

Enhancing dissemination through marketing and distribution systems: A vision for the future

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Integrating Research Into Practice in Communication Sciences and Disorders*

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Disclosure

- Matthew W. Kreuter, PhD, MPH
 - Professor and Associate Dean for Public Health; Senior Scientist, Health Communication Research Laboratory, The Brown School, Washington University in St. Louis
- Speaker disclosures
 - No relevant financial relationships
 - No relevant non-financial relationships

Collaborators

- Kreuter & Hovmand (2013) NIH D&I Conference
- Kreuter, Casey & Bernhardt (2012) In: D&I Research in Health, NY: Oxford
- Bernhardt, Mays & Kreuter (2011) *J Health Commun*
- Dearing & Kreuter (2010) *Patient Educ Couns*
- Kreuter & Bernhardt (2009) *Am J Public Health*

Which do you want?

- More dissemination knowledge
- More dissemination



Solutions, tools and products

- Treatments
- Programs
- Assessments
- Interventions

Proposition 1:

Many evidence-based programs
are not worth disseminating.

3,000 raw ideas



100 exploratory projects



10 well-developed projects



2 full-fledged product launches



1 successful product

Stevens & Burley (1997) *Res Tech Mgmt*, 40 (3) 16-27.



**UNITED STATES PATENT
AND
TRADEMARK OFFICE**



275,000 applications

150,000 approved

7,000 licensed

(2-3%)

Lemley MA (2001) *NW Law Rev*, 95 (4) 1495-1532.



Favorable evaluation based on...

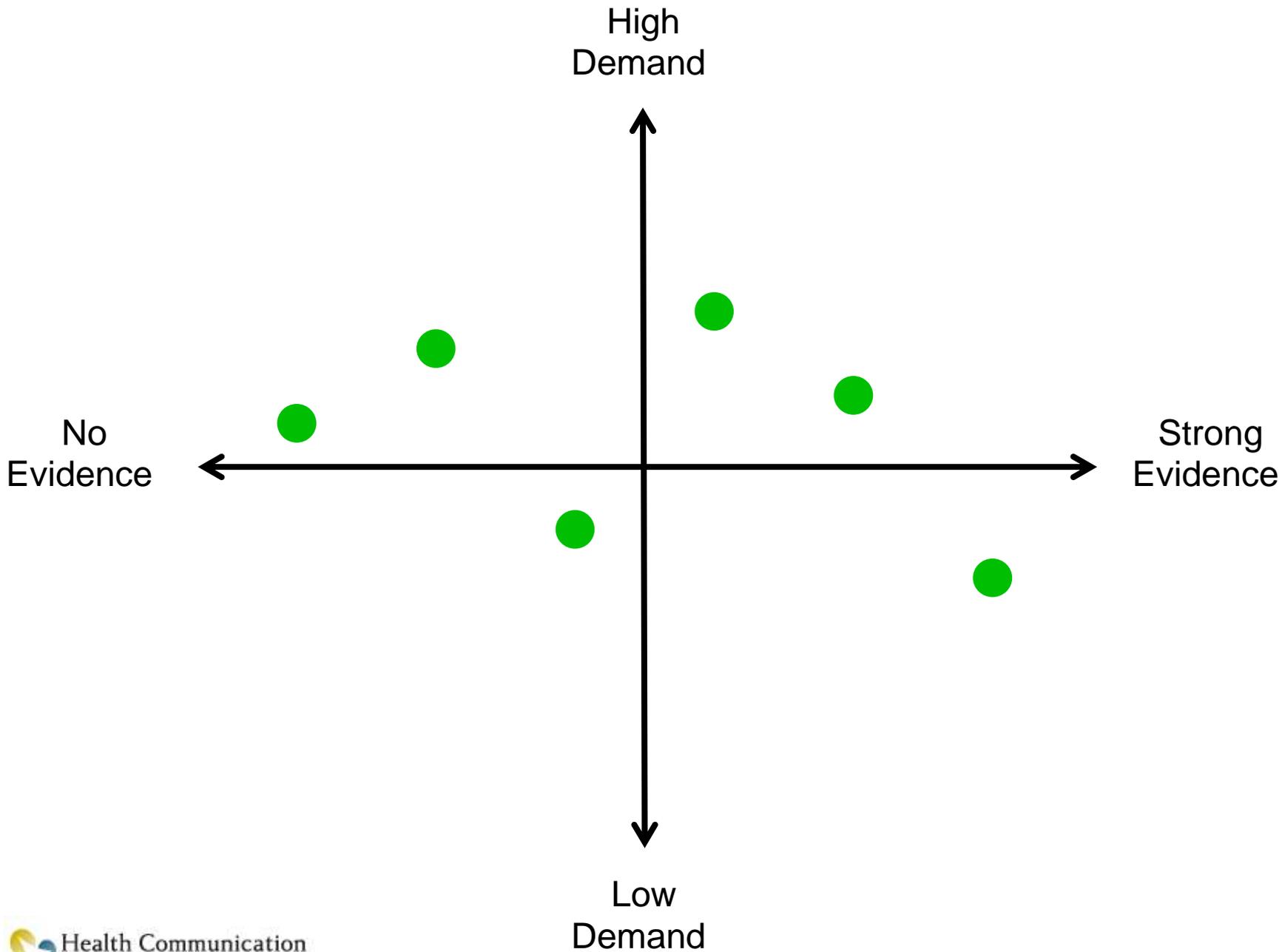
Positive user experience	30
Helpful for outreach	10
Can be branded to us	9
Many target populations	8
Customizable content	8
Image library	6
Production quality	6
Easy to share	4
Number of options	4
<i>Evidence-based</i>	3



