinical and community audiences

Clin-Star Workshop -- 2024



September 11, 2024

OUR AGENDA



- **Translating Your Research; Building Your Thought Leadership**
 - Q and A
- **Strategic Communications: A Framework and Case Study**
 - Q and A

A hand is shown holding a vertical stack of four light-colored wooden blocks. Each block has a simple black line drawing of a face. From top to bottom, the faces are: a smiling face (happy), a neutral face (straight line for a mouth), a neutral face (straight line for a mouth), and a frowning face (sad).

SURVEY SAID...

- 9 topics were of interest to at least 1/3 of those registered
- Top interest (54%)
 - **Translating my findings into language and forms understood by non-scientific audiences**
- Next tier (40% each)
 - **Persuading clinicians or other health system decisionmakers to take up new approaches to patient care or other health services innovations**
 - Creating effective data visualizations of my research
 - Developing strong presentations for people and groups in the community

Part 1: Translating Your Research; Building Your Thought Leadership



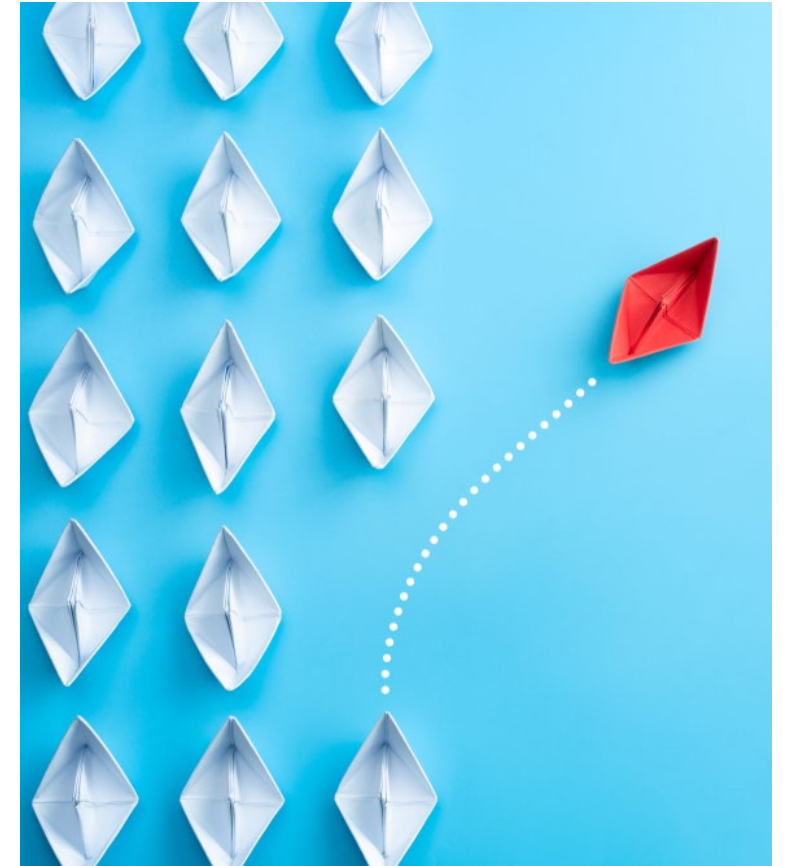


Benefits of broadening your communications skill set

- Improving trans-disciplinary research
- Making change in systems, practice settings
- Influencing policy
- Building public demand for evidence-based innovation, services and products
- Strengthening your public profile

Different audiences need something different

- Not a presentation at a scientific meeting, not a journal article, not talking with your peers
- Different audiences have different “rhetorical requirements”
 - Technical knowledge/scientific literacy
 - Values, culture
 - Vocabulary
 - Length
 - Tolerance for complexity
 - Visuals



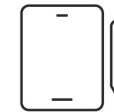
What's In It For Them?

- What do people need to know or do to live well longer?
- What do policymakers need to know to improve a regulation or shape legislation?
- What do decisionmakers or clinicians need to know to improve practice?
- May **not** be the findings from your latest study (sorry)...



