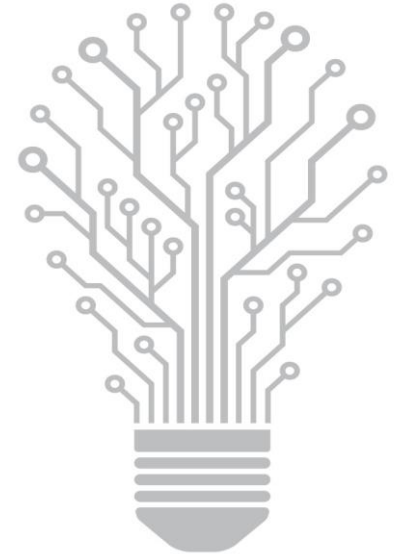


If you build it, will they come?

Moving recipients from apathy to action



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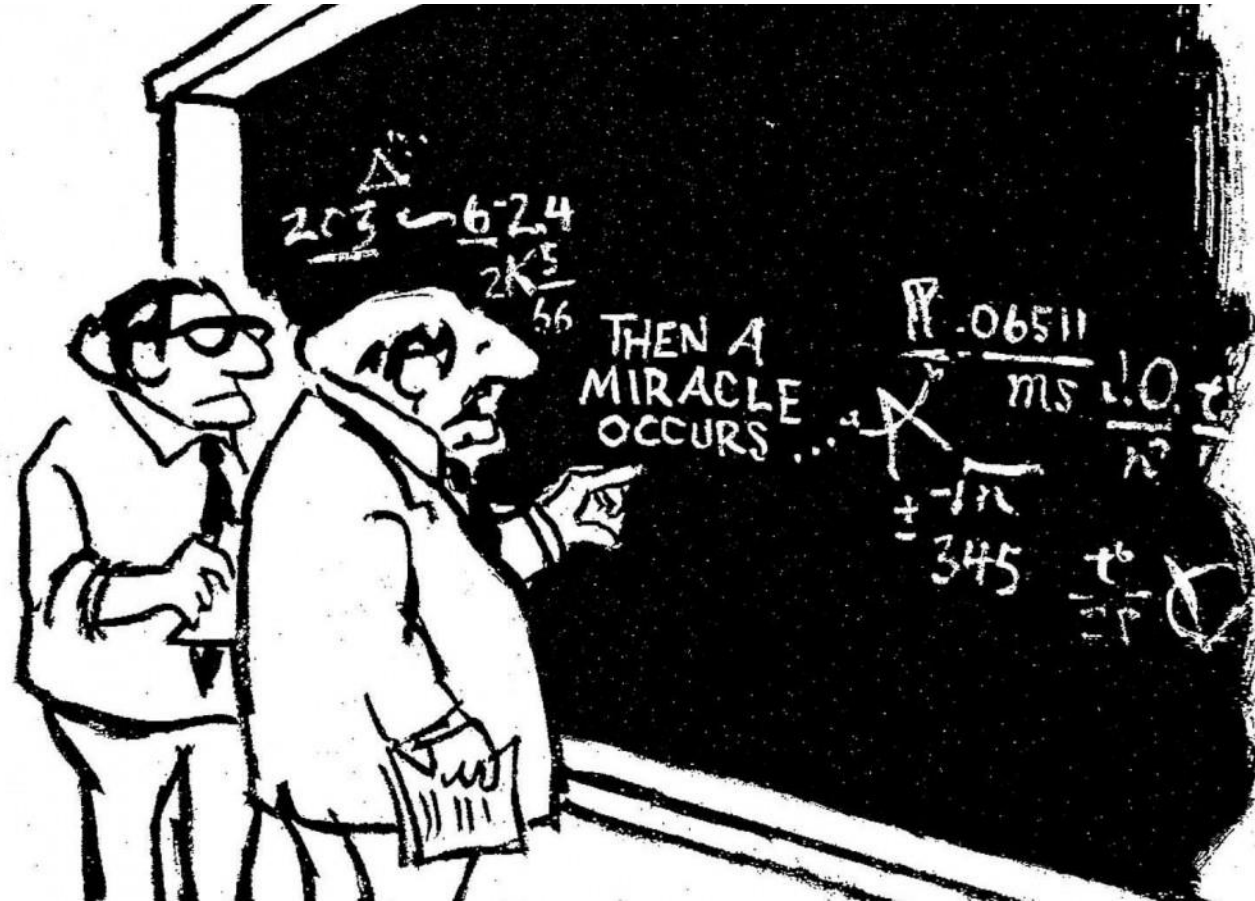
 NoahIvers

Agenda

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- Introductions
- Review of theory
- Understanding failure and success
- Engaging end users
- Group activity → Practical strategies
- The role of context
- Group activity → Supportive coaching

RECOGNIZE OUR ASSUMPTIONS



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BEFORE WE BUILD IT, WE NEED TO KNOW HOW IT WORKS

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"I'm here about the details."

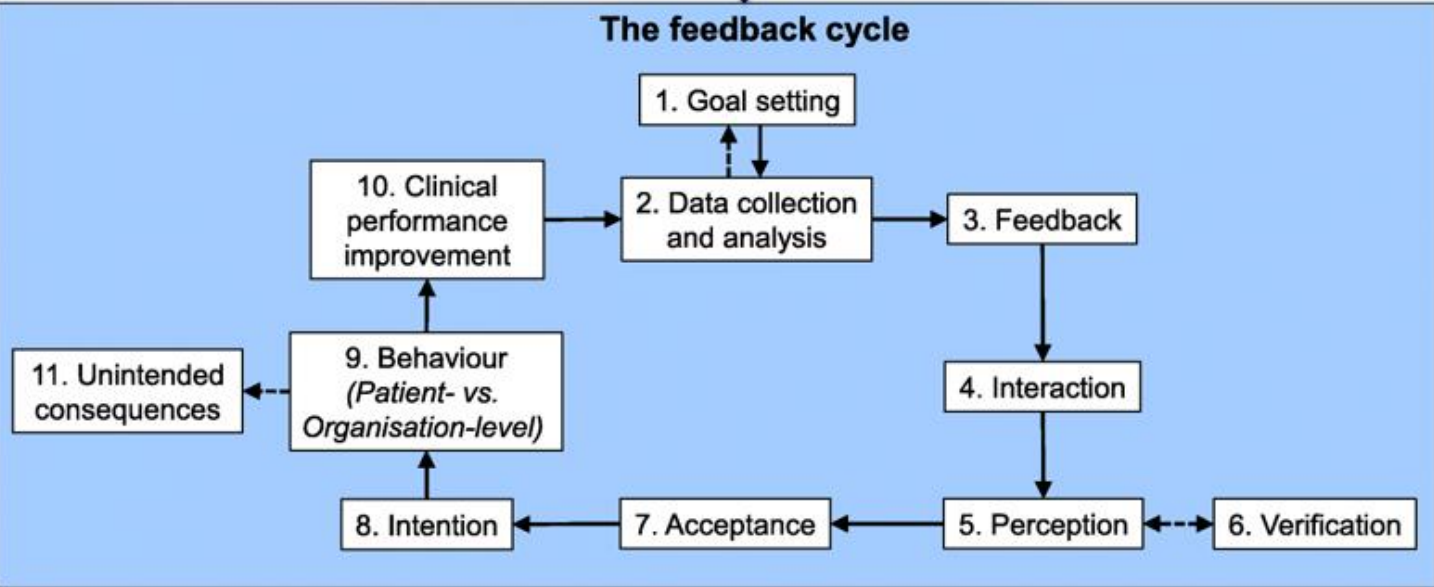
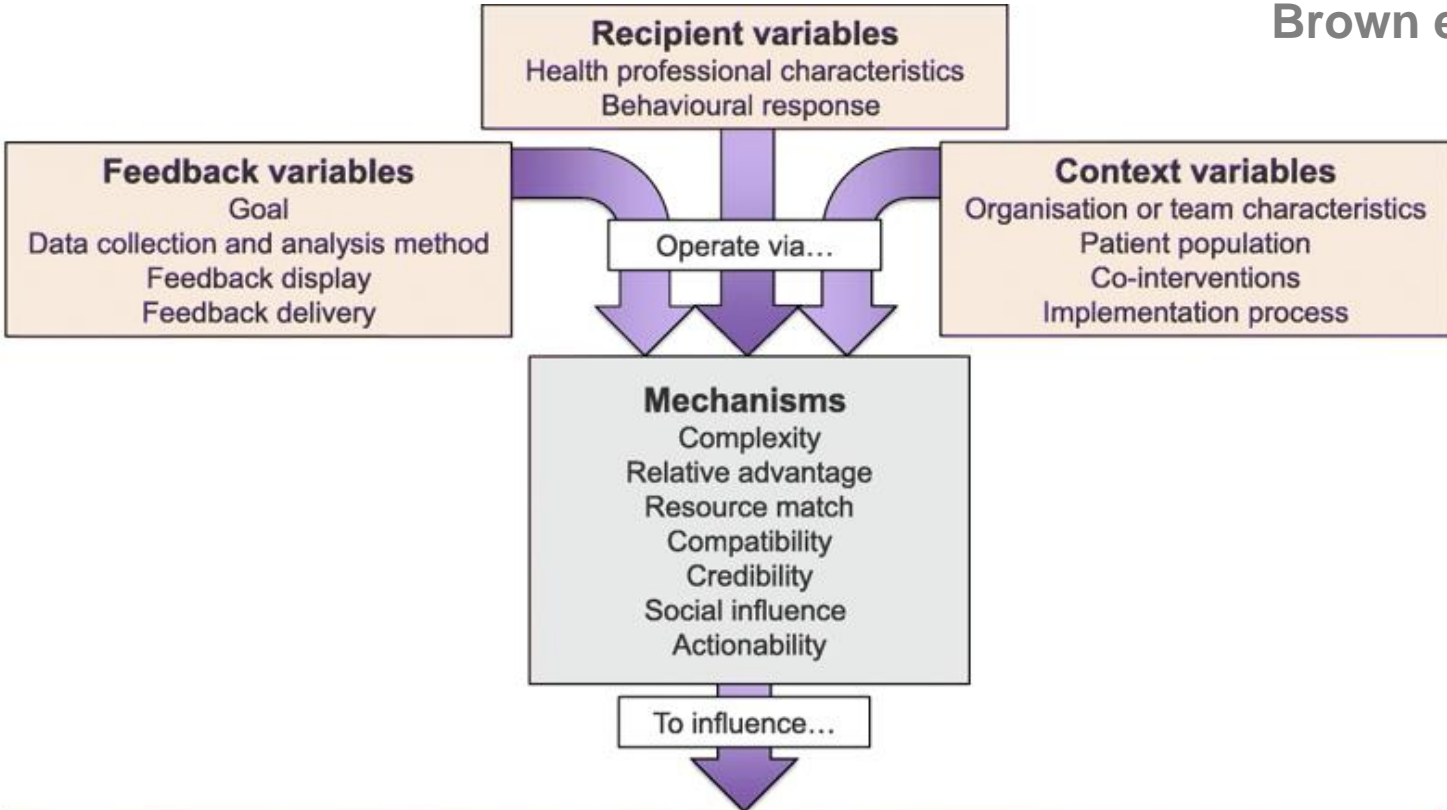