No
Evidence

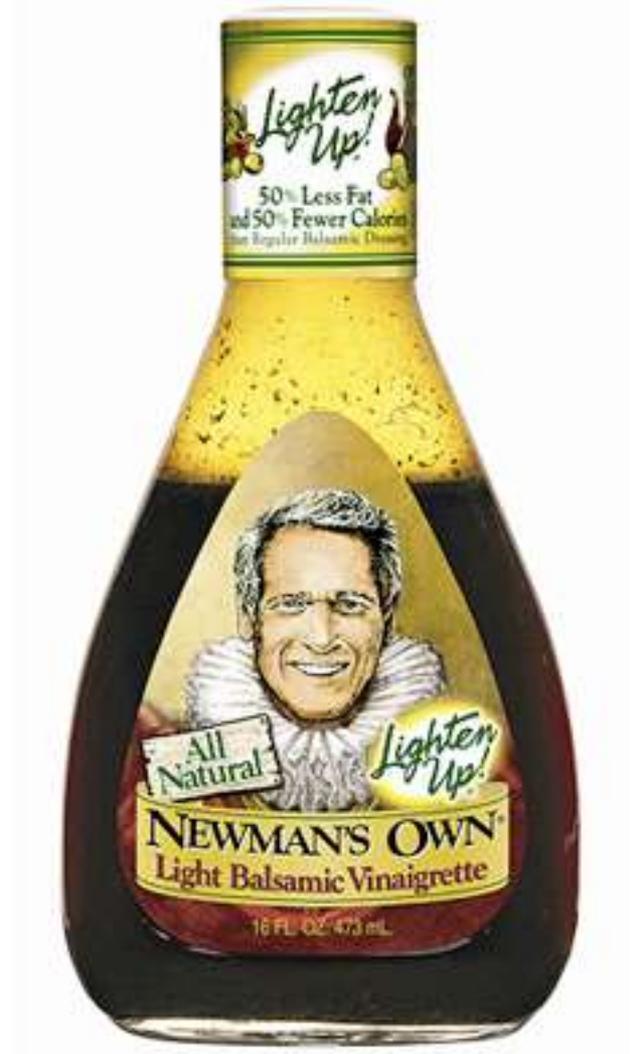


Strong
Evidence



Proposition 2:

Most research-tested versions of programs are not ready for widespread use.





