

Rural Health Research Gateway

Office of Rural Health Policy All-Programs Meeting

Rural Health Research Center Meeting Washington, D.C. August 27, 2007

The Rural Health Research Gateway is a project of the University of North Dakota Center for Rural Health, in conjunction with the RUPRI Health Panel and the University of Southern Maine and funded by HRSA's Office of Rural Health Policy.

Needs Study Panel Presentation

National Issue Group Findings

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RUPRI Health Panel Washington D.C. Meeting

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Project Objectives

- 1. Optimizing the impact of research findings from the Rural Health Research Centers on policies, programs and practice.**
- 2. Optimizing communication between Rural Health Research Centers and target audiences – National, State, Local.**

**Each year the project emphasizes
a different target audience**

Year 1: National

Year 2: State

Year 3: Community

Project Outline

1. Needs Assessment
2. Work Plan
3. Impact Study
4. Project Evaluation

National Issue Group Findings

Findings

- A suite of products including press releases, policy briefs, working papers, chart books and access to original data sets is needed to address the information needs of a diverse national audience.
- Rural Health Research Centers should avoid information overload by being selective about what is being disseminated.
- Rural Health Research Centers should have financial resources dedicated to support dissemination activities.

Specific Product Findings

- **Working Papers/Reports**
- **Fact Sheets/Policy Briefs**
- **Press Releases**
- **Rural Health Research in Progress-Hard Copy**

- **Rural Health Research Center Web sites**
- **Rural Health Research Gateway Web site**
- **Rural Health Research Centers Fact Sheet**
- **PowerPoint Presentations**

**RUPRI Health Panel
Washington D.C. Meeting**

Dissemination Approaches and Impact Study Presentation

Rural Health Research Gateway Web Site

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Rural Health Research Centers Flyer

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Rural Health Research Gateway Web Site



Rural Health Research Gateway

The Office of Rural Health Policy funds research activities at eight [rural health research centers](#), as well as research conducted by individual investigators at other institutions. This site provides summaries of current and completed research projects and related publications.

Search

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[Site Map](#)

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- [Search](#)
- [Browse by Topic](#)
- [Browse by Research Center](#)
- [Browse by Researcher](#)

This web site includes content provided by and adapted from the Maine Rural Health Research Center, University of Southern Maine under a Cooperative Agreement with the University of North Dakota.

Web Site Roll-out

NRHA Policy Institute, February 26-28

- Exhibit
- Presentation
- Usefulness Testing
 - 31 participants with various local, state, national-level affiliations; geographically-diverse

Usefulness Testing Findings

- Participants historically used a wide variety of sites to find rural health research
- Site would help them more easily find and utilize rural health research
- Site is user-friendly

Usefulness Testing Findings

Would use the site to find information about:

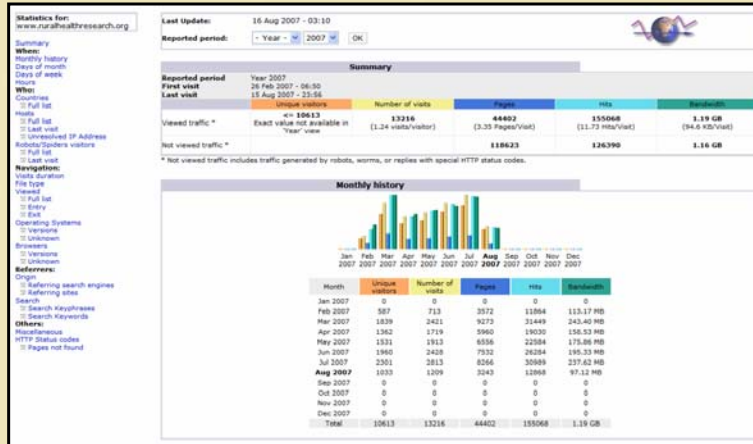
- Critical Access Hospitals
- Evidence-based practices for physicians
- Finance
- HIT
- Workforce
- Policy and advocacy
- To determine what research projects are in progress or whether an issue is currently being examined

Usefulness Testing Findings

Suggested site improvements:

