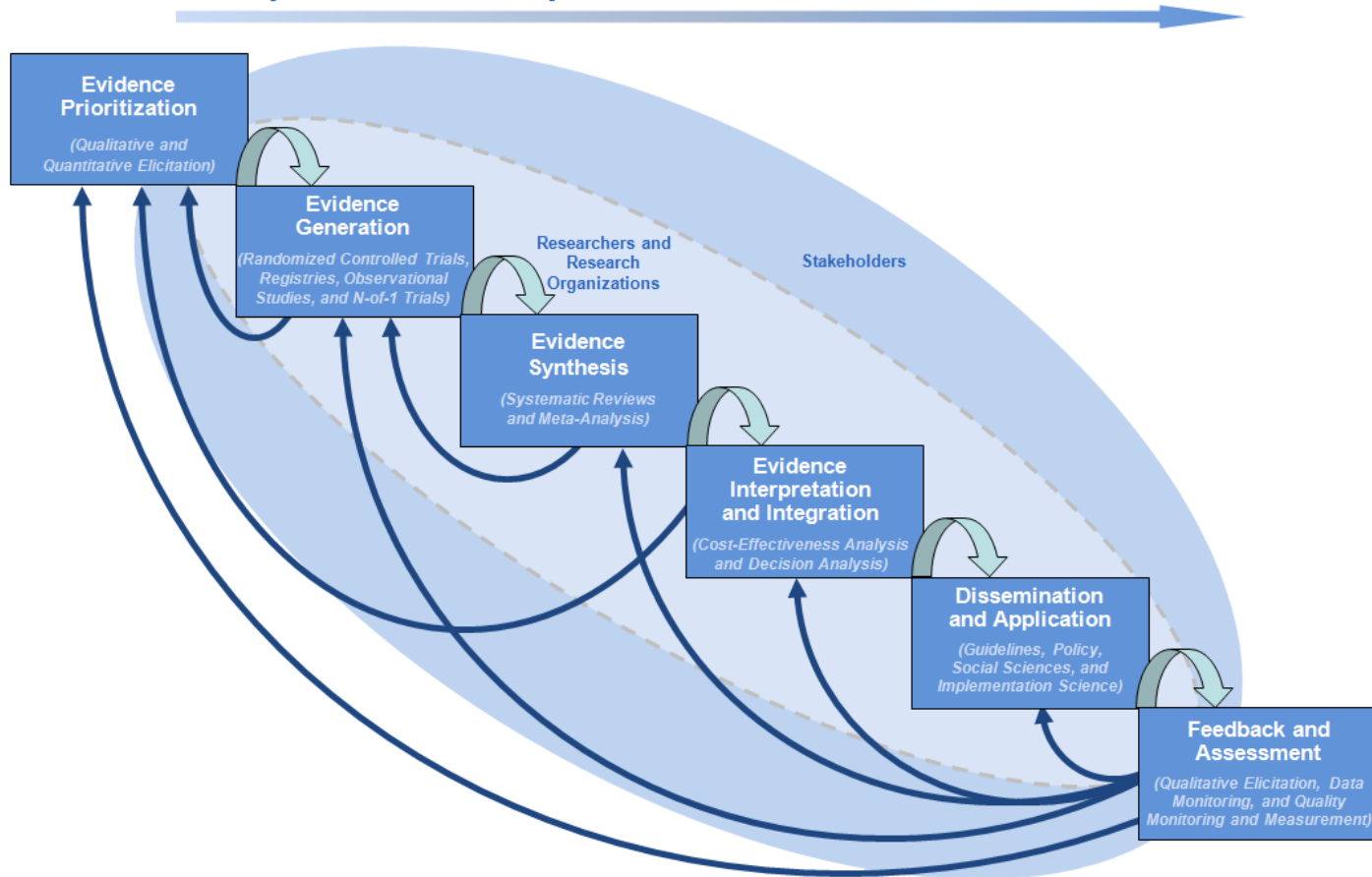


Each project will have unique needs in terms of stakeholder engagement. We recommend employing one or more of these strategies to help you systematically identify stakeholder groups for your CER research project.

- Step 1** Identifying where your proposed project falls on the CER spectrum and how stakeholder engagement might inform your project.
- Step 2** Brainstorming a list of potential stakeholders using the 7Ps Framework Tool
- Step 3** Prioritizing which potential stakeholder should be engaged based on their importance to the research project

### Translational Spectrum of Comparative Effectiveness Research at Tufts CTSI



**Step 1**

Identifying where your proposed project falls on the CER spectrum and how stakeholder engagement might inform your project.

- a. What is the problem I'm interested in addressing?
  
- b. What is known about this problem?
  
- c. What research gaps can I identify with regard to this problem?
  
- d. Can I frame these gaps as a research question(s)?
  
- e. What methodology can best be used to answer this question?
  
- f. Which of the boxes in the CER spectrum model sound most like what I am doing? Am I:
  - Trying to determine future research priorities?  
(this may be across domains or within a specific domain)
  - Wanting to develop new research, conduct a new screening, diagnostic test or treatment, and compare it to other strategies?
  - Planning to synthesize the available information in a systematic fashion?
  - Interested in creating a decision model to quantify the risks and benefits of different approaches?
  - Seeking to actively disseminate and use research information that has already been produced?
  
- g. What are the implications for stakeholder groups I may want to engage?

**Step 2**

**Brainstorming a list of potential stakeholders using the 7Ps Framework Tool**

This is a list of groups you may want to consider for participation and why they might have a stake or interest in a particular research area.

Stakeholder Group	Stakeholders within this group with relevance to my CER project	Why they will want to participate in my CER project
Patients and the Public		
Providers		
Purchasers		
Payers		
Policy Makers		
Product Makers		
Principal Investigators		

**Step 3**

**Prioritizing your list of potential stakeholders by determining their importance to your research project.**

**1) What is my research about and does that affect who needs to be included?**

- a) How did the research question come to my attention?
- b) How will I address this question? What are potential barriers to addressing this question? What are potential levers for addressing those barriers? Who might need to be engaged to help me with identifying and/or problem-solving these barriers and levers?
- c) What are my explicit and implicit assumptions in thinking about this question? Do these lead to any inherent or potential biases? How can biases be addressed by including stakeholders?

**2) Who has content knowledge relative to this question and is well-respected for his /her knowledge that I may want to include?**

**Who will be *served or affected* by my research?**

- a) What healthcare decisions is my research meant to inform?
- b) What patients (or groups of patients) and providers will these decisions affect?
- c) What healthcare-focused, disease-focused, or patient-focused organizations technical experts are well-versed in this area?
- d) Who will benefit the most from the outcomes of my research? Could anyone possibly be harmed? Do I need either of these stakeholders at the table?

**3) Who might *use the results* from my research?**

- a) Who are the decision-makers who will ultimately be responsible for making decisions related to my results (e.g., policymakers, professional organizations, payers)?
- b) Who are the gatekeepers who will determine whether my research is incorporated into healthcare practice and policy (e.g., policymakers, professional organizations, payers)?
- c) Does my research involve a drug or device where representation might be helpful?
- d) Are there any potential funders who might be interested in this area?

**4) Who are the doers who will need to *implement or adhere* to a strategy in my results?**

(These might include management, clinicians, staff, coalitions, patients, the general public).

**5) For each of these questions, how will I engage different stakeholder groups, as consultants, collaborators, or co-investigators?**