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Does the design of the report improve performance?

2 x 2 FACTORIAL TRIAL

**Top 25%
- Frame**

**Mean
- Frame**

**Top 25%
+ Frame**

**Mean
+ Frame**

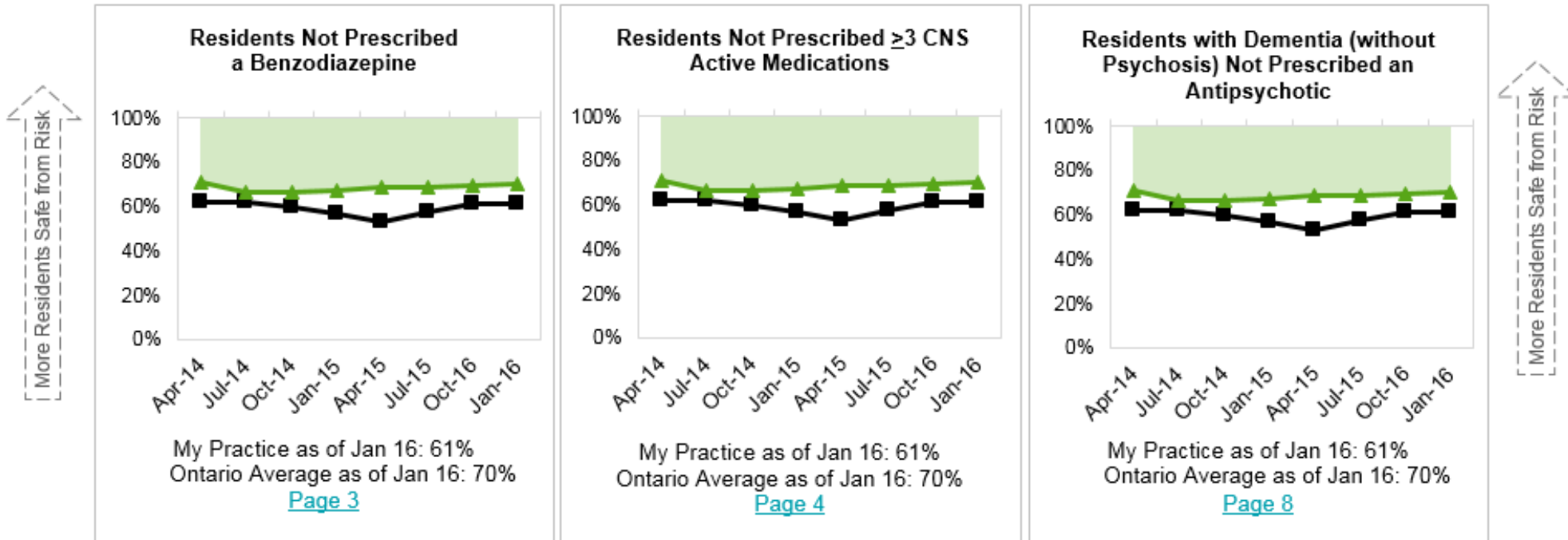


Summary

This practice report provides feedback on certain prescribing practices where you are ensuring safety for your LTC residents.

How do my prescribing practices compare?

■ My Practice ▲ Ontario Average



[Jan-16 represents data from Nov 30, 2015 to Jan 31, 2016]

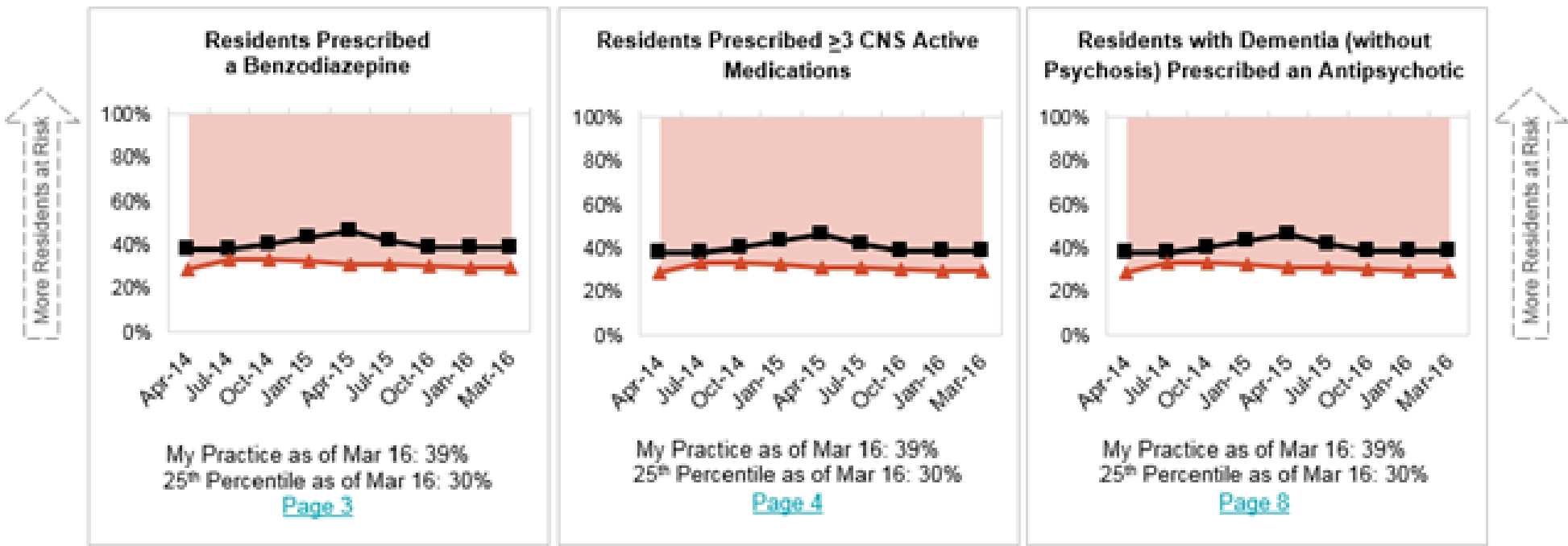
Compared to the Ontario average, 5 fewer residents in my practice are safe from risk of harm from being prescribed a Benzodiazepine.

