

CER at the Point of Decision Making

Robert W. Dubois, MD, PhD,

Teresa B. Gibson, PhD, MS, MA

Steven D. Pearson, MD, MSc, FRCP

J. Sanford Schwartz, MD

Michael J. Barry, MD

Agenda

Robert W. Dubois, MD, PhD-National Pharmaceutical Council

- Adoption Framework

Teresa B. Gibson, PhD, MS, MA-Truven Health

- Lessons learned from published CER studies

Steven D. Pearson, MD, MSc, FRCP-Institute for Clinical and Economic Review

- Efforts by payers to adapt and adopt CER

J. Sanford Schwartz, MD-University of Pennsylvania

- Role of clinical practice guidelines and use of observational data

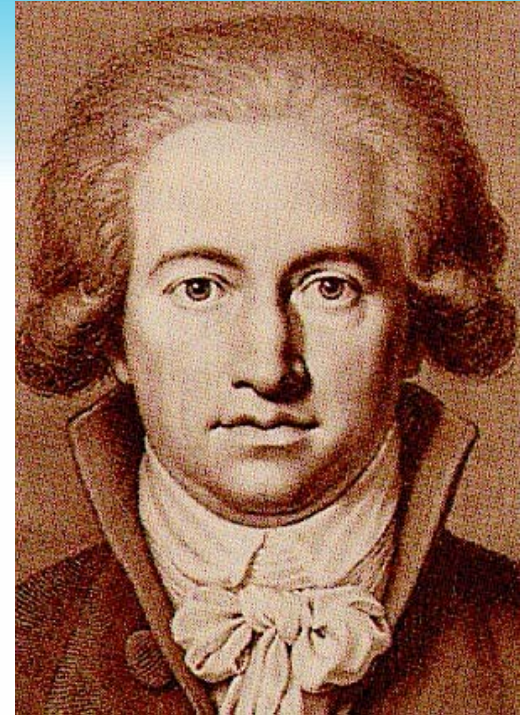
Michael J. Barry, MD-Informed Medical Decisions Foundation

- Shared decision making tools to improve adoption

***“Knowing is not enough;
we must apply.***

***Willing is not enough;
we must do.”***

-Goethe



Evidence Adoption Is Not Straightforward

- Often takes 17 years for new knowledge from RCTs to be incorporated into practice¹
- Patients fail to receive half of recommended care²



¹Institute of Medicine, *Crossing the Quality Chasm* (2001)

²McGlynn, NEJM 2003

CER Made “Easy”



- What works when?
- For whom?
- Under what circumstances?



- Delivery of the right care
- To the right patient
- At the right time
- In the most appropriate setting



- Make the right thing easy to do

Unfortunately, It Isn't That Easy...

1. Answers a relevant question



2. Uses an appropriate research design



3. Conducted rigorously



4. Multiple “good” studies corroborate



© topendsports.com

Many, Many, Many CER Projects

- Patient Centered Outcomes Research Institute (PCORI) will have \$500M/year
- 30% will be allocated to dissemination and infrastructure
- \$100M to fund “big” studies (e.g., RCTs)
- That leaves...

$\$250\text{M}/\text{year} \div \$500\text{k}/\text{project} = 500 \text{ CER projects}/\text{year}$