Learn, practice different forms

- How does your non-scientific audience receive information?
 - Traditional media (newspapers, TV, radio)
 - Op-ed/blogs
 - Social media (LinkedIn, FB, Twitter/X, Instagram, TikTok?)
 - Podcasts
 - Short videos
 - Issue briefs
 - Community presentations (new slides!)
 - C-Suite presentations (new slides!), memos, meetings
- Study elements of tone, length and frequency of each

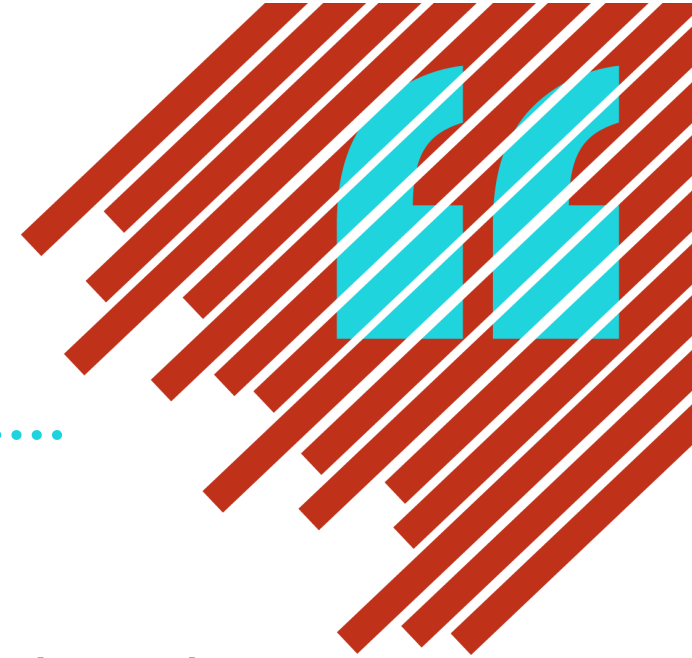


Translate your jargon

- Identify any technical terms or jargon
 - Translate or at least define
- Less obvious conceptual terms of art
 - Trans-disciplinary research, translational research, health equity, etc.
- Use concrete, descriptive language
- Find a metaphor – what is the mechanism like?
- Learn from the media

In Vivo Validation
Pharmacokinetic Profiling
Targeted Therapeutics
Mechanistic Pathways
Translational Biomarkers
Pharmacogenomics
Biological Assay Development
Precision Medicine
Regulatory T Cell Modulation
Epigenetic Modulation

Translation: From Research to News Blurb



From the research:

“In a sample of cognitively unimpaired older adults, being widowed was associated with accelerated β -amyloid–related cognitive decline during 3 years. Cognitively unimpaired, widowed older adults were particularly susceptible to Alzheimer disease clinical progression, emphasizing the need for increased research attention and evidenced-based interventions for this high-risk group.”

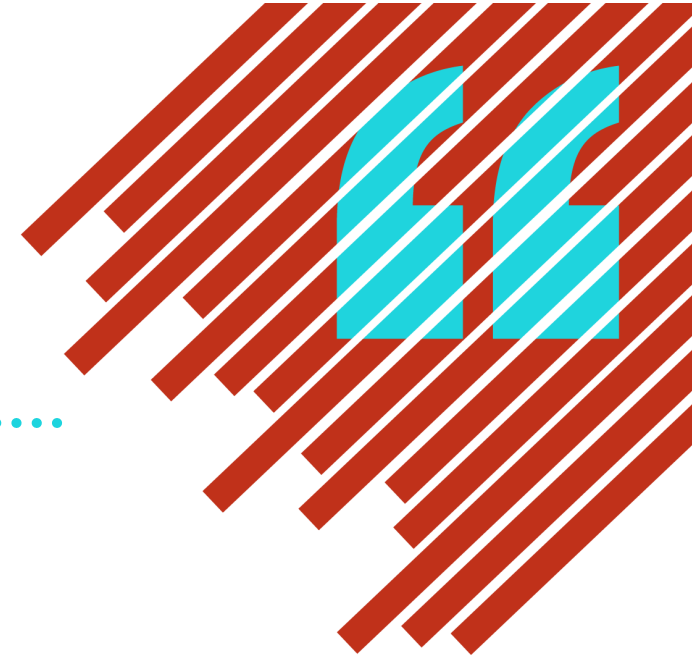
Kelsey D. Biddle et al; Associations of Widowhood and β -Amyloid With Cognitive Decline in Cognitively Unimpaired Older Adults. *JAMA Netw Open.* 2020;3(2):e200121. doi:10.1001/jamanetworkopen.2020.0121

Translation: From Research to News

The headline/blurb:

Cognitively sound individuals with high beta-amyloid levels declined nearly three times faster if they had lost a spouse.