Proposition 3:

Developers make poor disseminators.

A **marketing and distribution system** brings products and services from development to use

Market research



Initial design concept





Prototyping

Working prototype



Testing in controlled setting



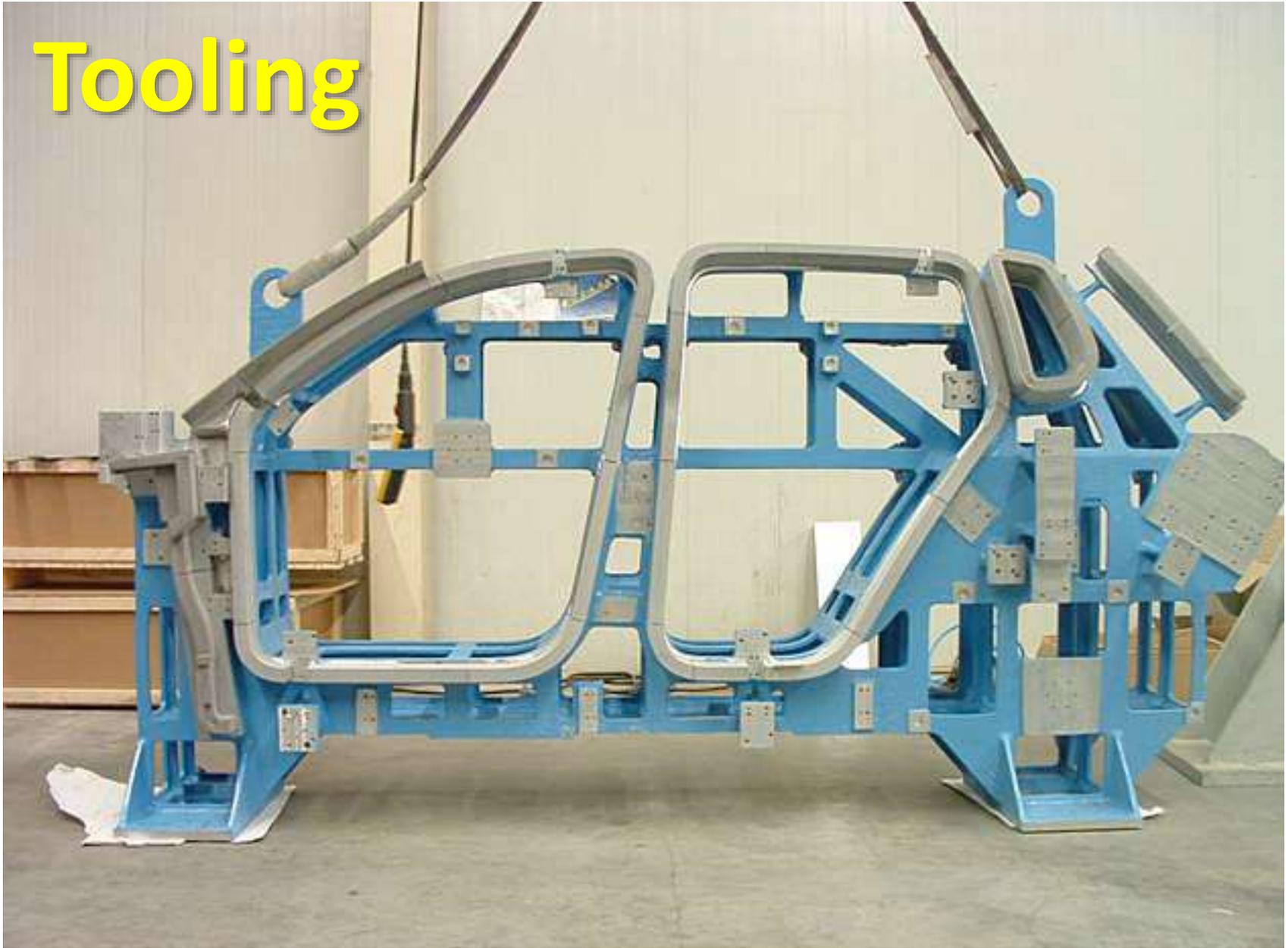
Safety testing



Road testing



Tooling





Mass production

Distribution



Dealer network



Advertising

**MOST FUEL-EFFICIENT
MIDSIZE SEDAN.**
FUSION + HYBRID



Drive one.