Many CER Chances to Get it Right or Wrong



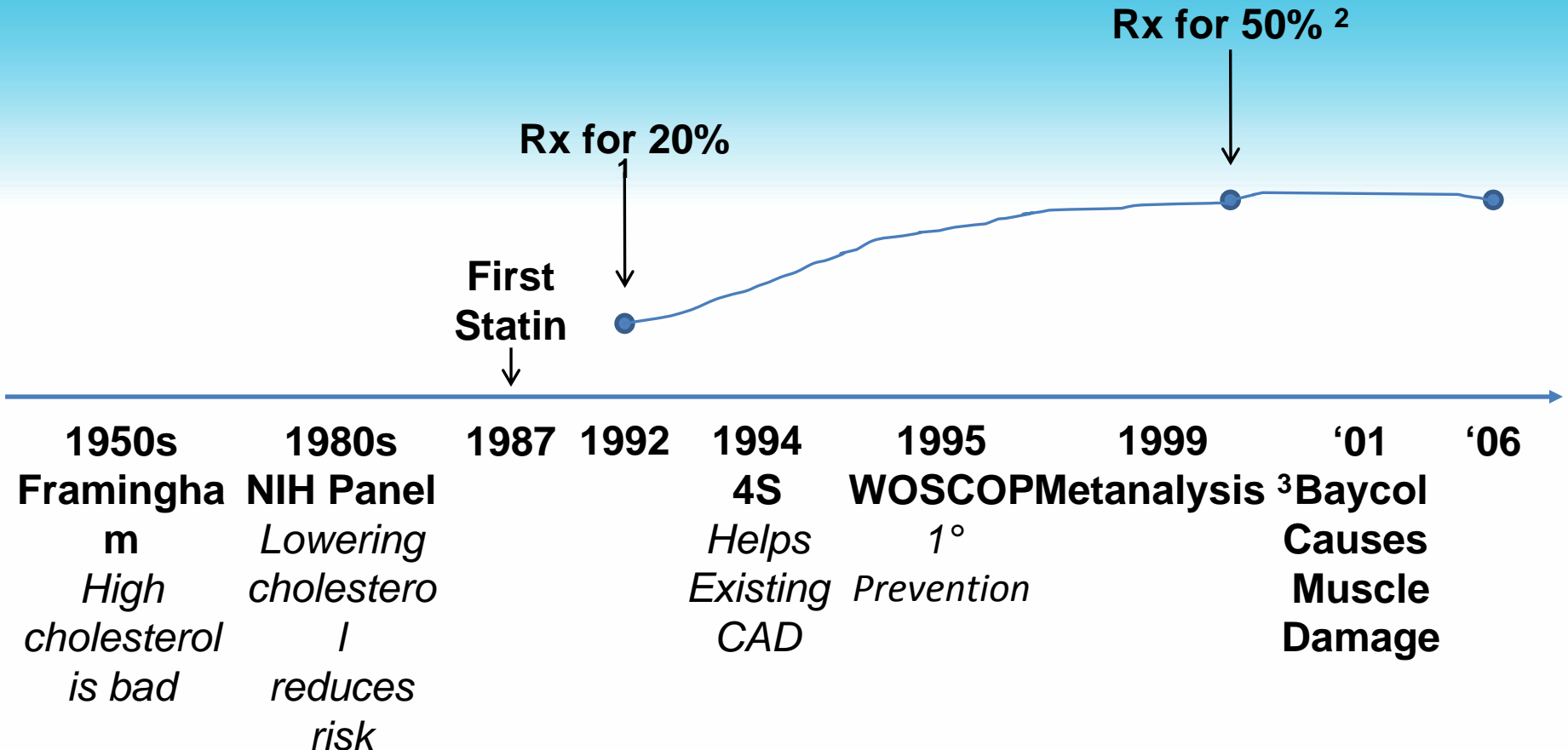
We Used Case Studies to Build Adoption Framework

- Rapid adoption (< 1 year) (hormone therapy)
- Slow adoption (> 17 years) (statins)
- Medium rate adoption (drug eluting cardiac stents)