Medscape, March 3, 2020

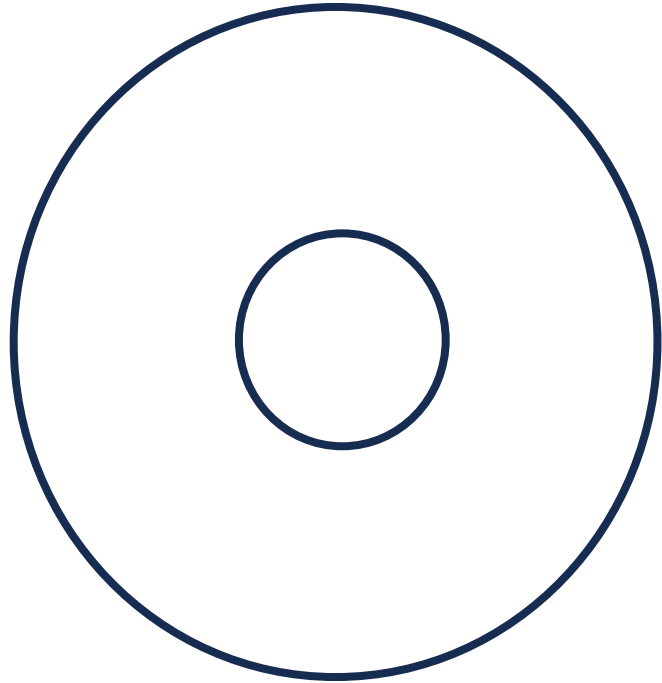


Tell a story

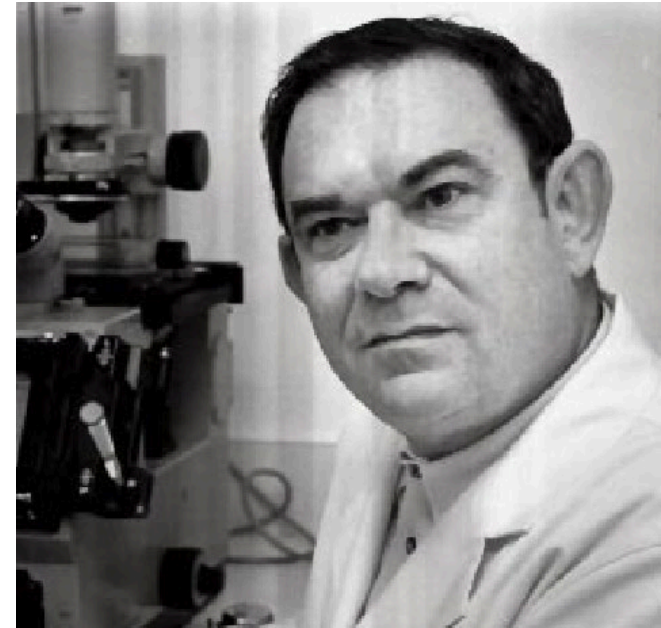
- Something with a beginning, middle, and end
- A story about how you came to do this work
- A story about someone you have met through this work
- The story of your research journey



Teach!



“This is a cell....”



**Leonard Hayflick, discoverer
of the Hayflick Limit**

Thoughts on Translation, Building Your Thought Leadership

- Different audiences need something different
- WIIFT
- Learn, practice different forms
- Translate your jargon
- Tell a story
- Teach!





DISCUSSION

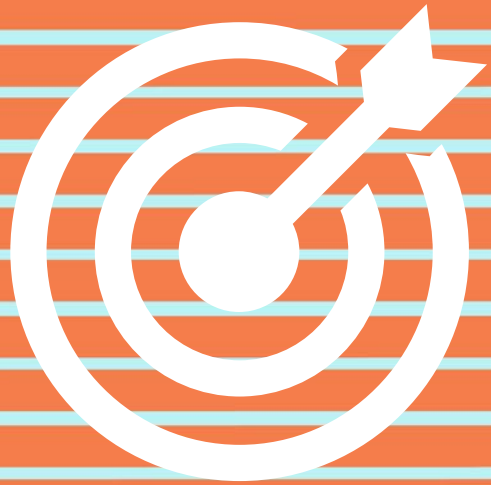
What are your translational challenges?



