

THE MATRIX – a tool to assist guideline implementation

KAREN LUXFORD, DAVID HILL, RICHARD BELL
on behalf of the ACN Guideline Implementation
Steering Committee

November 2004

NATIONAL BREAST CANCER



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

The scene

- Numerous Australian evidence-based clinical practice guidelines for cancer management
 - Breast cancer
 - Ovarian cancer
 - Colorectal cancer
- Aim: improve practice in accord with evidence
- Research indicates change needed on many fronts:
 - individuals & teams of clinicians
 - policy change
 - organisational & systems change



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program



**NATIONAL BREAST
CANCER CENTRE**

Incorporating the
Ovarian Cancer Program

Tools to assist implementation

- High focus on evidence synthesis and recommendation development
- Few tools available to assist planning
- Matrix framework designed to get feedback from stakeholders and users about barriers and enables for specific recommendations

THE MATRIX

- using the theory of innovation adoption
- based around the five characteristics of innovations that favour rapid adoption
- new guidelines equated to an ‘innovation’
- six key areas:
 - compatibility with current practice
 - relative advantage over current practice
 - simplicity of use
 - trialability
 - observability of outcomes
 - perceived barriers (*added*)



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

THE MATRIX

- compatibility with current practice
 - if not, how not? Views on why not?
 - who needs to change most?
- relative advantage over current practice
 - +/- for patients? +/- for clinicians?
 - +/- for others in health system?
- simplicity of use
 - how easy for different professions?
 - enablers/facilitators of compliance?
 - lead role?



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

THE MATRIX

- trialability
 - how could this be 'tried out'?
- observability of outcomes
 - how could compliance outcomes be feedback to clinicians?
- perceived barriers
 - what barriers? (individual/ organisational/ policy)
 - who could help to overcome barriers?



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

Pilot

- Objective: assess usefulness of Matrix for groups aiming to promote guideline implementation
- Piloted – three colorectal cancer guidelines (best clinical practice and psychosocial support)
- Workshop of 50 attendees (colorectal surgeons, oncologists, psychologists, cancer organisations, policy makers)
- Break out groups to discuss each guideline & use Matrix
- Frequency analysis - quantitative responses
- Thematic analysis – qualitative responses



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

Results

- High level of consistency of the perceived views of respondents about the six key areas
- Perceived facilitators of change:
 - lead clinicians, consumer advocates, government, service administration, professional colleges and cancer organisations
- Barriers highlighted:
 - lack of available resources (staff, equipment, funding), lack of multidisciplinary clinics, referral processes, access to appropriate services and lack of knowledge of benefit.



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program

Further work

- Matrix used in collaborative (NBCC/NICS/ACN) workshop in Sydney in Oct 2004
- Facilitated by Dave Davis
- 25 attendees: surgeons, oncologists, psychologists, cancer organisations, policy makers
- Assisted planning for implementation strategies for ovarian cancer and colorectal cancer guidelines
- Helping NBCC to extend implementation plan for work in ovarian cancer focussing on targeting GP's to promote appropriate referral
- Very positive feedback on usefulness from attendees



CONCLUSIONS AND IMPLICATIONS

- Tools are required to help groups aiming to promote evidence-based clinical practice
- The Matrix uses theory from industry re: innovation diffusion
- The pilot processes indicated that, with minor refinement, the Matrix is a useful tool
- Suitable for use by groups aiming to develop guideline implementation plans using targeted strategies.



NATIONAL BREAST
CANCER CENTRE

Incorporating the
Ovarian Cancer Program