EPW-estimated 23 city/34 hwy mpg, combined 27 mpg.
Fusion S, I-4 automatic. Midsize class per R. L. Polk & Co.





Showroom

Sales Images[®]





Test drive

Standardized information

TOYOTA Everyday

Model: **RAV4** MSRP: **\$22,400**

17 **21**

STANDARD EQUIPMENT

- 16" alloy wheels
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors

STANDARD VEHICLE PRICE \$22,400

TOTAL MSRP \$22,400

Ford MUSTANG

Model: **Mustang** MSRP: **\$21,418**

17 **24**

STANDARD EQUIPMENT

- 17" alloy wheels
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors

STANDARD VEHICLE PRICE \$21,418

TOTAL MSRP \$21,418

PONTIAC

Model: **Pontiac** MSRP: **\$19,999**

19 **28**

STANDARD EQUIPMENT

- 19" alloy wheels
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors

STANDARD VEHICLE PRICE \$19,999

TOTAL MSRP \$19,999

ACURA

Model: **Acura** MSRP: **\$25,000**

25 **30**

STANDARD EQUIPMENT

- 25" alloy wheels
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors
- Power windows
- Power door locks
- Power mirrors

STANDARD VEHICLE PRICE \$25,000

TOTAL MSRP \$25,000

Financing



Repair



Updates



Defects & Recalls	Safe Driving Information	Resources
DEFECTS & RECALLS		
FILE A SAFETY COMPLAINT	CHECK FOR RECALLS	DEFECT INVESTIGATIONS
File a safety complaint online Call the Vehicle Safety Hotline 888-327-4236 Search our safety complaint database	Search our recall database Child restraint recalls Motor vehicle defects and recall campaigns	Search our investigations database Monthly defect reports
REGISTER NOW!	SUBSCRIPTIONS	EWR DATA
NEW! Child Restraints	NEW! E-mail Recall Notifications NEW! RSS Feeds	NEW! Search EWR Data
About the Office of Defects Investigation (ODI) The Office of Defects Investigation (ODI) is an office within the National Highway Traffic Safety Administration (NHTSA). ODI conducts defect investigations and administers safety recalls to support the NHTSA's mission to improve safety on our Nation's highways. NHTSA is authorized to order manufacturers to recall and repair vehicles or items of motor vehicle equipment when ODI investigations indicate that they contain serious safety defects in their design, construction, or performance. ODI also monitors the adequacy of manufacturers' recall campaigns. Before initiating an investigation, ODI carefully reviews the body of consumer complaints and other available data to determine whether a defect trend may exist.		

Key points about distribution systems

- Responsibility is assigned
- Specialization of labor
- Functions are integrated

Building a dissemination support system

- Demand-driven
- Practice-ready
- Promotion & support

Building a dissemination support system

Three recommendations

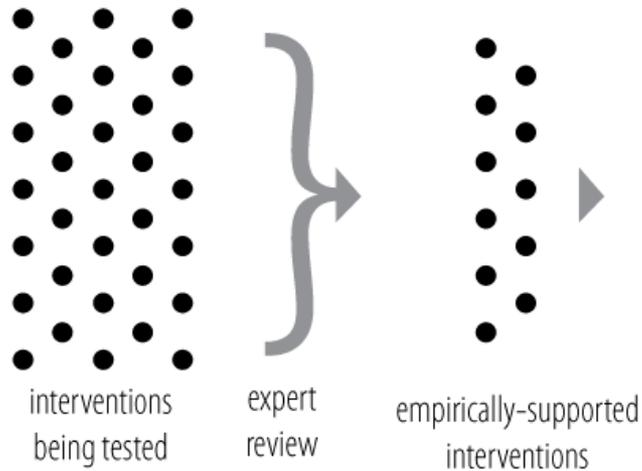
- User review panels
- Design & marketing teams
- Dissemination field agents

