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KNOWLEDGE UPTAKE TRENDS: The Case of CHSRF's Mythbusters

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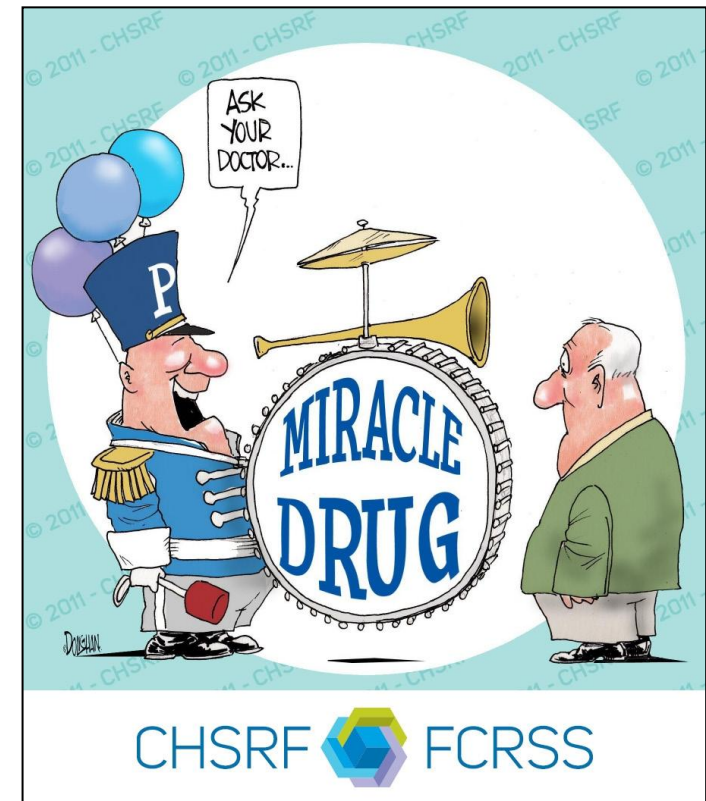


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Breakthroughs where healthcare
policy and delivery meet

Background

- ▲ **CHSRF** is an independent organization dedicated to accelerating healthcare improvement and transformation for Canadians
- ▲ ***Mythbusters*** summarizes the best available evidence to challenge a widely held belief about healthcare in Canada



Motivation

- ▲ Mythbusters as a KT Tool
- ▲ CHSRF is interested in the *uptake* of the its knowledge products
 - Beyond self-perception
- ▲ **Objective**
 - Determine the *uptake* of the *Mythbusters* series and its role in contributing to evidence-informed decision-making in Canada
 - ❖ In-depth case study of a research summary



Defining and Measuring 'Uptake'

Uptake		
Acquisition	Application	Effects of Application (Policy Change)
<u>Indicators</u>		
<ul style="list-style-type: none"> • <i>Mythbusters</i> are readily accessed by key audiences 	<ul style="list-style-type: none"> • <i>Mythbusters</i> are referenced by key audiences • <i>Mythbusters</i> are applied to inform healthcare policy and decision-making • <i>Mythbusters</i> are used in an educational context 	<ul style="list-style-type: none"> • <i>Mythbusters</i> contribute to evidence-informed policy changes that affect health services • <i>Mythbusters</i> contribute to strengthened capacity in research evidence use
<u>Methods</u>		
Website Analytics Newsletter Subscription Analysis	Citation Analysis Key Informant Interviews	Key Informant Interviews

Defining and Measuring 'Uptake'

▲ Methods

- ▲ Google Analytics & e-Newsletter Subscription Analysis
- ▲ Citation analysis
 - Peer-reviewed journals, grey literature
- ▲ 11 Key informant interviews
 - Identified from 3 key audiences of Mythbusters:
 - ❖ Educators
 - ❖ Applied Research & Policy Community
 - ❖ Government Policymakers
 - Inclusion Criteria: Citation or Self-Identification of Use



