

# Get Your Guidelines into the Public's Hands by the Billions

Thomas Getchius

and

Julie Cox, MFA

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## American Academy of Neurology

- 24,000+ members
  - Brain injury
  - Headache
  - Parkinson disease
  - Stroke
- 100+ guideline publications
  - Publish an average of eight per year
- Adopted **all** Institute of Medicine standards for developing systematic reviews and clinical practice guidelines

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## AAN Development Process

- Consensus based from 1989–2003



- Completely evidence based as of 2004

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Guideline Statistics

- Ninety-eight percent of AAN members are aware of and use AAN guidelines
- The AAN web page [www.aan.com/guidelines](http://www.aan.com/guidelines) is the 5<sup>th</sup> most accessed page on AAN.com
- AAN guidelines have been cited over 5,000 times in other societies' peer-reviewed journals

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## 2009 Media Coverage

Quarter	News placements	Impressions	Ad value
1 <sup>st</sup> quarter	43	102,945,010	\$1,200,000
2 <sup>nd</sup> quarter	506	129,000,000	\$725,765
3 <sup>rd</sup> quarter	944	264,511,130	\$285,000
4 <sup>th</sup> quarter	204	258,864,190	\$476,973
<b>TOTAL</b>	<b>1,697</b>	<b>755,320,330</b>	<b>\$2,687,738</b>

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## 2010 Media Coverage

Year	News placements	Impressions	Ad value
1 <sup>st</sup> quarter	931	346,605,249	\$1,039,305
2 <sup>nd</sup> quarter	1,922	580,927,237	\$1,046,402
3 <sup>rd</sup> quarter	878	681,398,926	N/A*
4 <sup>th</sup> quarter	2,341	1,653,758,132	N/A*
<b>TOTAL</b>	<b>6,072</b>	<b>3,262,689,544</b>	<b>\$2,085,707</b>

\* No campaign, calculation not available

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## 2011 Media Coverage

Year	News placements	Impressions	Ad value
1 <sup>st</sup> quarter	696	606,982,643	N/A*
2 <sup>nd</sup> quarter	1,756	1,202,463,684	\$892,055
<b>TOTAL</b>	<b>2,432</b>	<b>1,809,446,327</b>	<b>\$892,055</b>

## 2009–2011 Guideline Coverage

Year	News placements	Impressions	Ad value
2009	1,697	755,320,330	\$2,687,738
2010	6,072	3,262,689,544	\$2,085,707
2011	2,432	1,809,446,327	\$892,055
<b>TOTAL</b>	<b>10,204</b>	<b>5,827,456,201</b>	<b>\$5,665,500</b>

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Dissemination vs. Implementation

- Dissemination = increasing awareness and knowledge
- Implementation = getting knowledge into practice

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## AAN Dissemination Overview

- Assemble dissemination panel
- Identify goals and how to meet them
- Implement the project plan
- Measure success

© 2011 AMERICAN ACADEMY OF NEUROLOGY

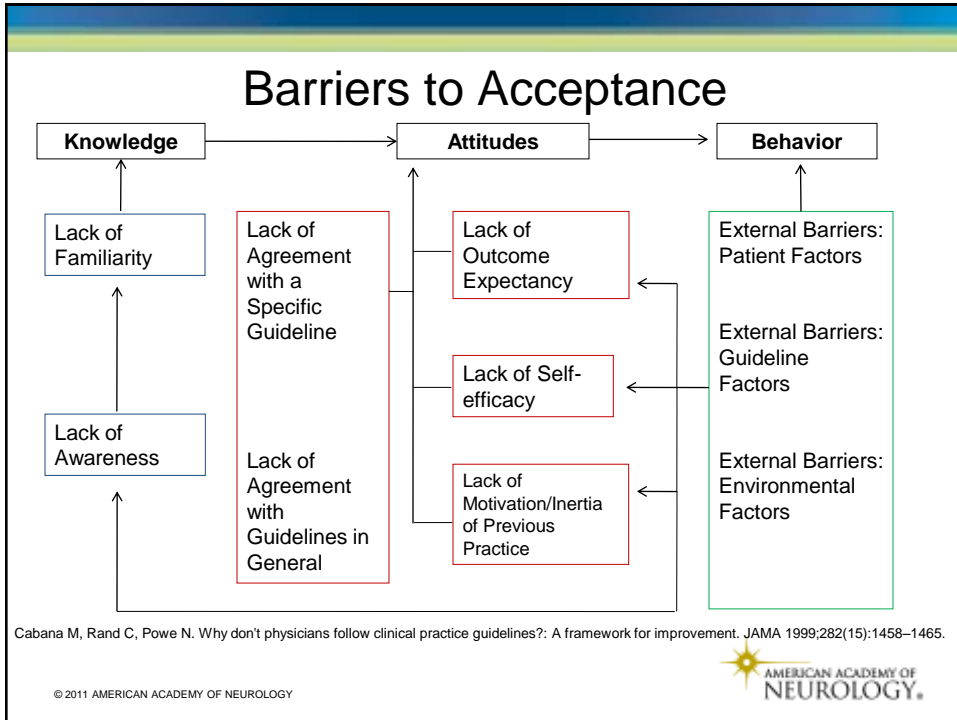


## Keys to an Effective Plan

- Determine topical currency
- Identify gaps in care
- Determine the degree of controversy (if any)
- Identify barriers
- Assign dissemination activities

© 2011 AMERICAN ACADEMY OF NEUROLOGY





## Seven Steps to Dissemination

1. Assemble the panel
2. Hold the teleconference
3. Finalize the plan
4. Review and finalize tools
5. Reach out to external organizations
6. Launch the guideline
7. Measure success

## Step 1: Assemble the Panel

- Assembled by lead author and AAN staff
  - Lead author and coauthors
  - Nonauthor topic expert
  - Practice Improvement Subcommittee (PI) facilitator and AAN staff
  - AAN section/committee members (optional)
  - Representatives of external organizations (optional)
  - A patient/caregiver (optional)

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Step 2: Hold the Teleconference

- Collect responses to key questions ahead of call
- PI facilitator leads discussion
  - Walks panel through key questions
  - Guides in establishing key messaging
  - Focuses on specifics of plan

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Step 3: Finalize the Plan

- Complete and circulate draft plan

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Step 4: Review and Finalize Tools

- Staff-driven effort

© 2011 AMERICAN ACADEMY OF NEUROLOGY





## Step 5: Reach out to External Organizations

- Public Relations reaches out to media contacts
- Senior program manager reaches out to programming contacts

**Note:** Emphasize publication and media embargo

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Step 6: Launch the Guideline

- Coordinate with AAN Public Relations staff and AAN Marketing, Communications, and Technology staff
  - Online launch happens simultaneously

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Step 7: Measure Success

- Hold one post-release follow-up teleconference
  - Assess success to date
  - Evaluate process followed
  - Identify next steps

© 2011 AMERICAN ACADEMY OF NEUROLOGY



## Thanks for your participation!

Thomas Getchius

Senior Manager

Clinical Practice

[tgetchius@aan.com](mailto:tgetchius@aan.com)

Julie Cox, MFA

Senior Program Manager

Clinical Practice Publications

[jcox@aan.com](mailto:jcox@aan.com)

© 2011 AMERICAN ACADEMY OF NEUROLOGY