Building a dissemination support system

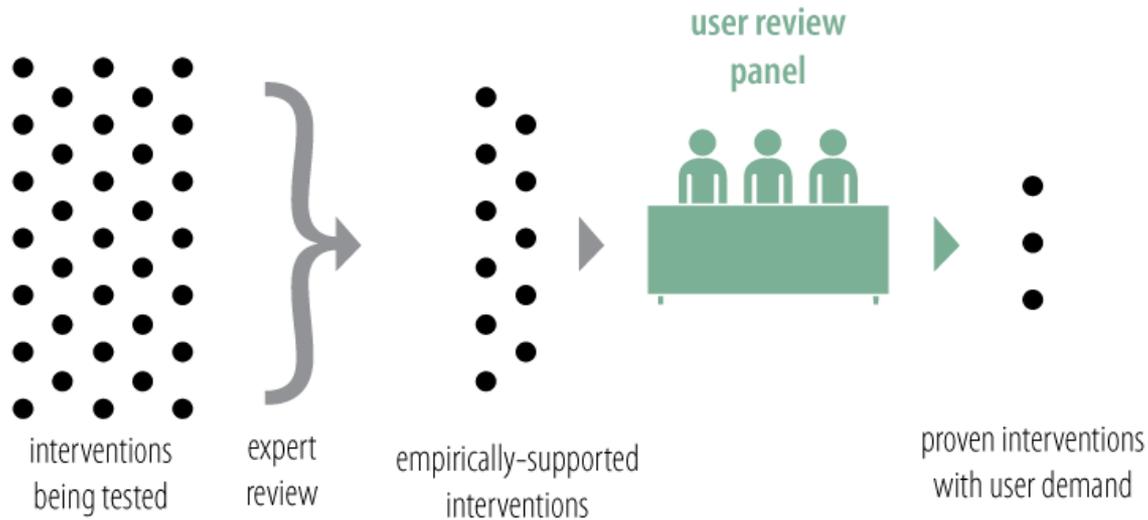


interventions
being tested

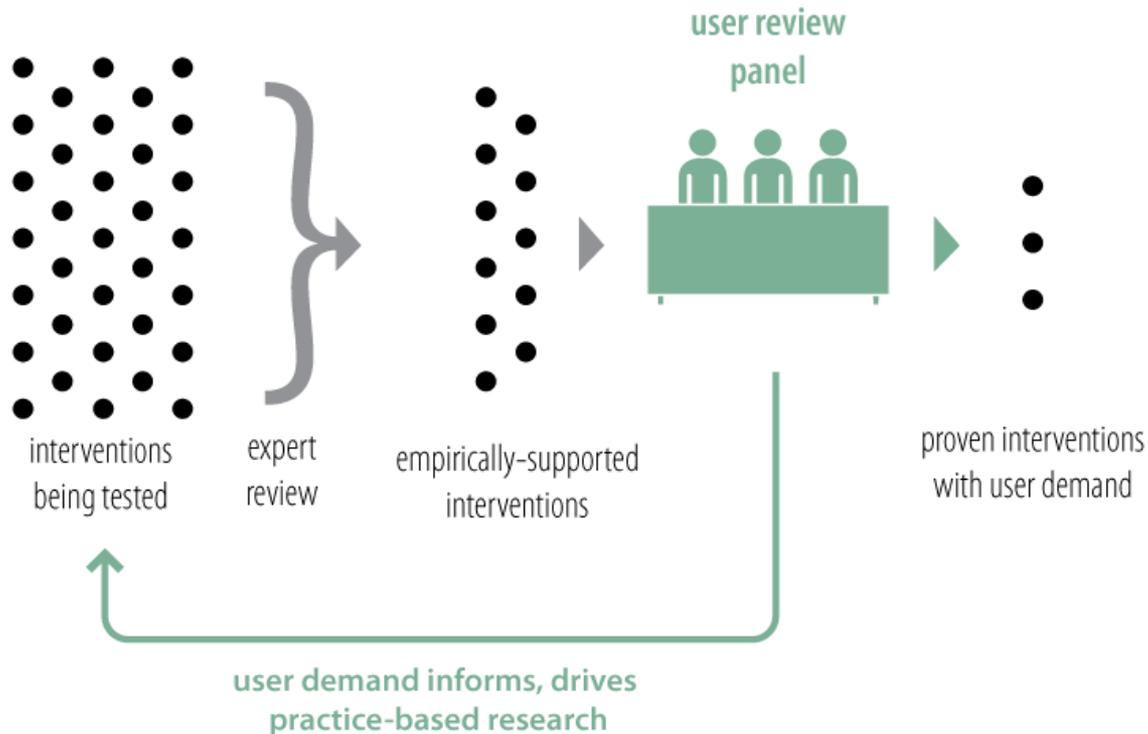