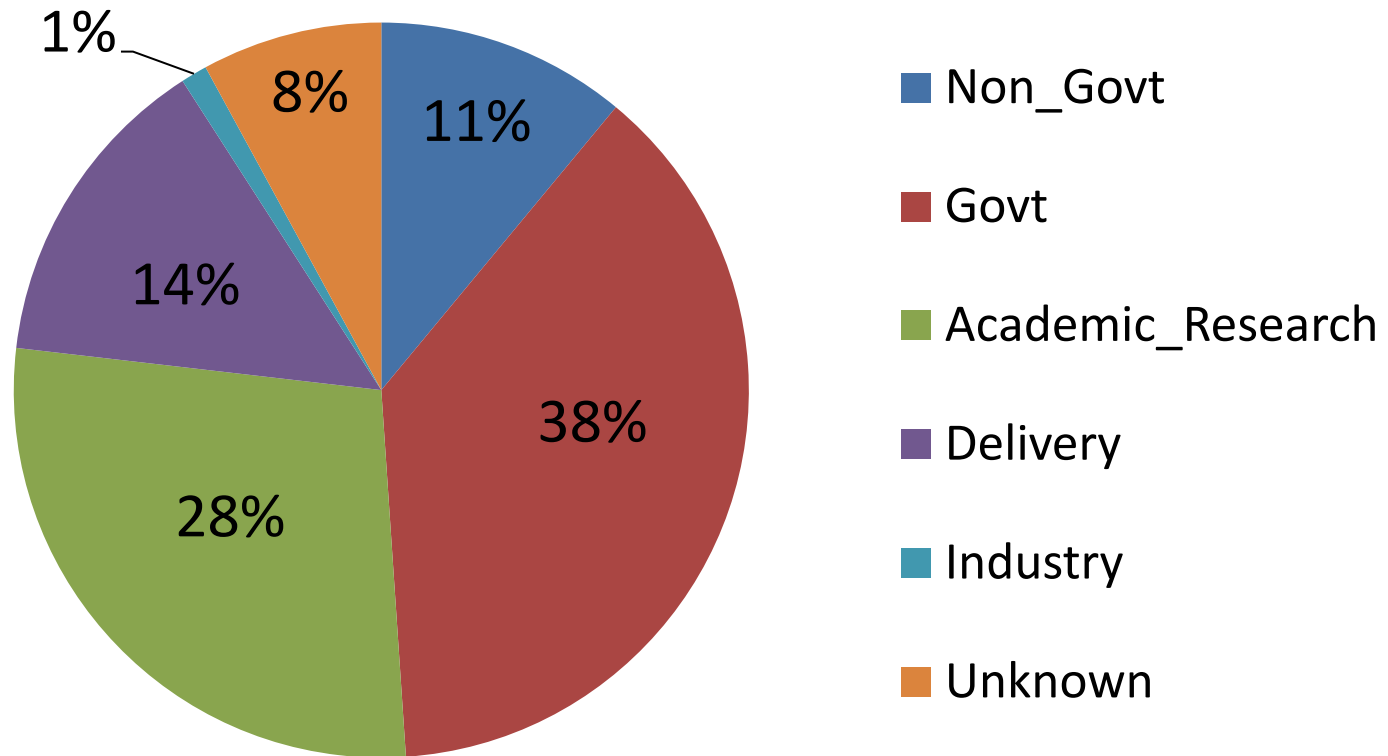
Findings - Acquisition

- ▲ The Mythbusters series has evolved into one of CHSRF's flagship products
 - ▲ Web analytics
 - 40-50,000 Unique page views annually
 - Represents ~10% of all CHSRF web traffic



