Career Development Series 2020

Bridging the Translational Gap Between Technology Developers and Health Practice

Presentation will begin at 11:30 AM (PT)



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What We Offer:

1

Research Support Services: Members gain access the different research services, resources, and tools offered by ITHS, including the ITHS Research Navigator.



Community Engagement: Members can connect with regional and community based practice networks

3

Education & Training: Members can access a variety of workforce development and mentoring programs and apply for formal training programs.



Funding: Members can apply for local and national pilot grants and other funding opportunities. ITHS also offers letters of support for grant submissions.

Contact our Director of Research Development





- **Project Consultation**
- Strategic Direction
- **Resources and Networking**

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Career Development Series 2020

Feedback

At the end of the seminar, a link to the feedback survey will be sent to the email address you used to register.



Career Development Series 2020

Bridging the Translational Gap Between Technology Developers and Health Practice



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Learning Objectives



Assess the readiness of a health IT innovation to be adopted in a healthcare organization



Define and prioritize the barriers to be addressed within a healthcare organization to facilitate technology adoption

About PCI-Lab



Primary Care Innovation Lab is a research lab based at the University of Washington that works collaboratively with health organizations and industry partners to facilitate evidencebased design and implementation strategies for health innovations. W UNIVERSITY of WASHINGTON DEPARTMENT OF FAMILY MEDICINE School of Medicine



Agenda

≻What is the Innovation Gap?

►NASSS Framework

Strategy Case: flu@home

➢ Fireside Chat

Innovation Gap



Innovation Gap

Health System

Obstacles include:

- Competing priorities.
- Assessing "best" technologies that work with current context.
- Reluctance due to past experiences of failed or "painful" new tech adoptions.



Assessing Readiness for Adoption



Our Approach to framing the Readiness Conversation



Evidence-based Approach

Digital Health

[including permutations of health IT, EHR, PHR, patient portal, telehealth, mHealth, eHealth, Medicine 2.0]

n=35,555

Systematic Reviews n=1152

Delivery of Health Care n=550



- Literature search to identify framework to synthesize findings
- Once framework was identified, assessed journal articles to support framework domains

Non-adoption, Abandonment, Scale-up, Spread, Sustainability (NASSS) Framework



Focus Groups

- Group 1: Health Tech Innovators
 - Early-to-mid-stage
 - Range of types of innovations
- Group 2: Technology leaders within healthcare systems
 - Various backgrounds (e.g. business leaders, clinicians etc.)
 - Range of types of innovations



Factors that Played a Role in Adoption/Non-adoption



Results from Focus Groups Show Different Perspectives

	Health System	Tech Innovators
1	Value Proposition	Organization
2	Organization	Value Proposition
3	Wider Context	Technology
4	Technology	Adopter system
5	Embedding & Adapting Overtime	Wider Context
6	Adopter system	Embedding & Adapting Over time
7	Condition/Illness	Condition/Illness

Application of framework to assess complexity Strategy Case: flu@home



The Seattle Flu Study is funded through the Brotman Baty Institute. The funder was not involved in the design of the study, does not have any ownership over the management and conduct of the study, the data, or the rights to publish

flu@home

Mobile App





NASSS Framework – Assess complexity for each domain using Key Questions



Strategy Case



- A self-swab & home-test kit with mobile app
- Uses existing influenza A/B rapid diagnostic test adapted for research study



Status

- National and International interest and activity
- v1 prototype testing completed
- v2 study underway with added functionality (including wearable data)
- Potential to expand to COVID-19 home-testing

Prescription/Authorization

Provider/health system prescribes/authorizes rapid shipping or pharmacy pickup

Surveillance

Public health surveillance in real-time

POCT

Patient administers mobile assisted point of care test (POCT)

Telemedicine

Option for follow-up telemedicine appointment for care

Poll: How would you rate the complexity of implementing flu@home?



Poll responses from webinar audience (n=22)

1. Based on the high-level overview of the product, how would you rank the complexity of adopting flu@home into a health system?

Simple	(4) 18%
Complicated	(14) 64%
Complex	(4) 18%











Poll: In looking at the domain levels, did your perspective change?

Poll responses from webinar audience (n=26)

1. In looking at the dom perspective change?	nain leve	ls, did yo	ur
Yes			(11) 42%
No			(15) 58%
		•	

Readiness does not equal easy

Each domain has its own challenges

Higher complexity, typically greater challenge





Identify early to

- Have options
- Keep from growing

Fireside Chat



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What we heard to mitigate Technology challenges

Cost transparency	Pr	Privacy/security foundation already established		Demonstrated effectiveness (research, pilot testing)		
Ease of use	Ease of use		ÿ	Targeted training and support		



What we heard to mitigate Organization challenges

Executive management support		Alignment with strategy		Project planning (clear aims, objectives, tasks, responsibilities)	
	Incentives		Staff re	etention	



What we heard to mitigate Adopter challenges

User perception/ perceived usefulness (clinician buy-in, motivation)	Compatibility or job-fit	Promote change advantage/ value (i.e., burning platform)	
Patient empowerment and engagement	Clinical engagement and endorsement	Reduced burden on caregivers	

Closing Remarks



Closing Remarks

.... ways across the gap



Questions?



Please email additional questions to Victoria at <u>vlyon@uw.edu</u>

https://depts.washington.edu/fammed/pci-lab/



Matthew Thompson



Victoria Lyon



Bianca Kiyoe Frogner



Cynthia LeRouge

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Feedback Survey

A link to the feedback survey has been sent to the email address you used to register.

Please get out your device, find that email, and spend a few moments completing that survey before you leave today.

Tip: If on a mobile device, shift view to landscape view (sideways) for better user experience.