Summary

This practice report provides feedback on certain prescribing practices that may be associated with a risk of harm for your LTC residents when not used appropriately.

How do my prescribing practices compare?

■ My Practice ▲ 25th Percentile



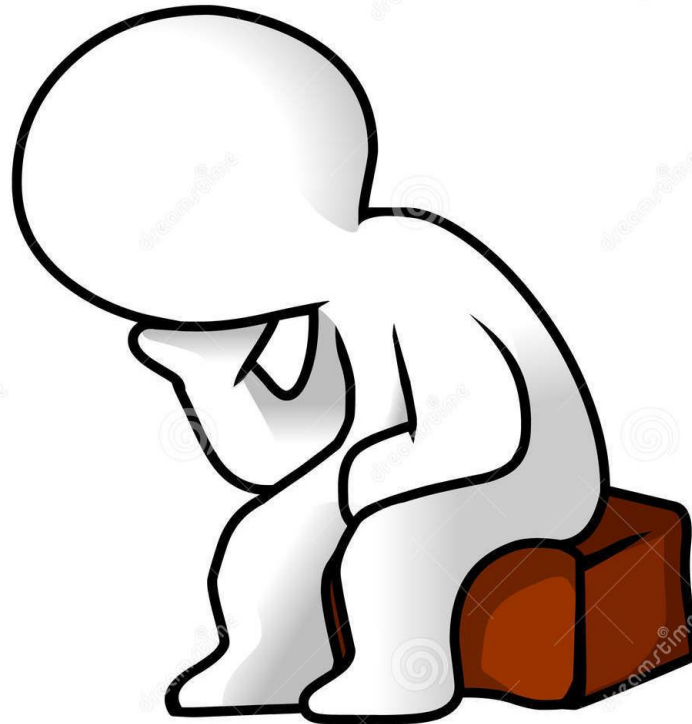
[Mar-16 represents data from Feb 30, 2016 to Mar 31, 2016]

Compared to the 25th Percentile*, 5 additional residents in my practice may be at increased risk of harm from being prescribed a Benzodiazepine.

RESULTS OF LTC FACTORIAL TRIAL?

Learning from Failure

...BUT ENGAGEMENT WAS SUBOPTIMAL



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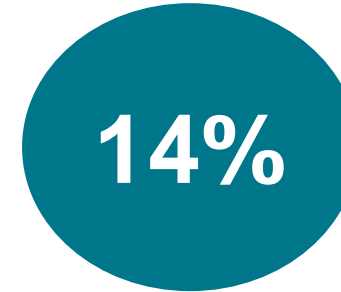
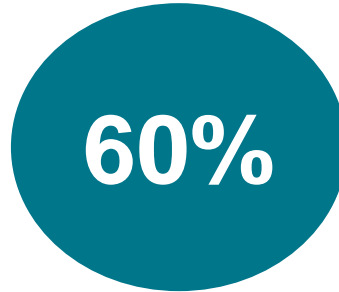
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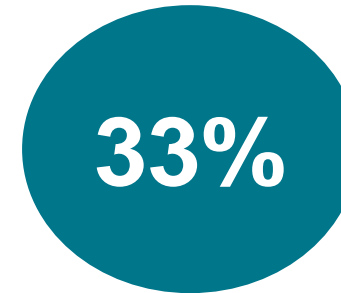
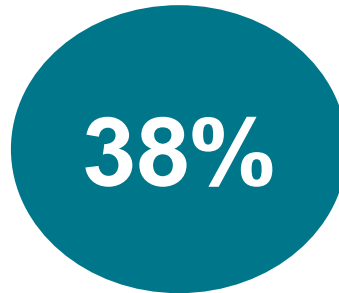
Primary Care

LTC

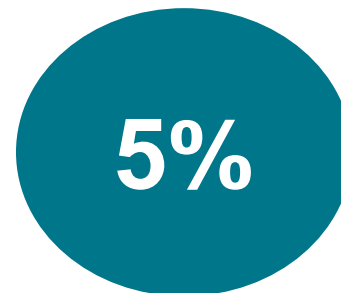
REGISTERED



ENGAGEMENT

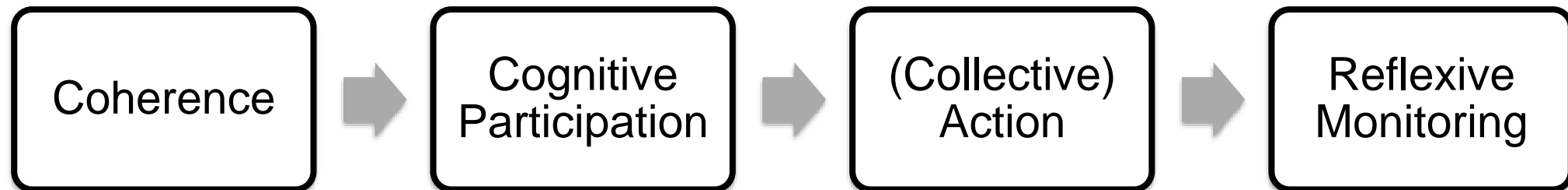


REACH

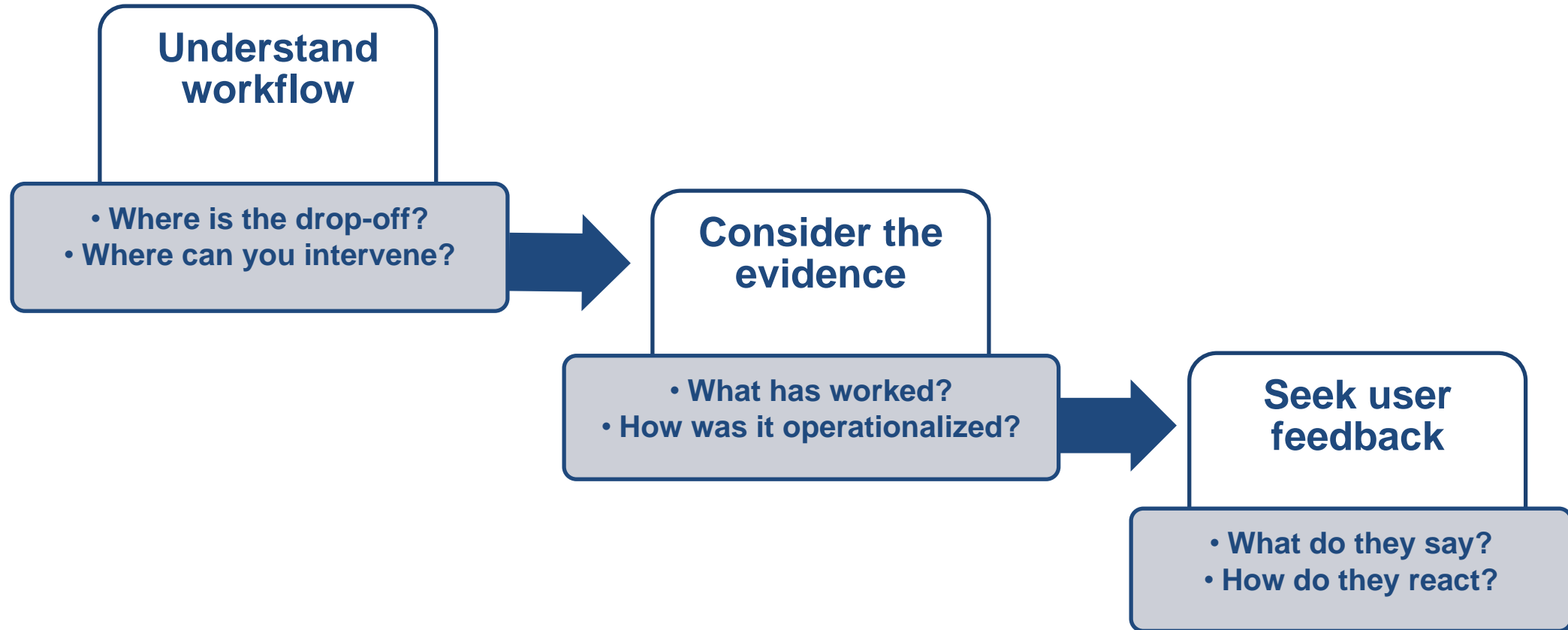


A&F Best Practices

ENGAGEMENT DOESN'T JUST HAPPEN



Strategies to Increase Engagement



Strategies to Increase Engagement

Bravo et al, JMIR Hum Factors 2018; 5:3.