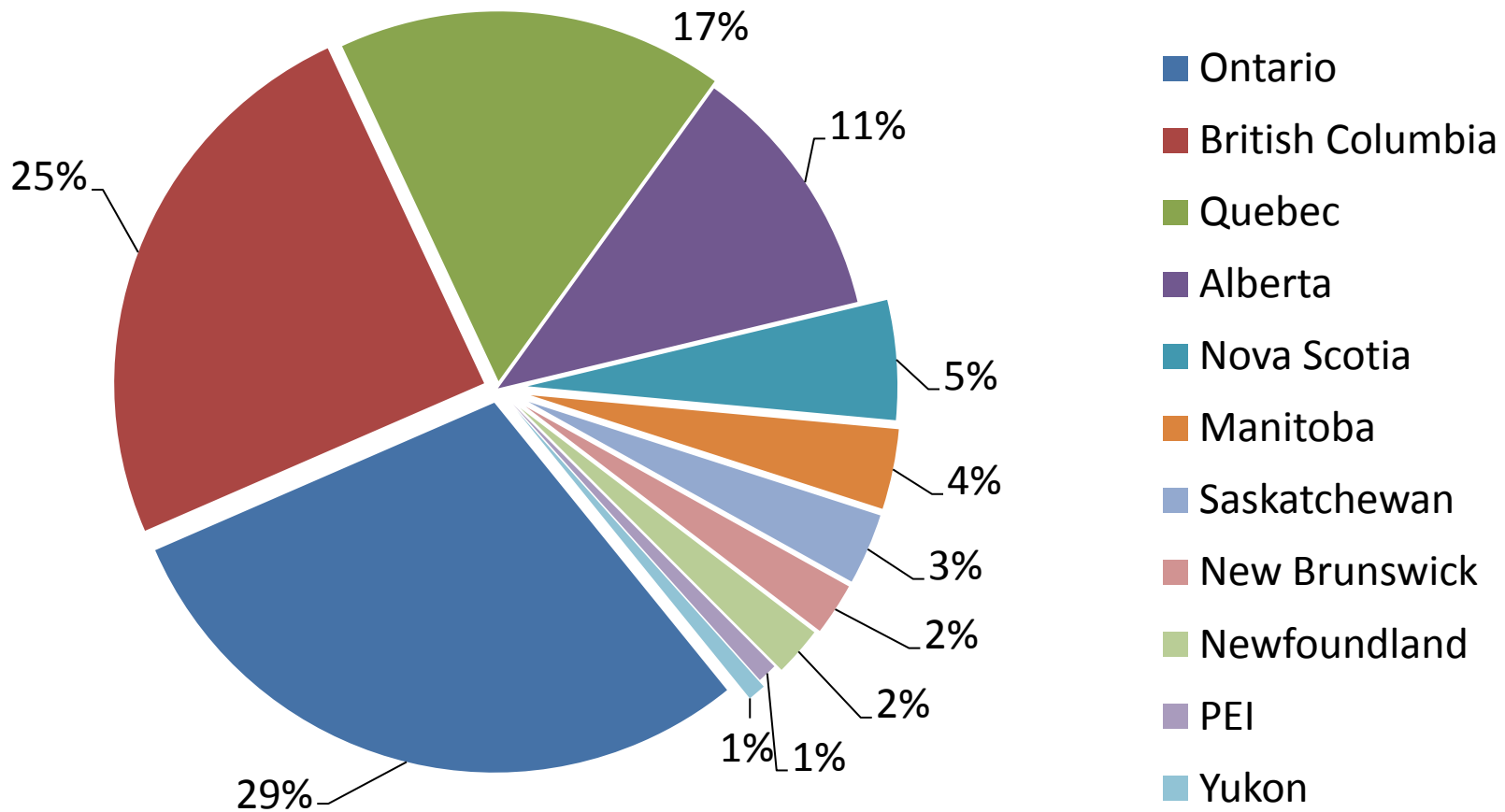
Findings - Acquisition

Mythbuster 'Click-throughs' By Broad Institutional Category



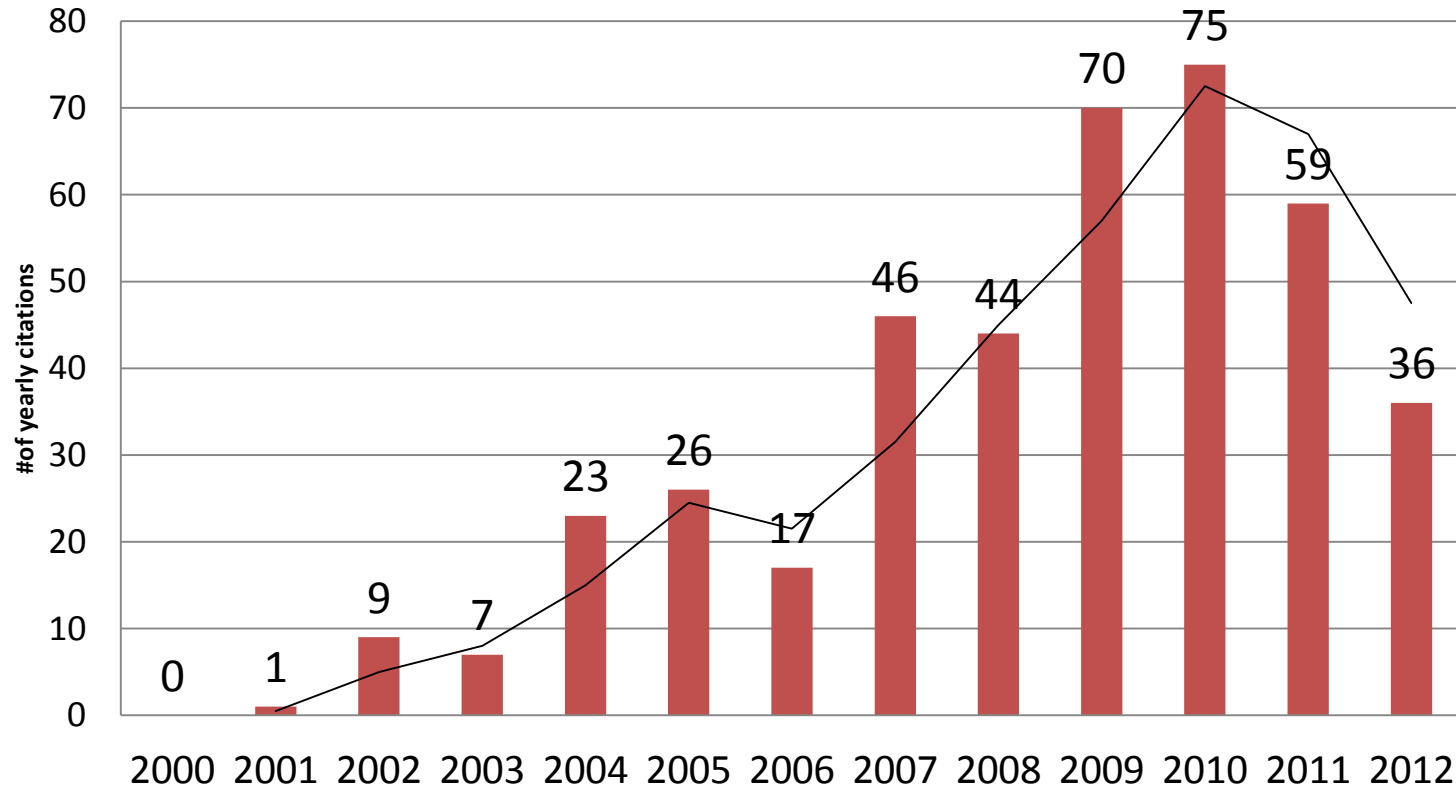
Findings – Acquisition

Mythbuster ‘Click Throughs’ by Province



Findings – Application

- Overall, *Mythbusters* have been cited in 239 documents since 2000.