Part 2: Strategic Communications: A Framework



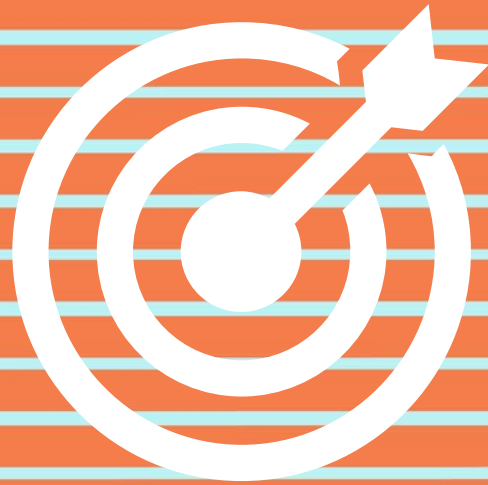
A DEFINITION



“The **purposeful** use of communications by an organization/individual to achieve its/their **mission**.”

(Hallahan et al. 2007)

STRATEGIC COMMUNICATIONS CAN HELP RESEARCHERS...



- Develop a thoughtful approach to building your thought leadership in professional/clinical/lay communities
- Create a plan, and associated value proposition(s), for disseminating evidence-based interventions
- Organize outreach, conferences, policy and advocacy efforts with internal/system stakeholders, clinicians in the field, and external researchers and government officials

SEVEN STEPS on the **PATH** to **STRATEGIC COMMUNICATIONS**



Seven Steps to StratComms

1. Goals & Objectives
2. Environment
3. Audience
4. Message
5. Resources
6. Marketing Mix/Tactics
7. Evaluation



IDECIDE LVAD

Better conversations, better decisions



THE PATH TO STRATCOMM

Goals &
Objectives

From Fuzzy to SMART



- **Broad Goals**

Engage LVAD clinics about the new I-DECIDE discussion and decision guide

- **Main SMART Objectives**

By end of the two-year campaign, ensure that:

- 60% (105) of the country's 176 LVAD clinics have used the I-DECIDE LVAD guide; and
- 40% (70) of clinics are using it regularly.

THE PATH TO STRATCOMM



Goals &
Objectives



Environment

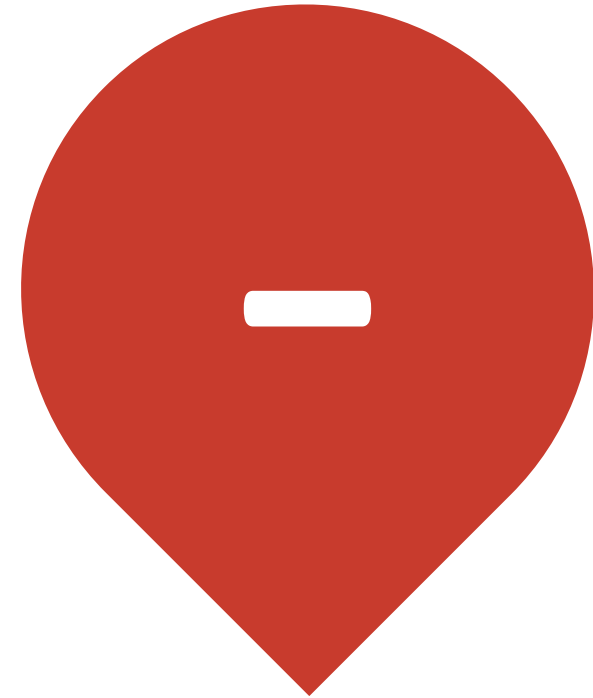
Environment – Positives

- Movement towards patient-centered care
- Increased interest in patient satisfaction
- Practice requirements re: shared decision-making
- Small provider community



Environment – Negatives

- Similar (and similar sounding) tool
- Industry competition for attention
- Small audience
- Institutional cultures/bureaucracies
- Communication barriers (time, discomfort)
- Technical concerns (how best to share it with patients)