Building a dissemination support system



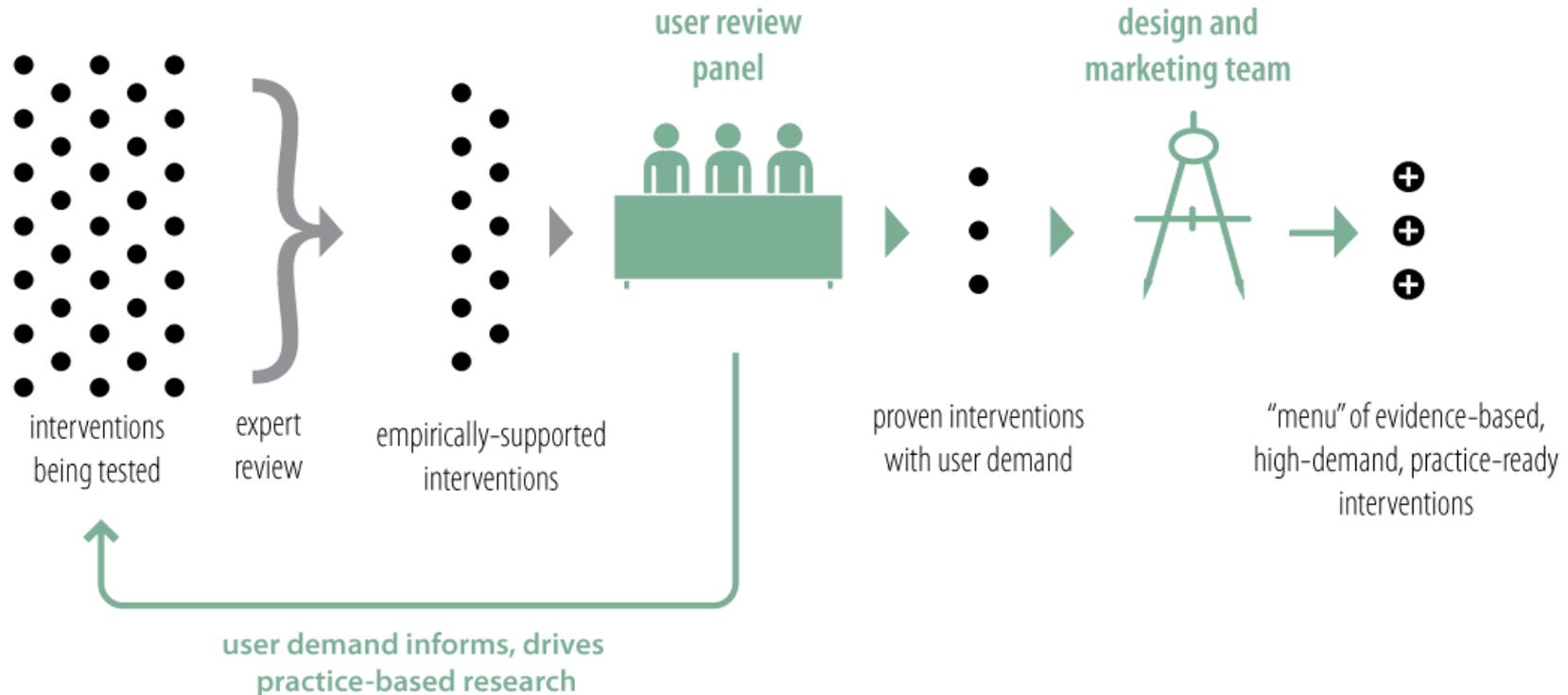
Building a dissemination support system



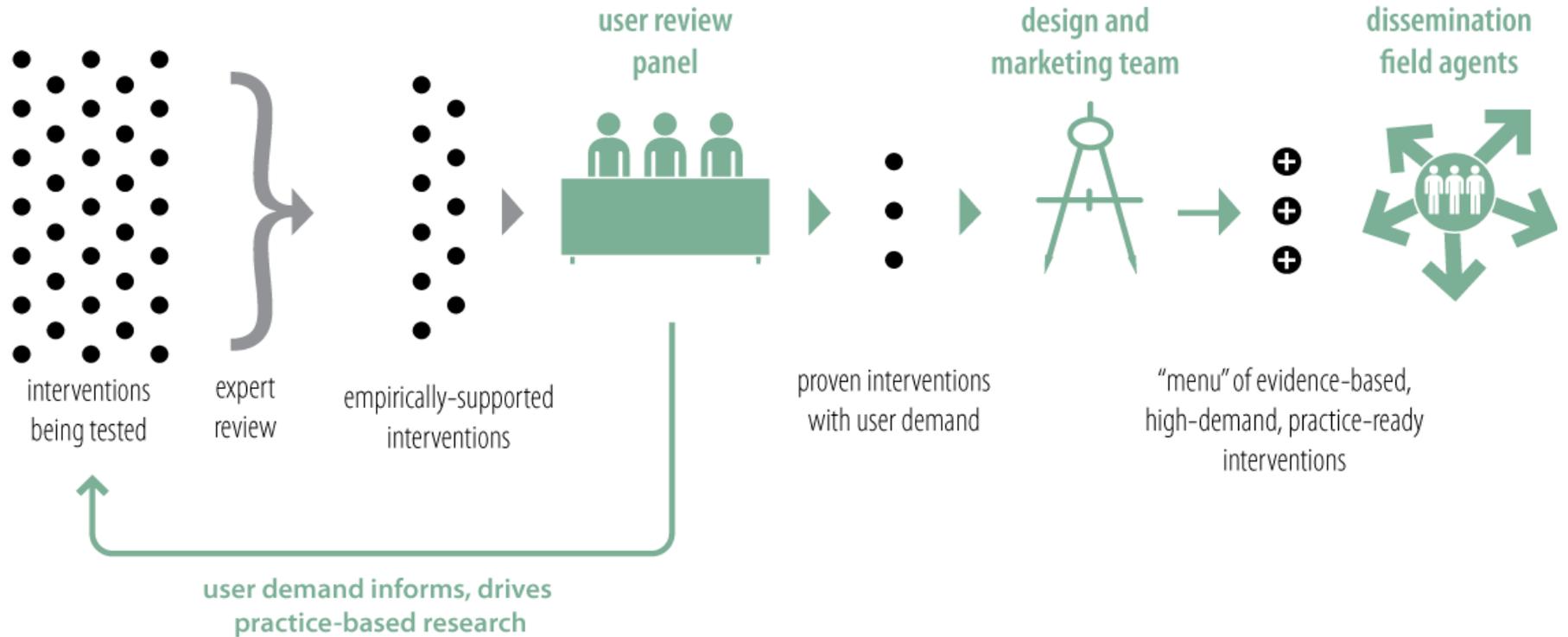
Building a dissemination support system



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Building a dissemination support system



Building a dissemination support system