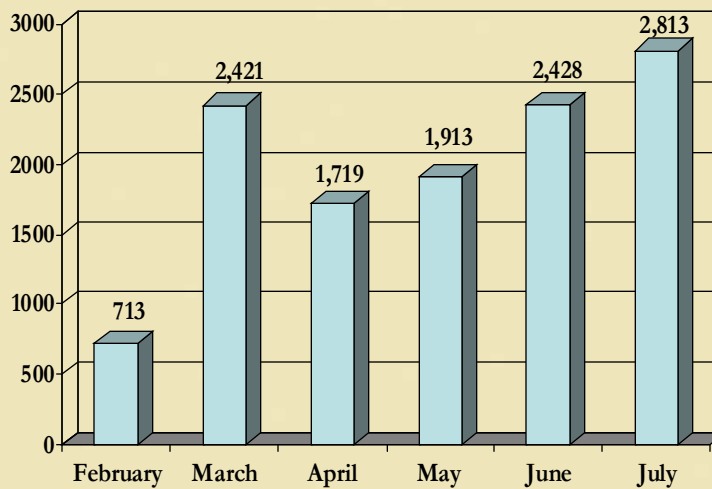
- Minor design/navigation edits
- Provide more links to other resources
- Being able to actually download all publications (refers to those that have journal citation)
- Include rural health research from sources outside the ORHP-funded centers

Gateway Web Analytics



Using AWStats (free) logfile analyzer
<http://awstats.sourceforge.net>

Web Site Visits



Top Referrers To Gateway Site

- Search engines (e.g., Google, MSN Search)
- Rural Assistance Center
- rural-health.org (former Rural Health Research In Progress site)
- ORHP
- AHA News

Top Search Phrases Used to Find Site

- Rural health research
- Rural Health Research Gateway
- Rural Healthy People 2010
- [Specific researcher by name]
- [Specific research center by name]

Most-Viewed Pages

| Page | Times Viewed |
|------------------------------|--------------|
| Home page | 8,075 |
| Topics section main page | 2,124 |
| Researcher section main page | 1,552 |
| Search results page | 1,230 |
| Centers main page | 1,039 |

Frequently-Viewed Topics

| Topic | Times Viewed |
|------------------------------------|--------------|
| Critical Access Hospitals and FLEX | 249 |
| Rural Health Clinics | 172 |
| Hospitals and clinics | 171 |
| Rural statistics and demographics | 170 |
| Defining rural | 153 |
| Federally Qualified Health Centers | 140 |
| Health disparities | 133 |
| Workforce | 129 |
| Health information technology | 127 |
| Aging | 125 |
| Emergency medical services | 119 |
| Pharmacy and prescription drugs | 119 |
| Chronic diseases and conditions | 115 |
| Capital funding | 95 |
| Long term care | 94 |

Common Search Phrases

| Phrase | # of Times |
|---|------------|
| Critical Access Hospital | 12 |
| Domestic violence | 12 |
| Targeted Rural Health Pol(icy Research Grant Program) | 8 |
| Workforce | 8 |
| Mental health | 7 |
| Diabetes | 6 |
| Jails and mental health | 6 |
| Market forces | 6 |
| Professional isolation | 6 |
| Suicide | 6 |

Searches - Health Conditions

| Health condition | # of Times |
|--------------------------------|------------|
| Mental health | 22 |
| AIDS/HIV | 9 |
| Obesity | 8 |
| Diabetes | 7 |
| Suicide | 7 |
| Cancer | 6 |
| Methamphetamine | 6 |
| MRSA | 5 |
| Post traumatic stress syndrome | 5 |
| Substance abuse | 5 |

Searches - Populations

| Population | # of Times |
|-------------------|------------|
| Teens | 16 |
| Children | 14 |
| Women | 7 |
| Elderly | 6 |
| Hispanics/Latinos | 5 |
| Migrant workers | 5 |
| Minorities | 4 |

Gateway Updates

- Quarterly requests
- Can submit updates anytime
- When do I mark a project as completed?
- When should I submit information about a new publication?
- Remember – this is your information!
- Quarterly information requests may occasionally contain additional requests

Updates – Projects for New FY

- Will be added after Sept 1st
- Based on information from your application for funding
- Will ask you to verify

Links and Promotion

- Rural Health Research Gateway designed to drive traffic to your web sites
- Users encouraged to contact centers directly with questions
- Provide link to the Rural Health Research Gateway web site and other ORHP-funded Rural Health Research Centers
- Listserv in Year 2

Rural Health Research Centers Flyer

Rural Health Research and Policy Centers

A Gateway to Rural Health Research

Rural Health Research Centers help policy-makers better understand the problems that rural communities face in assuring access to health care and strengthening health of their residents. The centers work to understand the ways in which the health of rural Americans can be improved, analyze the implications of federal and state policy options and communicate research results to policy-makers and others who may take action based on research results.