- 1 Select techniques and draft content
- 2 Recruit users and non-users
- 3 Co-create new content
- 4 Pretest content
- 5 Finalize operational details

Priority is to gauge user response vs. feedback

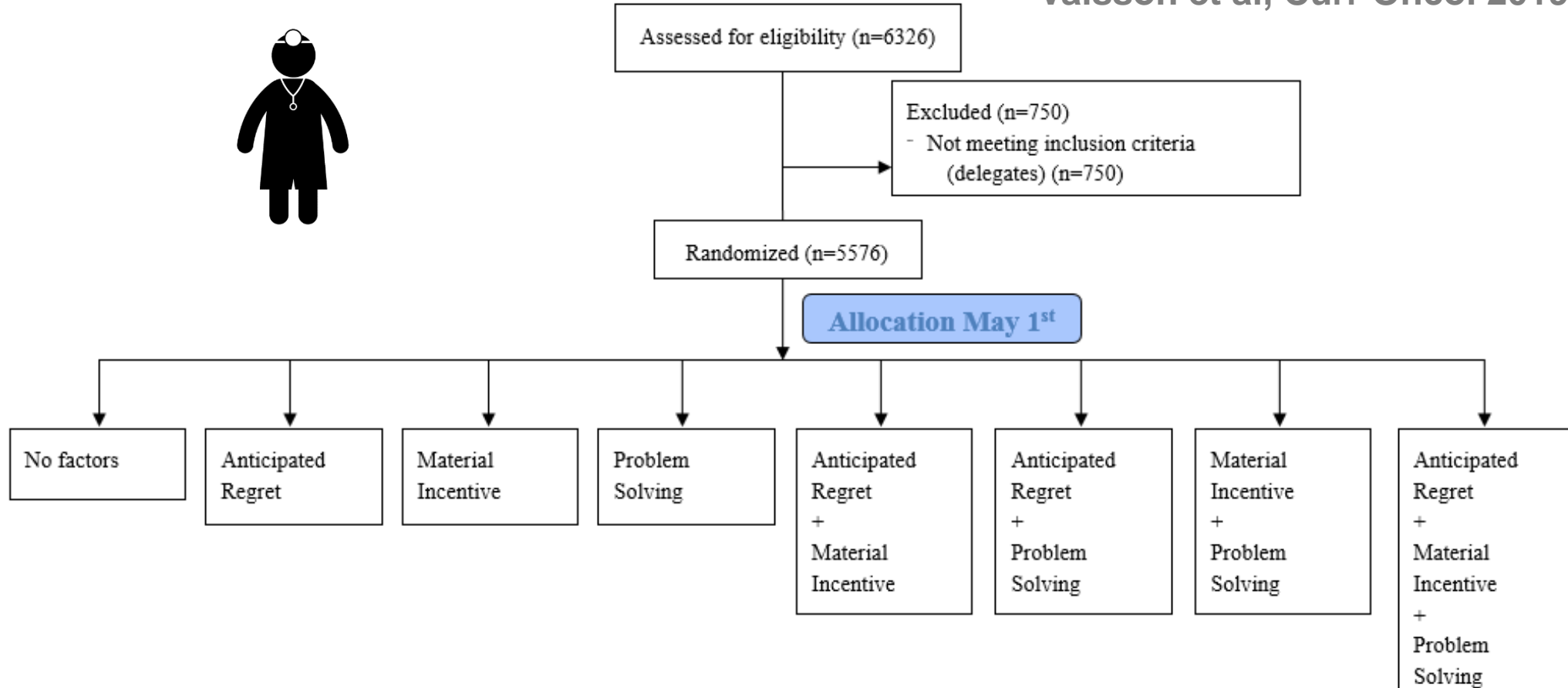
Strategies to Increase Engagement

Remember:

User preference \neq Scientific evidence
Consider context

Strategies to Increase Engagement

Vaisson et al, Curr Oncol 2019 [In press]



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Strategies to Increase Engagement

	Anticipated Regret (n=2642)	Material Incentive (n=2777)	Problem Solving (n=2812)
Primary outcome: Any SAR logins during trial			
SAR accessed (%)	21.8%	20.3%	19.5%
Adjusted RR [95% CI]	1.07 [0.97-1.18]	0.95 [0.87-1.05]	0.87 [0.79-0.96]
Secondary outcome: Total number of SAR unique log-ins			
Adjusted RR [95% CI]	1.09 [0.95-1.25]	0.89 [0.77-1.02]	0.81 [0.71-0.93]
Secondary outcome: Adherence to cancer screening			
Breast ca screening aRR [95% CI]	1.000 [0.997-1.002]	1.000 [0.997-1.003]	0.998 [0.995-1.001]
Cervical ca screening aRR [95% CI]	1.002 [0.998-1.003]	1.000 [0.998-1.002]	1.003 [1.001-1.006]
Colon ca screening aRR [95% CI]	1.000 [0.998-1.002]	1.000 [0.998-1.002]	1.000 [0.998-1.002]

Minor changes can make a small difference in engagement



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Interactive Activity

What makes you engage?



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Group Activity: Designing Feedback



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- 1. Pair up with someone you don't know**
- 2. Explain your job & responsibilities (1 min each)**
- 3. Guess feedback parameters for your partner (5 min)**
→ **Topics, Delivery, Source**
- 4. Write down your ideal feedback parameters (5 min)**
- 5. Discuss alignment and rationale**
- 6. Would you engage with the feedback? Why?**
- 7. Identify themes (if able)**

**How do you best deliver
feedback?**

It depends.



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Learning from Failure

What is meaningful engagement?



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Learning from Failure

- Goal must be clearly stated
- Utility must align with recipient goals
- Perceptions of feedback influence engagement
- Approach to practice influences perceptions of feedback