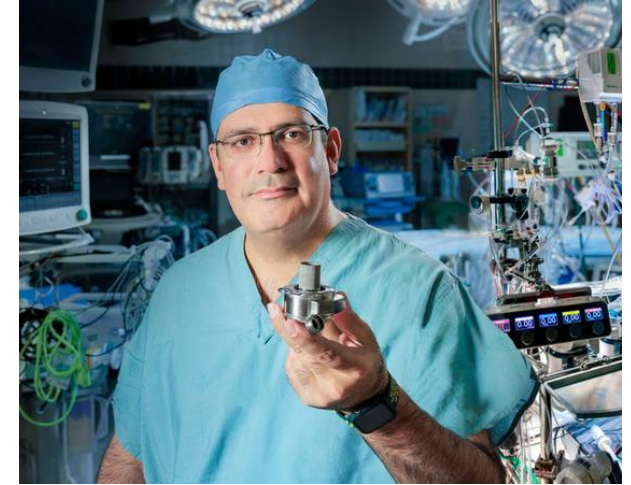
THE PATH TO STRATCOMM

Goals &
Objectives

Audience

Environment

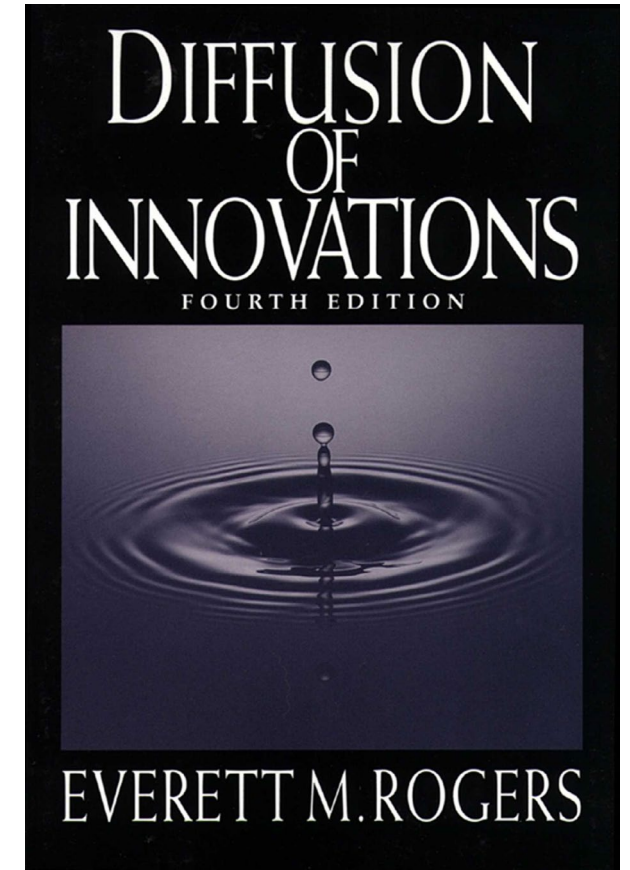
The Audience – LVAD Clinics



Audience segments

Based on Roger's *Dissemination of Innovations*:

- **Innovators** and **early adopters** (previous trial sites and grant supporters) – (27)
- **Early majority** (i.e., based on initial survey, anyone who said they were using a guide or expressed interest in the guide) (74 total)
- **Late majority** and **laggards** (i.e., didn't respond to the survey or said they weren't interested) (75)



THE PATH TO STRATCOMM

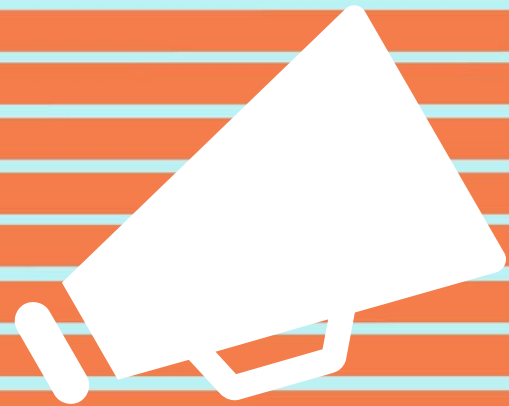
Goals &
Objectives

Audience

Environment

Message

OUR MESSAGING



- The LVAD decision-making process is **complex**—and **life-changing**—for patients and caregivers.
- Clinicians and staff, however, often have **limited time** for these difficult conversations and may lack quality, non-commercial materials to share.
- The evidence-based I DECIDE: LVAD decision aid is a **validated, low-cost, easy-to-use tool** that provides **realistic, comprehensive, and patient-centered** information about LVAD surgery and quality-of-life considerations.

