Stakeholder Engagement in Patient-Centered Outcomes Research: High Touch or High Tech?

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Moderator: Danielle Lavallee, PharmD, PhD, University of Washington, Seattle, Washington

Panelists: C. Daniel Mullins, PhD, Univ. of Maryland School of Pharmacy; Paul Wicks, PhD, PatientsLikeMe™; Rafael Alfonso-Cristancho, MD, PhD, Univ of Washington

Improving Healthcare
Patient-Centered Outcomes Research

Helps people and their caregivers communicate and make informed health care decisions, allowing their voices to be heard in assessing the value of health care options. This research answers patient-centered questions such as:

- “Given my personal characteristics, conditions and preferences, what should I expect will happen to me?”
- “What are my options and what are the potential benefits and harms of those options?”
- “What can I do to improve the outcomes that are most important to me?”
- “How can clinicians and the care delivery systems they work in help me make the best decisions about my health and healthcare?”

Improving Healthcare
Funding Expectations

“To be successful, applicant research teams must involve patients and stakeholders in each step of the research, including the proposal, design, conduct and dissemination of this research.”

~ Fleurence et. al, Health Affairs 2013
High Touch or High Tech?

**High Touch**
- Relationship and Community building
- Ideal for discussion and deliberation

**High Tech**
- Resource friendly
- Reach a diverse and large audience
- Allows for responsiveness to short timelines

Which approach reigns supreme?

Panelists

- **C. Daniel Mullins, PhD**
  - University of Maryland School of Pharmacy, Department of Pharmaceutical Health Services Research, Baltimore, MD

- **Paul Wicks, PhD**
  - PatientsLikeMe™, Cambridge, MA

- **Rafael Alfonso-Cristancho, MD, PhD**
  - University of Washington, Surgical Outcomes Research Center, Seattle, WA
The Choice is High Touch

• High touch promotes trust, which motivates participation

• High touch provides insights to improve PCOR

• High touch encourages cultural competence

The Choice is High Tech

• Nothing in medicine gets twice as effective every 2 months except technology

• High-touch faces an uphill battle against incumbent business models in healthcare; high tech is disruptive

• Technology breeds transparency
Do We Have a Choice?

• Cost and time are decisive factors

• Be prepared to switch between High Touch & High Tech during your study

• Sometimes the issue is not the patients – it’s engaging other stakeholders

Technology makes things possible, people make things happen.