MEANINGFUL CONTENT >> A STRONG VISUAL

Learning from failure

ESTABLISH MEANINGFUL CONTENT FIRST

...THEN CONSIDER USABILITY AND RELATIVE ADVANTAGE

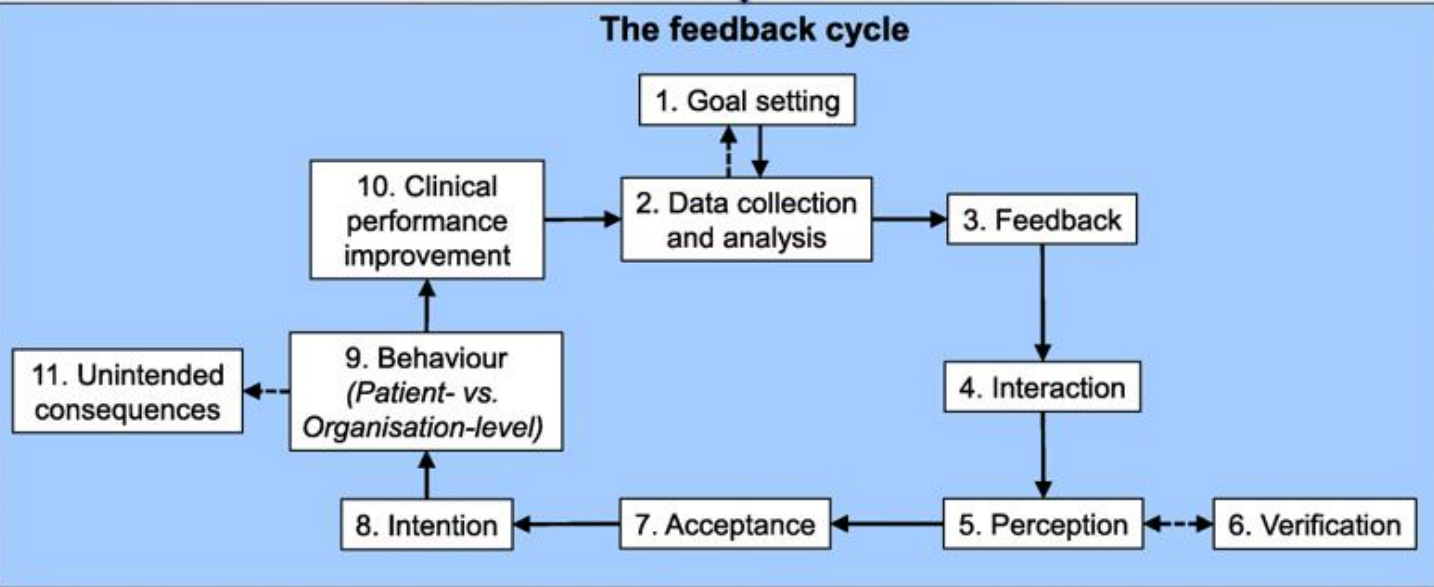
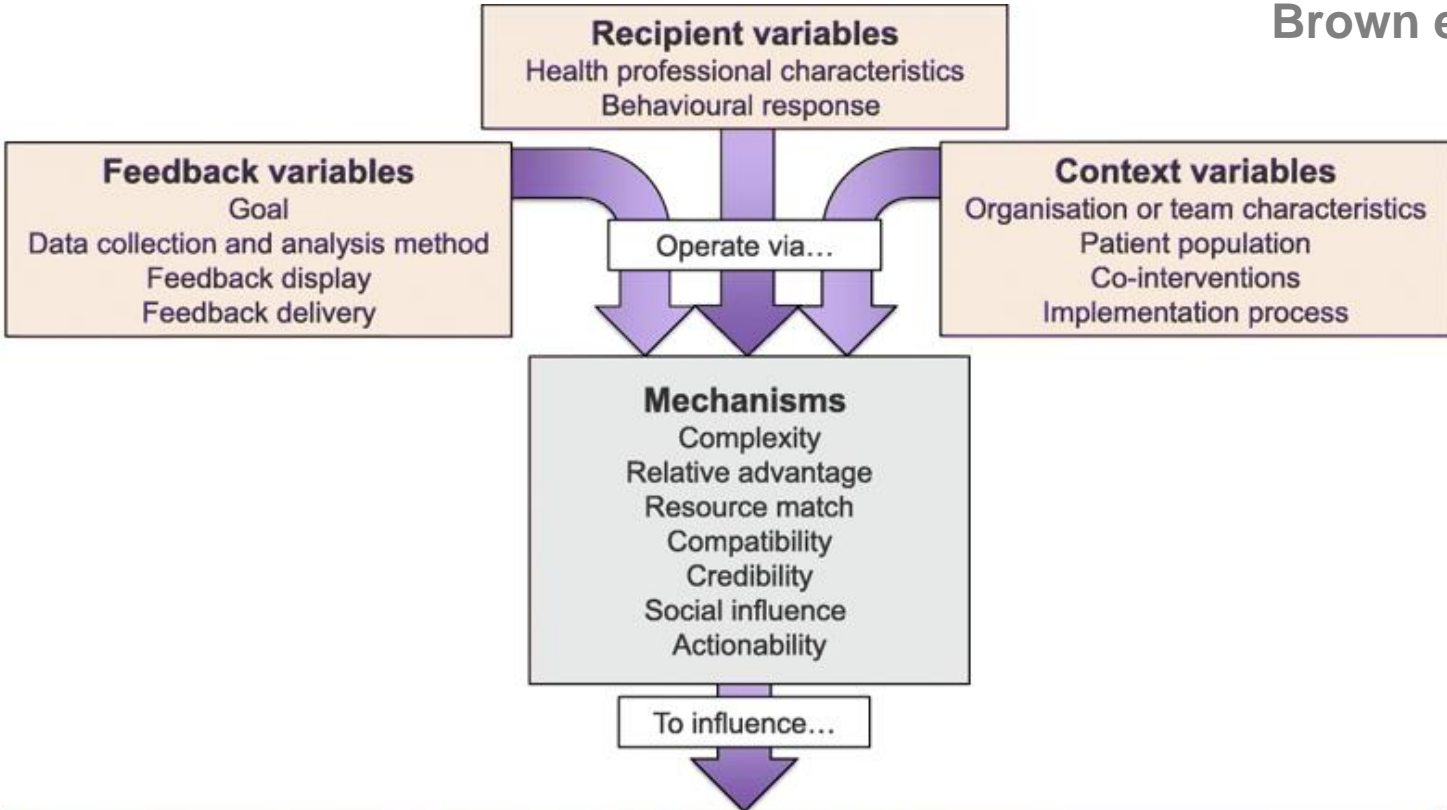


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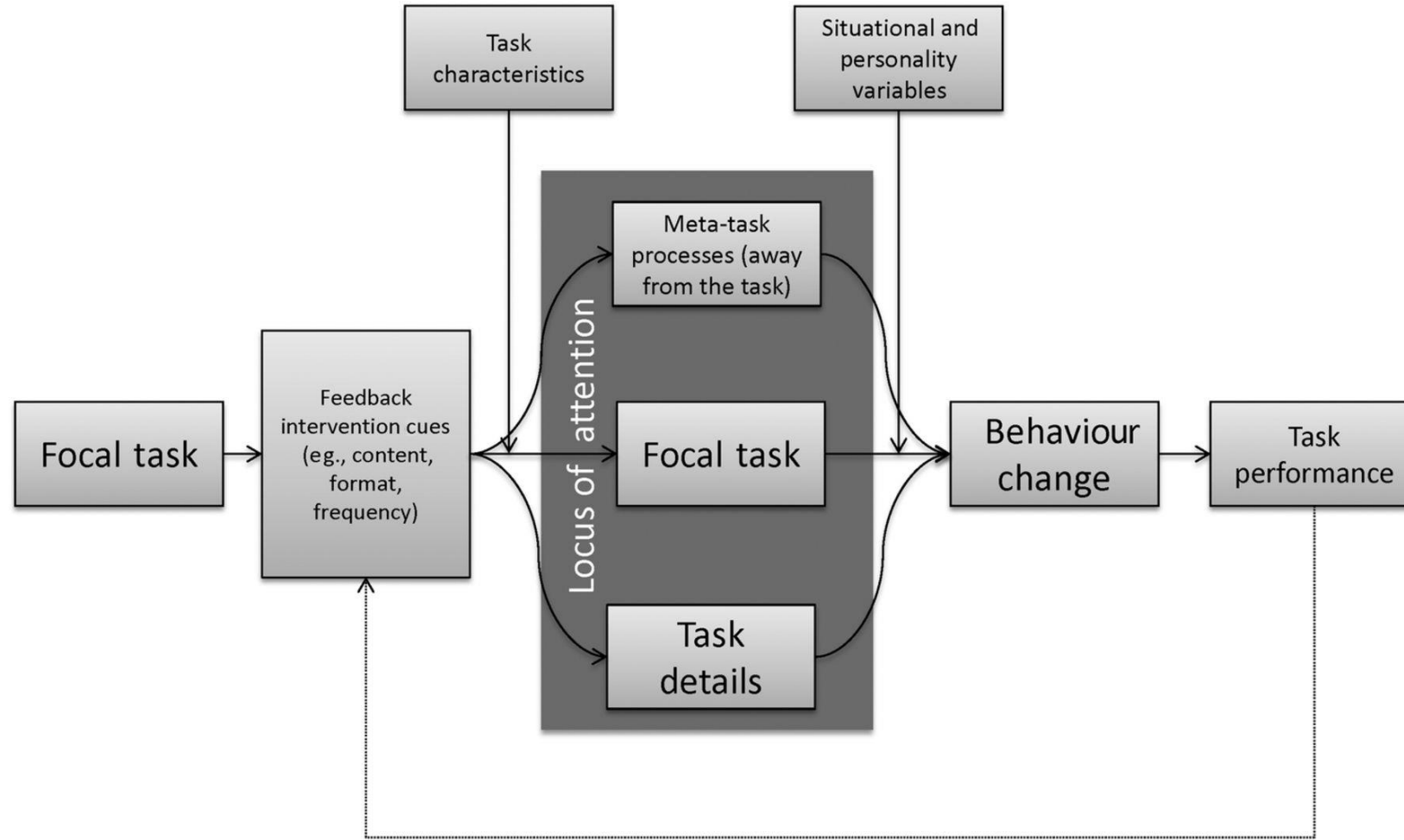