THE PATH TO STRATCOMM

Goals &
Objectives

Audience

Resources

Environment

Message

Logo Tagline



User Guide / Branding Key Messaging



The LVAD decision-making process is complex—and life-changing—for patients and caregivers. Clinicians and staff often have limited time for these difficult conversations and may lack quality, unbiased materials to share. The evidence-based I DECIDE: LVAD decision aid is a free, easy-to-use tool that provides realistic, comprehensive information about LVAD and the alternatives.

I DECIDE: LVAD helps LVAD PROGRAMS & CLINICIANS

- ✓ Fits within existing clinical workflows
- ✓ Saves time and improves efficiency during evaluation
- ✓ Standardizes information, ensuring a consistent, best practice approach to patient education
- ✓ Makes it easier to have deeper, more meaningful conversations with patients
- ✓ Leads to increased patient engagement
- ✓ Helps your program align with organizational efforts to increase patient satisfaction scores and achieve goals around patient-centered care

I DECIDE: LVAD helps PATIENTS & CAREGIVERS

- ✓ Be fully informed about LVAD and confident in their decision
- ✓ Make a decision consistent with their values and quality of life goals
- ✓ Set realistic expectations

I DECIDE: LVAD is FREE and easy-to-use

- ✓ 26 minute video
- ✓ 8 page brochure

Both accessible via smartphone, computer or tablet

I DECIDE: LVAD meets CMS standards.

CONTACT US

Learn how you can use I DECIDE: LVAD in your clinic or program and join a growing national community of LVAD providers committed to continually improving the care of patients with advanced heart failure.

Visit our web site at: www.PatientDecisionAid.org/LVAD
 Contact us: LVADDecisionAid@scpschultz.edu

University of Maryland
 Colorado Program for Patient-Centered Decisions

Moving Forward: Better Conversations, Better Decisions

The *I DECIDE: LVAD* decision aid is a free, easy-to-use tool that provides realistic, comprehensive information about LVAD and the alternatives. *I DECIDE: LVAD* fits within existing clinic workflows, standardizes protocols, and assures a consistent, best practice approach to patient education. Research shows that it facilitates deeper, more meaningful conversations, leading to increased patient engagement, post-surgery compliance, and patient satisfaction. Our goal is for programs around the country to use the decision aid as the new standard of care during LVAD education.

We're here to help

If you'd like to talk over any questions or concerns you have about using *I DECIDE: LVAD* overcoming barriers you've encountered at your clinic related to implementation, please reply to this email or call us directly at 303-724-9022 and let us know.

OUR RESOURCES

- Previous trial to test the guide in 6 sites
- PCORI grant to test the outreach process
- Project leads with stature in the field, relationships with LVAD clinic leaders
- Lists of LVAD clinics and key contacts
- Multi-disciplinary I-DECIDE team
- Strategic communications consultants and materials budget



THE PATH TO STRATCOMM

Goals &
Objectives

Audience

Resources

Environment

Message

Marketing
Mix / Tactics

WHAT'S THE RIGHT MIX?

- Email campaign, tailored to different audience segments, followed up by mailing decision guides, and TA
- Branded materials, 30-second promotional video
- Social media outreach
- Presentations at heart meetings, including booth and materials



THE PATH TO STRATCOMM

Goals &
Objectives

Audience

Resources

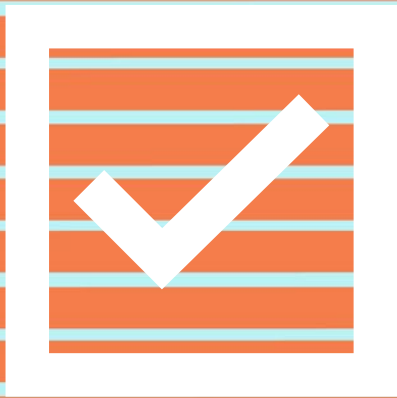
Evaluation

Environment

Message

Marketing
Mix / Tactics

HOW'D WE DO?



- Measured, every month, and after 2 years,
 - Consistently branded, messaged materials and presentations
 - Just under 90% of LVAD clinics (150) said they used the tool at least once
 - Nearly 2/3 of clinics (65%) reported using it regularly.

FINAL THOUGHTS



- Straightforward approach, but discipline is hard.
- Think on the environment and your assets—how can you be opportunistic?
- Think hard on your audiences. How best to segment them? What works best for them?
- Get on the path and get going -- start the work and keep learning.



DISCUSSION

How might this framework work for you?





FOR MORE INFORMATION



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<https://www.aboutscp.com/resources/>





**Connect
Communicate
Change**

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