Evidence Can (sometimes) Change Practice



Slow Adoption of Statins

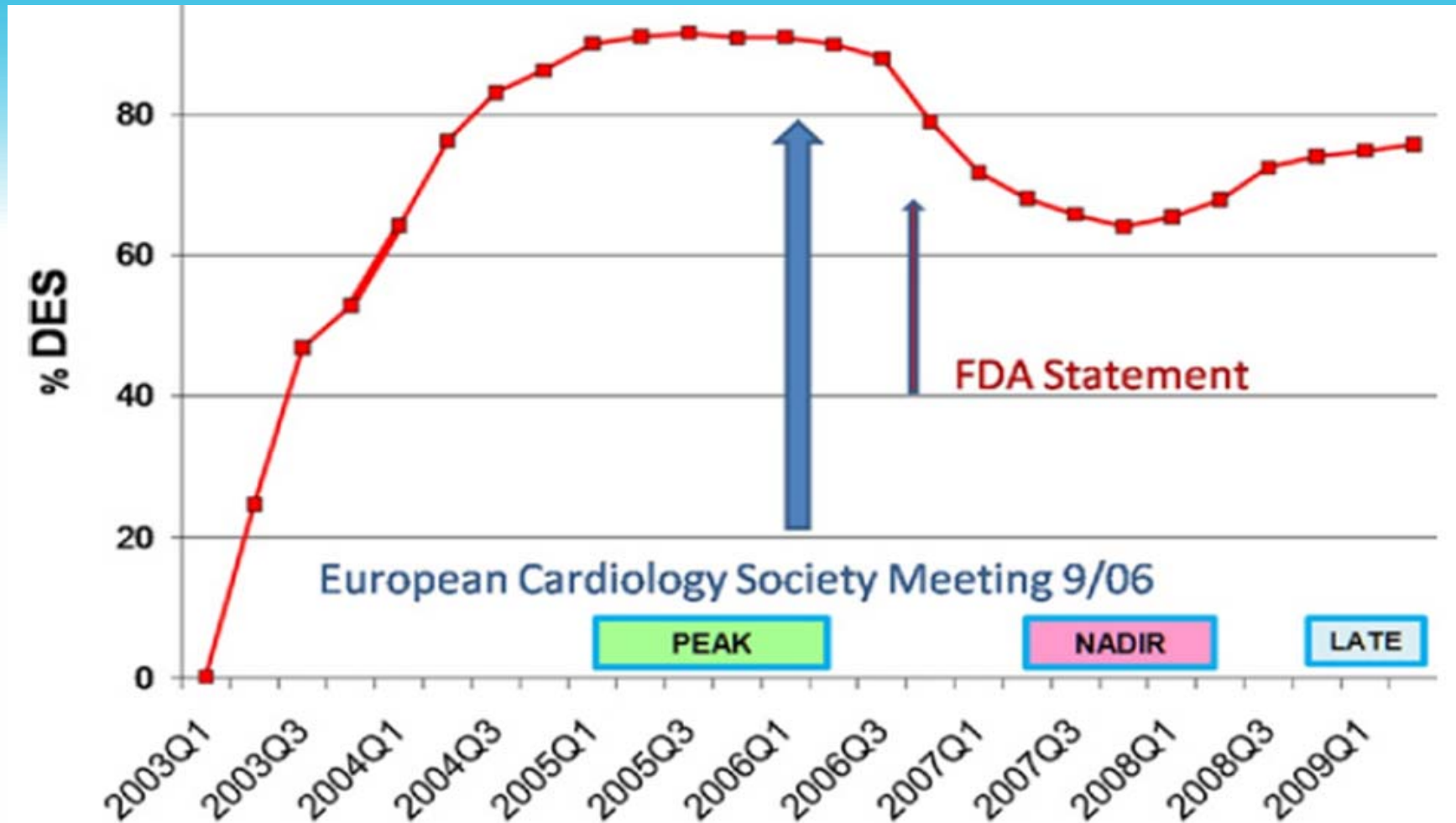


¹ Ma, *PLoS Med* 2005

² Ford, *Intern J Card* 2010

³ LaRosa, *JAMA* 1999

Drug Eluting Stents Adopted Rapidly



Key Adoption Factors

CONCEPTUAL FACTOR	Hormone Treatment	Drug Eluting Stents	Statins
Most Influential			
<i>Characteristics of the "audience"</i>	+++	No	No
<i>"Wow" factor</i>	+++	++	+
<i>Communication factors</i>	+++	+	+
<i>Maturation of the science</i>	+	+	---
<i>Patient control factors</i>	++	--	-

+ Increase evidence adoption

- retard evidence adoption



Other Adoption Factors

CONCEPTUAL FACTOR	Hormone Treatment	Drug Eluting Stents	Statins
Less Influential			
<i>Economic factors</i>	No	++	-
<i>Rapid (or slow) adoption into Practice guidelines</i>	+	+	?

+ Increase evidence adoption

- retard evidence adoption



*“However beautiful the strategy,
you should occasionally look at the results.”*



—Winston Churchill