Learning from failure

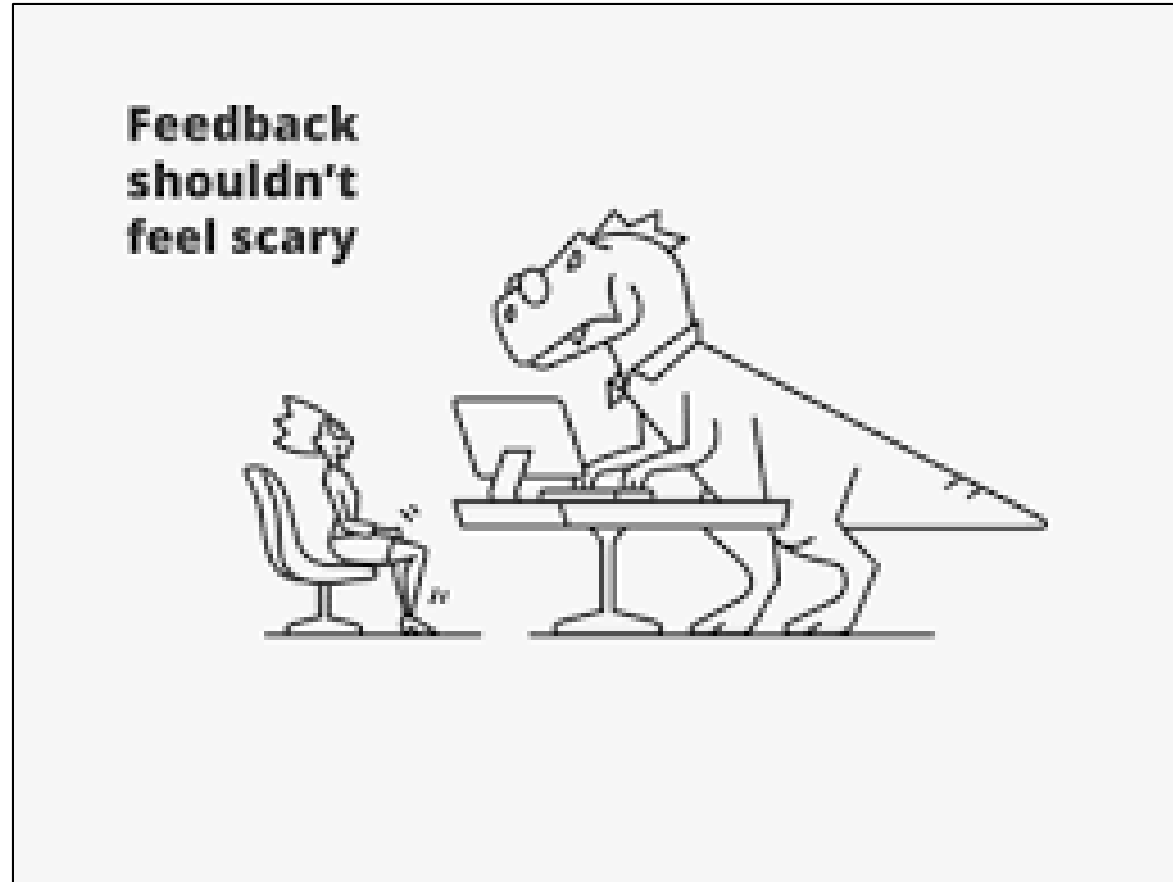
How do primary care physicians engage with A&F?

Threats to meaningful engagement:

- 1 The data sucks
- 2 My patients are different
- 3 I don't know what to do with the data

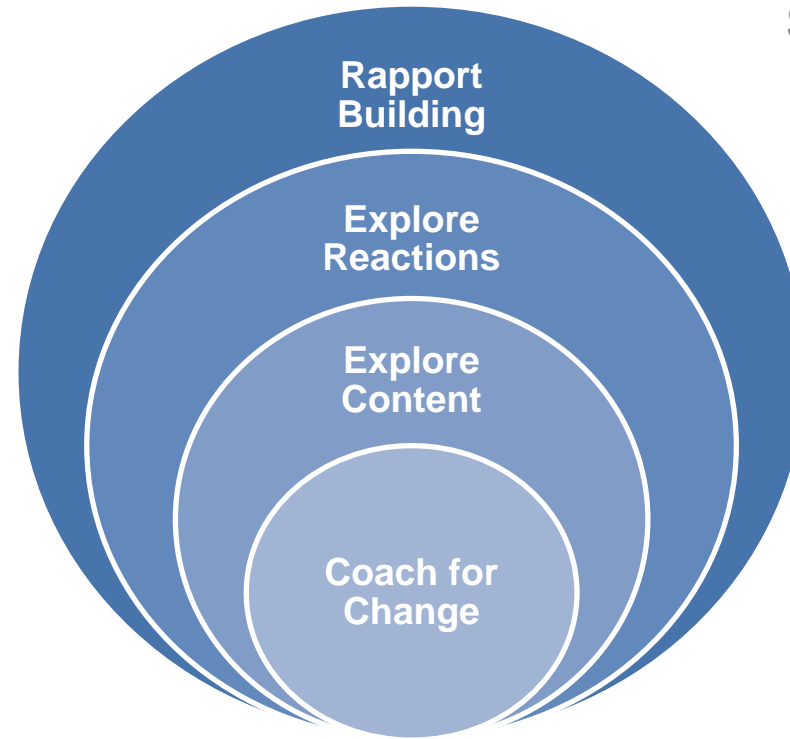


Bridging the gap: Facilitated Feedback



Facilitated Feedback

Sargeant et al, Acad Med 2015; 90(12).



R2C2 → an evidence-based model on delivering effective feedback to physicians

Group Activity: Feedback Coaching



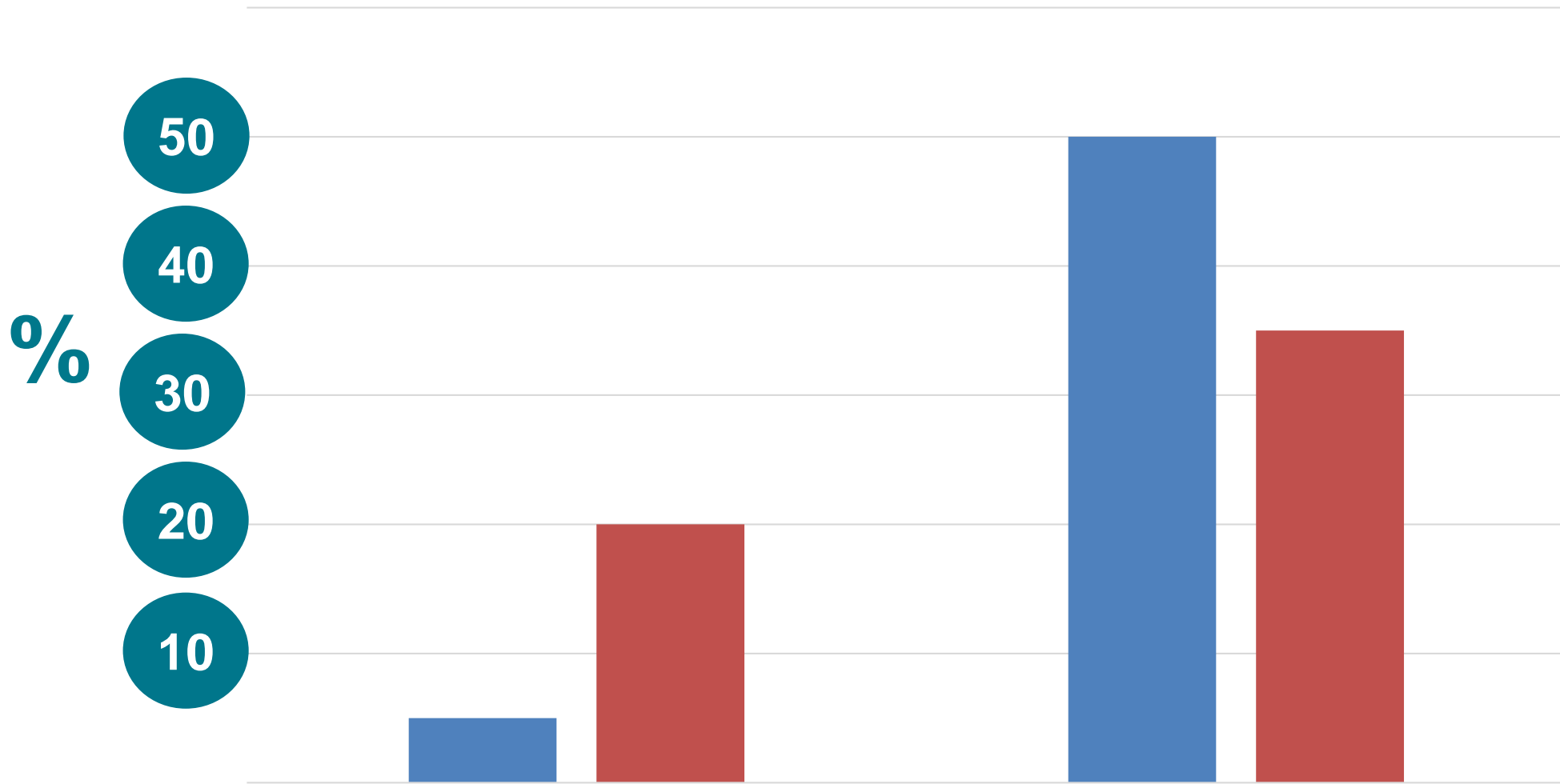
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- 1. Get back in your pairs**
- 2. Designate one person as the coach and the other as the recipient (who is now a family doctor)**
- 3. Discuss the following feedback**



