Improving Blood Pressure Treatment in the Community: A Joint Project of the NHBPEP and ALLHAT Collaborative Research Group

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ALLHAT/JNC Dissemination Plan

Why is a dissemination plan needed?
   - Background
     - Facts about health innovations and application
     - NHLBI Dissemination Policy
     - ALLHAT's unique place in the context of NHLBI dissemination infrastructure
ALLHAT/JNC Dissemination Plan

What does the proposal comprise?
- Review the broad based multipronged approach previewed in a recent Lancet and at the AHA

Update on current ALLHAT Dissemination activities
ALLHAT/JNC Dissemination Plan

What is the process going forward?
- NHLBI
- ALLHAT Dissemination Committee and ALLHAT Steering Committee
- Executive Committee of the JNC
- Field implementation
- Coordination
- Ongoing reviews
Facts about health innovation and their application

Research shapes innovation for clinicians and patients

- 10,000 new randomized trials included in MEDLINE annually
- 350,000 trials have been identified by the Cochrane Collaboration
- General Internists would need to read 20 papers every day of the year to keep pace
- Guidelines such as JNC-7 and systematic reviews

Grol R and Grimshaw J; Lancet 2003
362: 1225-30
Facts about health innovation and their application (Cont’d)

- Clinicians are consistently slow to apply evidence in their practices
  - Benefits of hand hygiene well known since Ignaz Philipp Semmelweis over 100 years ago, yet compliance remains a problem
  - The benefits of fibrinolytics first documented in 1986, yet the best estimates are that about 10 years later only 70% of “ideal” received lytics

@Stone S J.R. Soc Med 2001;94:278
+Ellerbeck et al JAMA 1995
Facts about health innovation and their application (Cont’d)

Knowledge and awareness are not the same as doing

- About 76% aware and agree with JNC-VI
- About 76% report usually following JNC recommendations
- About 61% report being satisfied with control of BP
- Yet only 35% of patients have SBP < 150 mmHg
  - There are questions about measurement
- CAREGAP is reported to be about 41%

Oliveria et al, Arch Intern Med 2002;162
Selected Factors that Influence Dissemination and Implementation of Innovation

**Systems of Care**
- Access to care
- Coverage
- Marketing influences

**Provider**
- Lack of knowledge
- Lack of conviction
- Forgetfulness
- Innovation bias
- Marketing influences

**Patient Level**
- Preferences
- Symptoms
- Marketing Influences
Most Common Influencing Factors

Marketing Influences

THE LANCET
Volume 362, Number 9393,
The statin wars: why AstraZeneca must retreat
US$ 8 billion. AstraZeneca predicts that it can take a 20% share of this global market. It needs to. The company reported a 17% drop in pre-tax profits in the second quarter of this year. After a damaging delay over safety concerns, rosuvastatin finally won US FDA approval in August and was launched last month, winning a 2% market share after only three weeks. McKillop has pledged to do whatever it takes to persuade doctors to prescribe rosuvastatin, including launching an estimated $1 billion first-year promotional campaign. “We’ve got to drive the momentum”, he said at a recent investors meeting. “You get one shot at launching a major new product. This is our shot.”
NHLBI Dissemination Policy

- Evolved and finalized during ALLHAT
- Realization that traditional approaches not fully effective
- Requires a detailed dissemination plan for trials with potential for immediate public health applicability
- Includes a requirement for evaluation of dissemination plan
ALLHAT First and Unique

Unique features and challenges

- First trial completed under the new policy
- ALLHAT Steering Committee packaged and published recommendations based on trial result
- NHLBI has an existing HBP education infrastructure (NHBPEP)
- JNC has packaged recommendations based on a synthesis of all available evidence in HBP prevention and treatment
- Dissemination plan must meld both
Branding of the Dissemination Project

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**Dissemination Proposal Features**

- **Furthers traditional approaches**
  - Press release/press conference
  - Media coverage (usually short bursts)
  - Presentation at scientific meetings
  - Publications in peer-reviewed journals

- **Utilizes academic detailing approaches and based on intervention mapping theory**
  - Health care providers
  - Formulary systems approach
  - Patient-oriented approach through PSAs
  - Prespecified evaluation component
Dissemination Proposal Features

**Health Care Providers**
- ALLHAT Regional Offices
  - 200 Investigator Educators (15 details each)
  - 39,000 providers (13 contacts per detail)
  - Cues to action (Office posters and script cards)

**Direct to Patient Approaches**
- PSA
  - Patient cue to provider on BP level
  - Patient cue to provider on use of diuretics
Dissemination Proposal Features

Formulary System Modification
- Persuasion through personal contact
  10 major health plans
  Medicaid
  Medicare (eventually)

Professional Community Influence
- Persuasion via peer contact
  Personal letters
  Association newsletters
Dissemination Proposal Features

- **Prespecified measures of success**
  - **Process Evaluation**
    - Deliverable program components
  - **Outcomes Evaluation**
    - Trend analysis of prescribing practices (nationally and within a specific health system)
    - Blood pressure control rates (specific health system)
Update on Current ALLHAT Dissemination Activities

- 200 presentations
- Manuscripts
  - 15 published
  - 37 in process
- Dissemination aids
  - Reprints
  - Slides
  - Newsletter
  - Dear colleague letters
  - Frequently asked questions
- Media
  - Print
  - Radio
  - TV
  - Internet messages
- Guideline Input
  - NHLBI JNC-7
  - Canadian BP Guidelines
  - NKF Guidelines
Update on Current ALLHAT Dissemination Activities

ALLHAT Websites
- 89,000 users
- 2,230,341 hits

NHLBI

NHBPEP Coordinating Committee
member organizations
Drug Utilization by Class

*Source: IMS Health, National Prescription Audit Plus TM, 2003 #Projected Q3-03
Update on Current ALLHAT Dissemination Activities

FEATURE

Researchers try marketing techniques to sell their results

Trial investigators say publishing results not enough to change practice

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ALLHAT/JNC Dissemination Plan

What is the process going forward?

- ALLHAT Dissemination Committee and the ALLHAT Clinical Trials Center revising proposal
- ALLHAT Steering Committee will review revisions
- NHLBI will review proposal
- JNC-7 Executive Committee group will review the proposed core messages
- Field implementation
ALLHAT Dissemination Plan
“People do a wonderful press conference, publish in prestigious journals, present at important meetings—and nothing happens”, says Paul Whelton, professor of epidemiology and medicine at Tulane University Health Sciences Center (New Orleans, LA, USA), who was on the ALLHAT steering committee. Publishing your data will not get doctors to change their practice, Whelton says (see also p 1165, p 1170, and p 1225).