Examples of Impact

Medicare Beneficiary Choice
Research: Analysis of choices available to rural beneficiaries in the Medicare Choice program.
Result: Contributed to the establishment of statewide regions for PPOs in the Medicare Advantage program. (ILDRP)

Health Quality
Research: Analysis of quality measure reporting and pay-for-performance in rural hospitals.
Result: Informed the Listening Sessions on Medicare Hospital Value-based Purchasing and decision making by CMS. (LUMHRIC)

Workforce
Research: Analysis of health workforce shortages in Community Health Centers.
Result: Informed a new HRSA workforce development collaborative linking Community Health Centers, Area Health Education Centers and training programs. (WVAM)

The Rural Health Research Center Program in the Department of Health and Human Services Office of Rural Health Policy is the only Federal program dedicated entirely to producing policy-relevant research on health care in rural areas. Through their research and policy analysis, the Centers bring to the forefront the health care challenges facing rural America.

www.ruralhealthresearch.org

- See Reverse -

Access Rural Health Research Centers through the Rural Health Research Gateway

The Gateway allows you to easily:

- Access information about the eight Rural Health Research and Policy Analysis Centers, including contacts and areas of expertise.
- Search for summaries of research projects, both underway and completed.
- Find fact sheets, policy briefs, and other publications resulting from the work of the Research Centers.

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Impact of RHRC Flyer

- National Issue Group Query Findings
- National Audience Query Findings
- Access Frequency

Dissemination Toolkit

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About the Toolkit

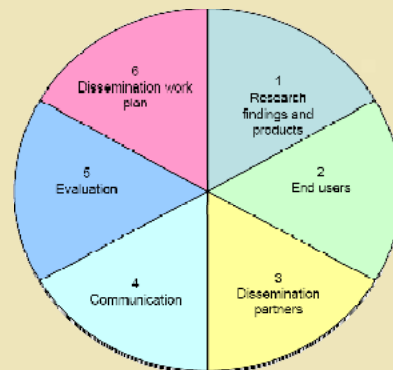
- A resource for researchers to enhance communication and dissemination efforts to a national audience
- Based on information from:
 - National Audience Needs Study Report
 - RUPRI Health Panel meeting summary
 - Other resources
- Research dissemination on state and local levels will be examined and added to the toolkit in years two and three.
- Each section is meant to stand alone

Toolkit Contents

- Dissemination Plan
- Writing Effective Titles
- Promotional Pieces
- Fact Sheets
- Policy/Findings Briefs
- Final Reports
- Web Sites
- Presentations
- Exhibits
- Health Trade Press and other Media
- Evaluation

Dissemination Plan

- Based on the Agency for Healthcare Research and Quality's tool
- Walks through six steps of a dissemination plan



Writing Effective Titles

Interesting and accurate titles often determine whether or not a publication is read
(National Issue Group)

- Descriptive of the content
- Written in non-academic language
- Reflect the key “takeaway points”

Promotional Pieces

- Brochures, flyers, postcards and other promotional pieces
- Layout
- Photos and Graphics
- Fonts
- Copy/Text
- Paper Selection

Fact Sheets

- One-page documents providing the basics of research project results
- Particularly useful to policymakers
- Gives tips on how to best communicate complex ideas in a short format
- Content
- Layout

Policy/Findings Briefs

- Relatively short analysis of policy relevant research
- Professional, non academic
- Succinct
- Understandable
- Accessible
- Visual

Final Reports

- Tips on how to make Final Reports more user-friendly
- Abstract recommendations
- Executive summary recommendations
- Organization and layout

Web Sites

- Credibility
- Content
- Navigation and Structure
- Design
- File Management

Presentations

- Tips on presentations to policymakers
- Overall presentation tips

Exhibits

- Making exhibits more effective
- Making them more than a place to display publications
- Engaging the audience

Health Trade Press and other Media

Ensuring research is well represented in the media

- Distribution Lists
- Newsworthiness
- News Releases
- Media Interviews

Evaluation

Again, from the Agency for Healthcare Research and Quality's tool

- Evaluate the impact of a research dissemination plan
- Were dissemination goals met?
- Are there measurable indicators for success?