High Dose Opioids

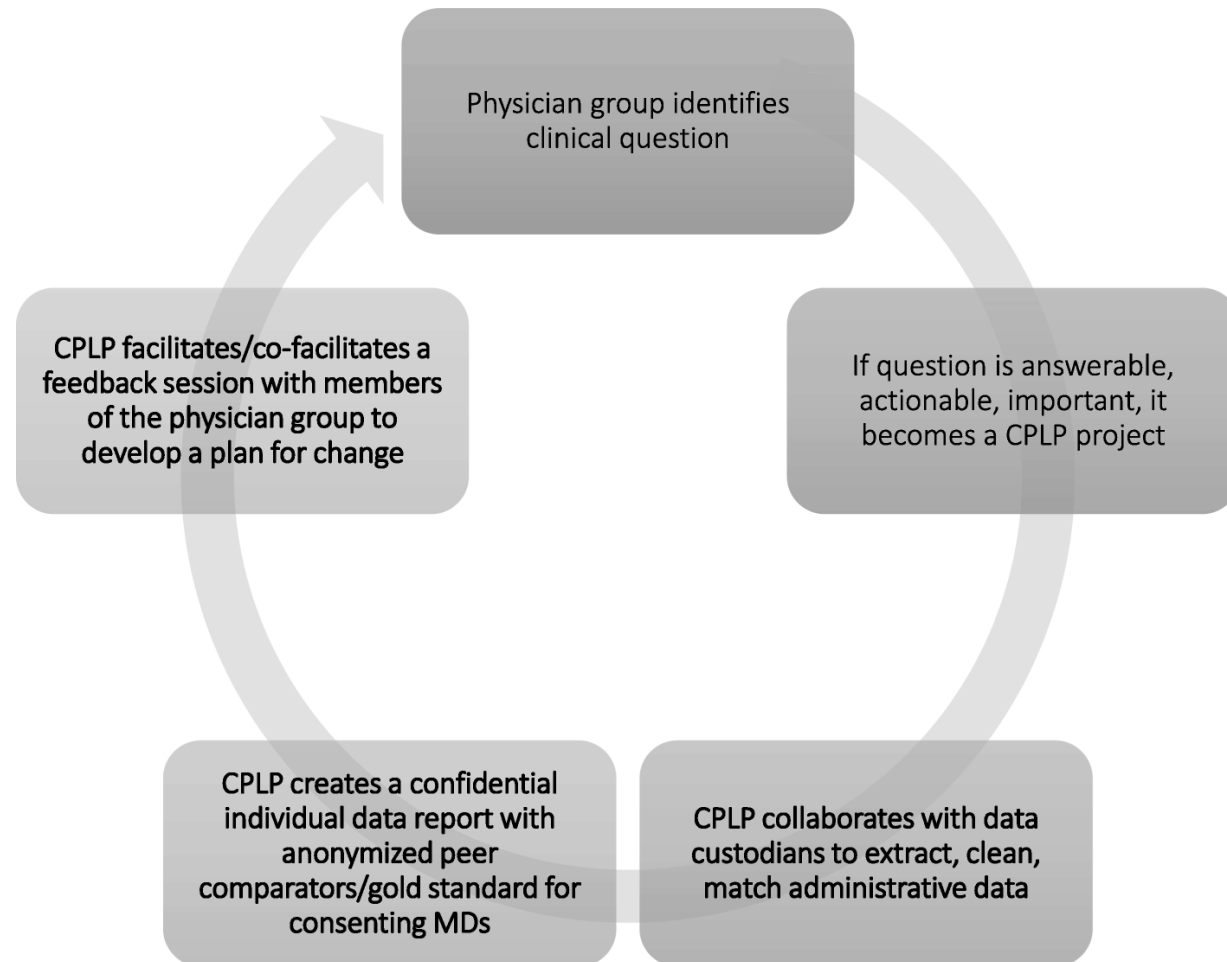
Antibiotics

Group Facilitation

Cooke et al, Imp Sci 2018; 13:136.

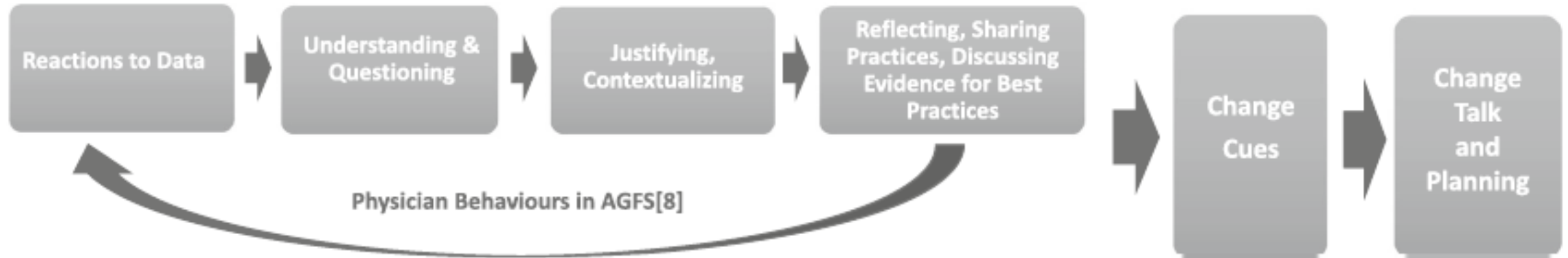
Precursors

Relationship building
Question choice
Usability



Group Facilitation

Cooke et al, Imp Sci 2018; 13:136.



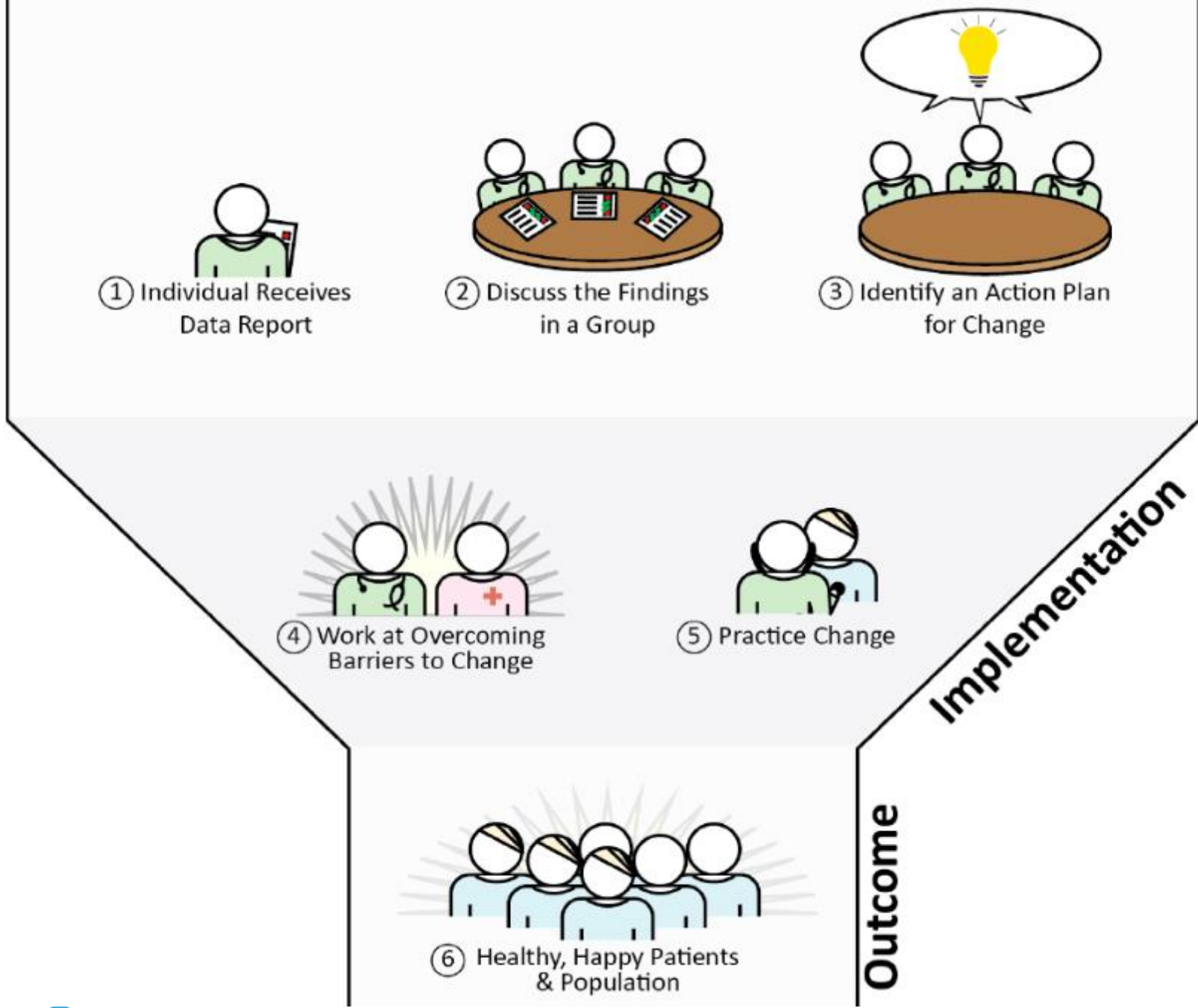
- Navigate through reactions to data
- Understand their data
- Create a plan for change

Note: A “coaching-oriented approach” with prompts is essential

Positive Deviance Approach

Lawton et al, BMJQS 2014; 23.

