Dissemination and Implementation

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for the

ALLHAT Collaborative Research Group
Selected Factors that Influence Dissemination and Implementation of New Treatment Trial Findings

**System of Care**
- Access to care
- Insurance coverage
- Marketing influences

**Provider**
- Knowledge
- Conviction
- Recall of results
- Interest in innovation
- Marketing influences

**Patient level**
- Preferences
- Symptoms
- Marketing influences
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Traditional Approaches to Dissemination & Implementation of Clinical Trial Results

- Press release/press conference
- Short burst of media coverage
- Presentations at scientific meetings
- Publications in peer-reviewed journals
Recommendations Lag Behind Evidence

Use of Fibrinolytic Therapy Following Acute MI

<table>
<thead>
<tr>
<th>Year</th>
<th>Knowledge</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>10 RCTs; &gt;2,500 patients. Benefit in meta-analysis; $p &lt; 0.01$</td>
<td>Not recommended in any textbook/review article</td>
</tr>
<tr>
<td>1982</td>
<td>27 RCTs; &gt;8,000 patients. Benefit in meta-analysis; $p &lt; 0.001$</td>
<td>Only 1 of 13 textbooks/reviews (Special settings only)</td>
</tr>
<tr>
<td>1986</td>
<td>43 RCTs; &gt;21,000 patients. Benefit in meta-analysis; $p &lt; 0.00001$</td>
<td>Only 7 of 10 textbooks/reviews</td>
</tr>
</tbody>
</table>

Knowing is Not the Same as Doing

Survey of 21 physicians and 270 associated patient visits

Aware, Agree with JNC-VI? 76%
Satisfied with BP control 61%
Visits with SBP < 140 mm Hg 7%
Visits with SBP < 150 mm Hg 35%

Oliveria et al, Arch Intern Med 2002;162:413-420
Rationale for Dissemination & Implementation of the ALLHAT Results

- Large body of important information
- Provide strong scientific basis for clinical decision-making in pharmacotherapy of hypertension
- Important that practitioners and public benefit from time, effort, resources and care devoted to conduct of ALLHAT
ALLHAT Approach to Dissemination & Implementation of Knowledge in Clinical Practice

- Dissemination & implementation into clinical practice given priority status
- Dissemination Committee formed
- Consultation with experts in dissemination
- Implementation planned in two phases
  - Initial
  - Long-term
Because of the superiority of thiazide-type diuretics in preventing one or more major forms of CVD and their lower cost, they should be the drug of choice for first step antihypertensive therapy.

For the patient who cannot take a diuretic (which should be an unusual circumstance), CCB’s and ACEI’s may be considered.

Most hypertensive patients require more than one drug. Diuretics should generally be part of the antihypertensive regimen. Lifestyle advice should also be provided.
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Initial Strategies for Dissemination & Implementation in Clinical Practice

- Media training for national & regional spokespersons
- Press conference & intensive media coverage
- Presentations & publications
  - Research-oriented venues
  - Practice-oriented venues
- Generation & distribution of dissemination aids
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Initial Strategies for Dissemination & Implementation in Clinical Practice

- Study slides
- Frequently asked questions
  - Providers
  - Patients & public
- Study newsletters
  - Providers
  - Study participants
- Case studies
- Pocket reference card
- Prototype letter to colleagues
- Aid in identification of opinion leaders
- Aid in creation of site specific dissemination plan
- Web sites for easy access to information and dissemination aids
Ongoing Strategies for Dissemination & Implementation in Clinical Practice

- **Provision of information for practice guidelines committees**

- **Continued facilitation of professional education opportunities**
  - ALLHAT Steering Committee members
  - ALLHAT investigators

- **Ongoing media coverage**
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Planned Strategies for Dissemination & Implementation in Clinical Practice

- **Health care providers**
  - Face-to-face colleague contact
  - Physician contact through NHBPEP member organizations

- **Formulary system approach**

- **Patient-oriented approach through**
  public service announcements
Results as of June 2004

>240 presentations

Manuscripts
- 25 published
- 48 in process

Distribution of Dissemination aids
- Main results, core messages, slides, newsletters, and pocket cards distributed to more than 600 clinical site investigators and through them to their colleagues in “Dear Colleague” letters
- Frequently asked questions and newsletter distributed to more than 42,000 participants through clinical sites
Results as of June 2004

Media
- Millions reached through print, radio, television, and internet messages

Websites
- ALLHAT
  - 134,405 users
  - 2,872,734 hits
- NHLBI
- NHBPEP Coordinating Committee member organizations

Guidelines Assistance
- NHLBI JNC 7
- Canadian BP GUIDELINES
- NKF GUIDELINES
Drug Utilization by Class

IMS Health, National Prescription Audit, 2003

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Drug Utilization by Class

IMS Health, National Prescription Audit, 2003

Diur Total
ACEIs Total
CCBs Total

Total Prescriptions

Q1-02 Q2-02 Q3-02 Q4-02 Q1-03 Q2-03 Q3-03
2002 2003

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Summary

Traditional strategies for dissemination and implementation of clinical trial results have had limited and delayed impact on clinical practice.

ALLHAT has utilized a new proactive approach to dissemination and implementation of its findings.

Success in influencing antihypertensive treatment decisions is being evaluated.

Experience to date suggests success in achieving our objectives.