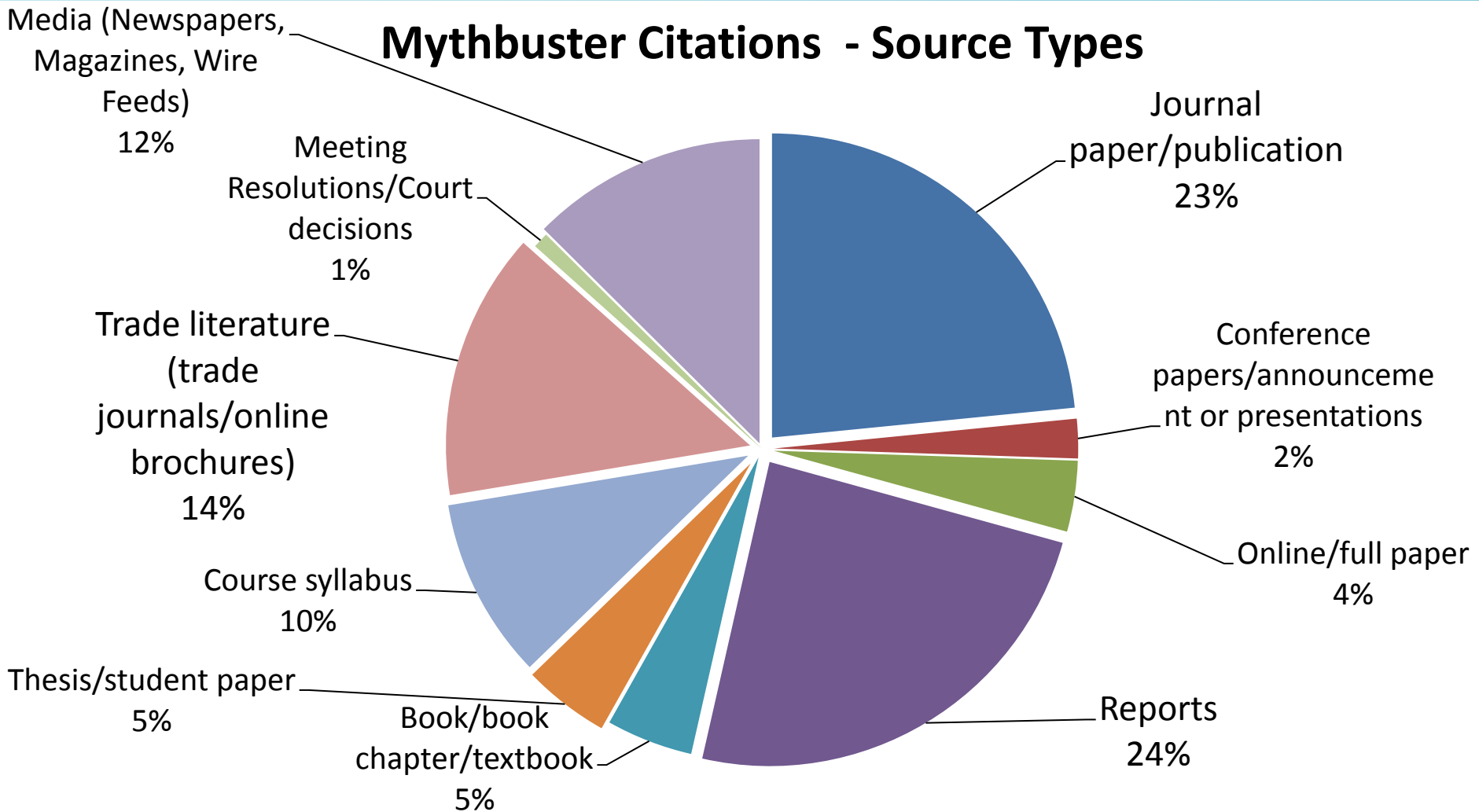
Findings – Application

- ▲ Five Mythbusters made up 36% of all citations.
 - Myth: A parallel private system would reduce waiting times in the public system (46)
 - Myth: The aging population is to blame for uncontrollable healthcare costs (38)
 - Myth: User fees would stop waste and ensure better use of the healthcare system (26)
 - Myth: Seeing a nurse practitioner instead of a doctor is second-class care (24)
 - Myth: An ounce of prevention buys a pound of cure (22)



Findings – Application

Mythbuster Citations - Source Types



Findings – Application

▲ Factors that encourage ‘Application’

- Summative/Short
- Evidence-Based
- Conversational/Accessible Language
- Framing/Style/Presentation
- Issue-Focused

▲ Factors that would increase likelihood of ‘Application’

- Increase confidence in Mythbusters
- Improve Dissemination/Communication
- Feedback/Communication Mechanisms for CHSRF

Findings – Application

Educational Context

▲ Course curriculum

- Improves understanding of contemporary health issues
- Positive student reactions
- Capacity building



Findings – Effects of Application

Policy Context

- ▲ *Mythbusters* applied as a decision-support to inform policy direction both directly and indirectly
 - Health Canada (2010-2012)
 - ❖ User Fees
 - ❖ Doctor Emigration to the USA
 - Nova Scotia Dept. of Health & Wellness (2010)
 - ❖ ER Care
 - Winnipeg Regional Health Authority (2008)
 - ❖ Chronic Disease
 - CIHI – End of Life Report (2007)



Findings – Effects of Application

- ▲ Evidence that *Mythbusters* have played a role in shifting the ‘**culture of research use**’* over the last 12 years
 - EvidenceNetwork.ca
 - ❖ 2 Major CIHR grants
 - ❖ Published 170 Op-Eds
 - Applied Researchers keep them ‘top of mind’
 - ❖ Speaking engagements
 - ❖ ‘Service-oriented’ work

*Lomas, 1997



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Limitations

- ▲ Challenges of measuring policy change
 - Complexity, Contribution
- ▲ Limited to uptake of a single product
- ▲ Website Statistics & Newsletter
 - Limited sample from 2008-2012
- ▲ Citation Analysis
 - Databases
- ▲ Key Informant Interviews
 - Purposeful Sample

Implications

For CHSRF

- ▲ Reaffirms value of our knowledge products
- ▲ Allows for improvements to target key audiences/effectiveness

For Wider Community

- ▲ Case study provides specific evidence of how research 'uptake' can occur
- ▲ Findings can inform future efforts to encourage research utilization



Thank You!



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