

Disseminating PCORI-Funded Results

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PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

Welcome!



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Chief Engagement and
Dissemination Officer



Bill Silberg
Director,
Communications

Why is Communications Important to Us?

- We're still a new organization
- We place a premium on transparency
- We use engagement to support our science and engagement initiatives
- Until our research results become available, we tell the stories of our work to "prime the pump"



Why Should it Be Important to You?

- You're trying to tell your "story" all the time
 - To funders, colleagues, journal editors, patients
- You want your valued work to be available to and used by others
 - "Work, finish, publish" — Faraday*
- Telling your story well helps us tell our story well



But You Probably Have Concerns....

I don't (tweet, blog, Snapchat, Instagram, etc.)

Self-promotion is frowned upon.

I won't be able to publish.

I'm not trained in communications.

Reporters are just sensation-seeking bloodsuckers who get everything wrong.



How We Can Help

We work closely with institutional communications officers in advance of major awards announcements.

We work on coordinating promotion plans related to the publication of major journal articles.

We value good stories that we can feature in our own communications channels.

We provide guidance at workshops like these.



A Word About Evidence and Dissemination

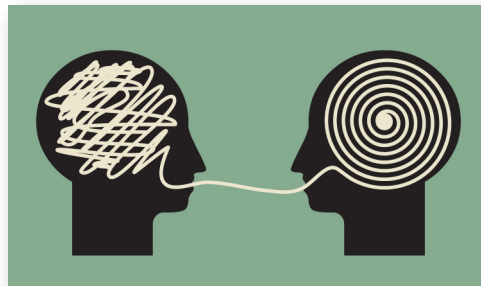


Why is Implementation Science Needed?

“Evidence may be necessary, but it is certainly not sufficient. The findings of research need to be translated into information that is useful for each health care decision maker.”

—John M. Eisenberg

JAMA 1999; 282:1865-9.



It is Hard to Change Beliefs

“Popularization...is traditionally seen as a low status activity, unrelated to research work, which scientists are often unwilling to do and for which they are ill-equipped... Essentially, popularization is not viewed as part of the knowledge production and validation process but as something external to research which can be left to non-scientists, failed scientists or ex-scientists...”

Richard Whitley (1995), ‘Knowledge producers and knowledge acquirers: popularizations as a relation between scientific fields and their publics,’ in Terry Shinn and Richard Whitley (eds.), *Expository Science: Forms and Functions of Popularization*. Dordrecht/Boston, MA: D. Reidel Publishing



Lessons in Dissemination

It is necessary to:

Understand policy and practice context

Involve stakeholders early

Broaden approach to evidence

Link evidence gaps to future research

Translate findings for different audiences



Please Remember

Let your project officer know:

- If you have submitted a manuscript for publication
- If you are planning a press conference or press event around your study and study findings
- Of anything that may be newsworthy (good or bad!) about your study



Questions?

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Thank You!

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