- Identify organizations or individuals that are performing well
- Highlight key strategies/practices that enable high performance
- Share strategies with feedback recipients



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‘Beneficent Persuasion*’: How will data → QI?

Motivation (goal-commitment, social comparison, regret)

i.e., address outcome expectancy with relative risk reduction rather than number needed to treat

Cochrane 2011 Mar 16;(3):CD006776

Capability (self-efficacy, graded-entry, coaching)

i.e., connect trigger to desired action and plan for barriers

Psychol Health 2005, 20:143-160

Opportunity (addressing barriers, co-interventions)

i.e., make the desired action easier or no effort at all

NEJM. 2007 Sep 27;357(13):1340-4



SO WHAT?



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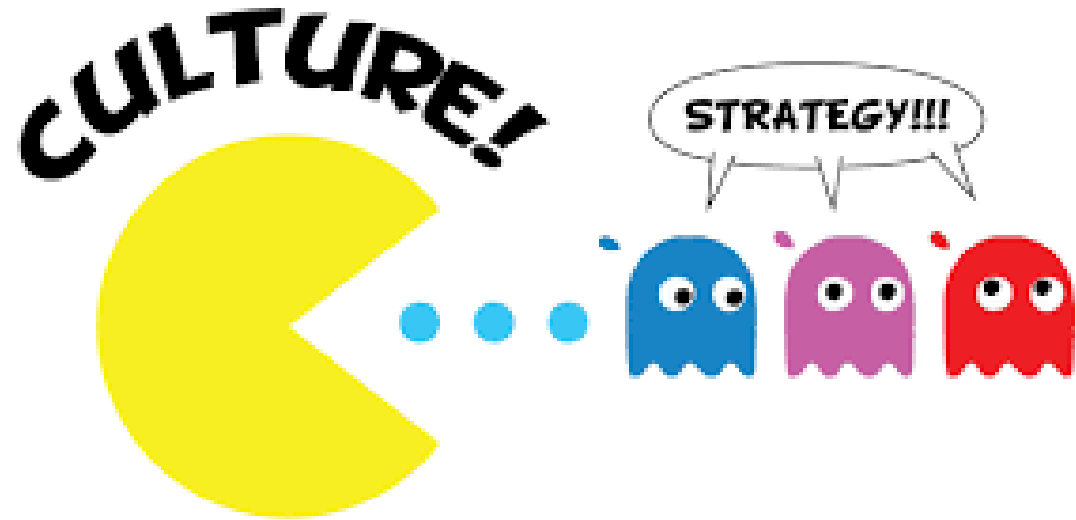
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Design must
be fit for
purpose



Be clear
about the
purpose



PURPOSE FUELS APPETITE



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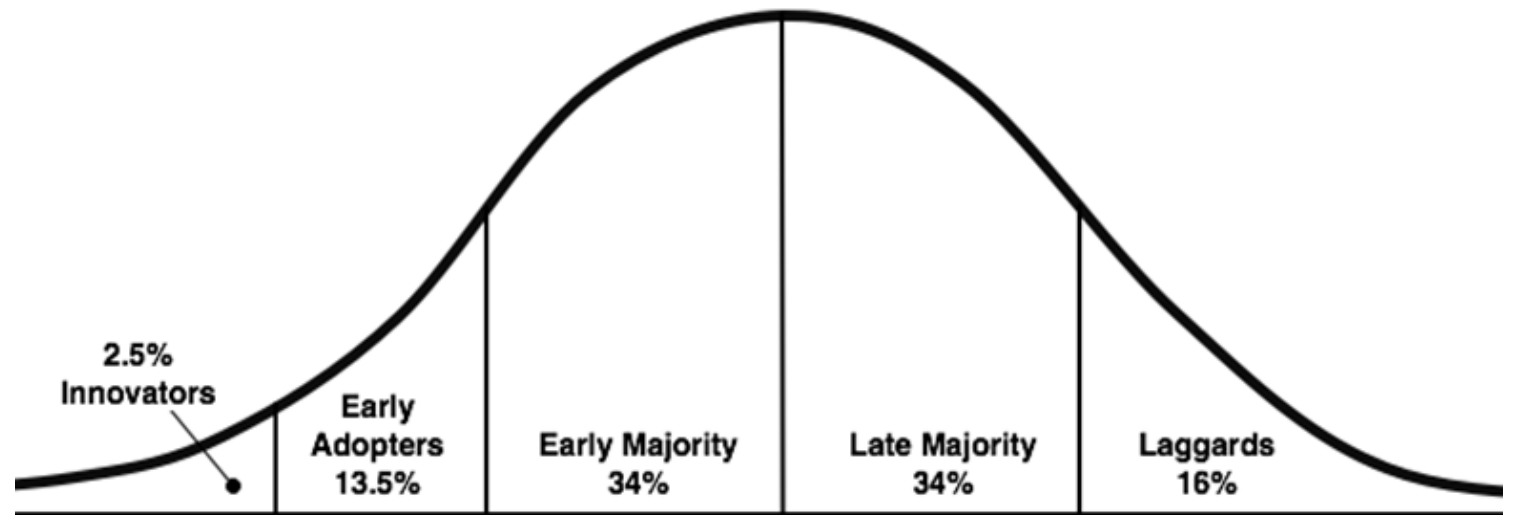
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Help people understand their score and make plans to improve



Be realistic
about your
goals



Source: Everett Rogers, Diffusion of innovations model



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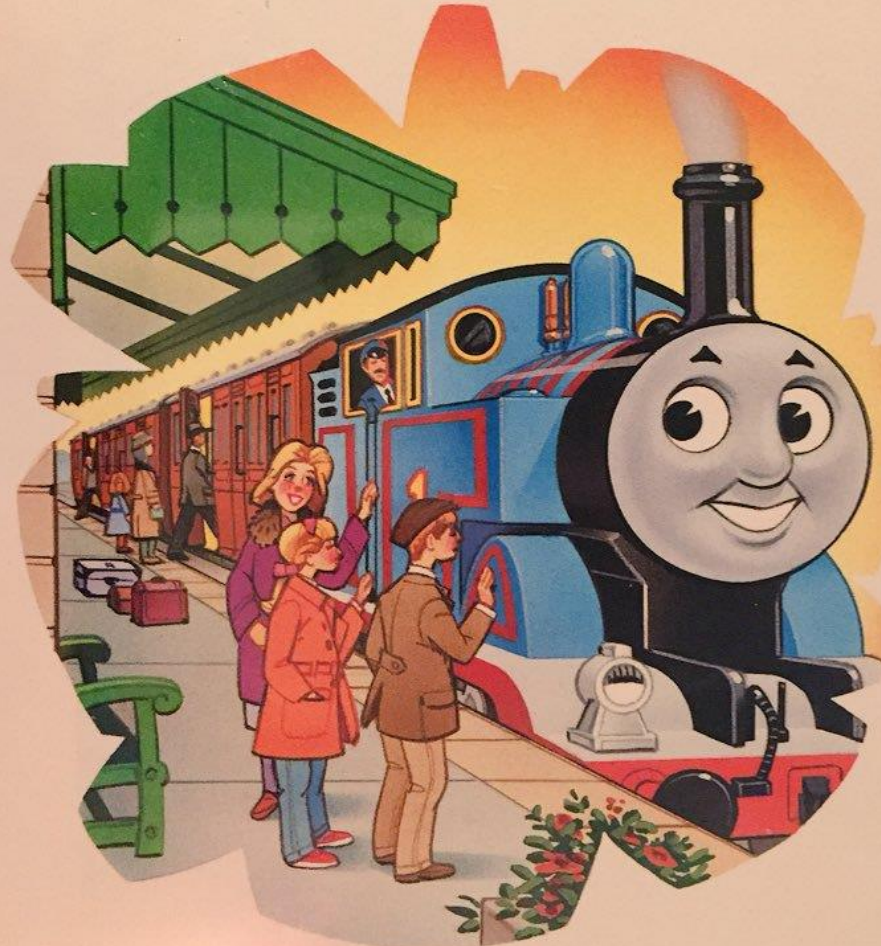
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Help people
improve
together by
changing
processes, not
trying harder



“I thought there was nothing
a train could not do,” said Thomas.
“But now I know that just is not true.
I learned a big lesson from one little crack.
A train is only as good as its track.”



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