KT Plan Outline

Knowledge users/Audience	Goals	Main Messages	KT Strategies	Resources/Expertise
Who do you want to reach? Who needs to know about what you learned? Who needs to use this research? Who's going to be interested in your research findings? Who will value this research knowledge?	*What* are you trying to accomplish by sharing your results? What impact do you want to have? (Two main goals: -generate awareness -promote action)	*What* does your audience need to know? What did you learn or what do you anticipate learning that you want to share? Who is the most credible messenger for each message?	*How* will you let them know? Where/How can your audience be reached? How can you support change, if that was a goal? What are potential barriers to uptake and which strategies can you select to overcome them?	*What* resources are required to achieve your goals?
Examples include: o Researchers/institutions o healthcare professionals or service providers o patients/consumers o general public o health system decision makers o policy makers o industry o media o research funders o community (create one row for each unique knowledge user / audience)	Examples include: o increase knowledge /awareness o inform future research o inform/change attitudes o inform/change behaviour o inform/change policy o inform/change practice o inform/change technology (will likely be different for each specific knowledge user / audience identified)	The message will need to be tailored to each knowledge user / audience. Consider who should deliver the message. For example, if you have knowledge user partners on your research team, they may be well situated to deliver the message(s).	Multifaceted or combined KT strategies are generally more effective than single strategies. Examples include: o conference presentations o peer-reviewed publications o web-based activities o patient decision-support aids o develop new educational materials/sessions o events/courses o interactive small group meeting/workshop o plain-language summaries o summary briefings to stakeholders o reminders	Examples include: o financial o equipment o materials o travel o publication o personnel - Consider the expertise that you have on your team vs additional people you may need to hire

Use one row for each unique knowledge user / audience

SPECTRA KT Plan outline

Knowledge users/Audience	Goal(s)	Main Messages	KT Strategies	Resources/Expertise

Research colleagues (*any specific research groups?*)	• To improve knowledge about the use of HR-pQCT in inflammatory arthritis (generate awareness)
	 • To have more researchers engage in conducting clinical trials with HR-pQCT (promote action)
		HR-pQCT is able to measure meaningful metrics and rapid change, resulting in shorter trials for patients with inflammatory arthritis.
		
		 (*any other key messages?*)
			- Continue to publish in high-impact journals
			 - Target new conferences to present results, such as MSK-driven conferences (*others?*), to engage new research audiences
			 - personal invitations / conversations to expand network
			 - expand the current SPECTRA website to contain information of relevance to the community (ex. synthesis of existing results; cross reference active sites and studies)
			 - create listserv to share information
			 - provide workshop opportunities (*connected to existing conferences?*)
			 - create social media campaign
			 - create a database tool for interpreting measurements
			 - (*create or connect with?*) online imaging course
				- SPECTRA collaborative
				    o someone to update SPECTRA website
				    o Kathryn to create listserv
				 - Scanco medical
				 - Someone to create a social media campaign
				 - Someone to coordinate development of workshops
				 - Someone to create a database tool for interpreting measurements
				 - Someone to develop(? or connect with existing?) online imaging course
				 - (*consider funding for these activities – new or in-kind?*)

SPECTRA research colleagues	• To facilitate evidence synthesis with the ultimate goal of promoting the uptake/acceptance of HR-pQCT by other key audiences such as Pharma, policy-makers/funders/payers and clinicians	In order to expand the evidence-base and make it easier to conduct an evidence synthesis or meta-analysis, agreement on targeted keywords for publications and specific outcome measures is required.	- Expand the current SPECTRA website to contain information on common terminology/ targeted keywords for publication and specific outcome measures for trials. - create listserv to share information - personal invitations / conversations - workshops/study groups to develop patient important	- SPECTRA collaborative - Scanco Medical - Patient representative (to help determine patient important outcomes) - Other key stakeholders (for other outcome measures consider including policy-makers, clinicians and pharma reps)

			outcomes (also health economic measures, clinical process measures, etc)	- Someone to coordinate development of workshops/study groups - *(consider funding for these activities)*
Clinicians (Rheumatologists Endocrinologists Radiologists Nephrologists Orthopedic surgeons, General practitioners)	• To improve knowledge about the use of HR-pQCT in inflammatory arthritis (generate awareness) • To have more clinicians interested in participating in and/or promoting clinical trials with HR-pQCT (promote action)	HR-pQCT is able to reduce the time required to show treatment effectiveness on structural changes in inflammatory arthritis, resulting in shorter trials for new treatments. HR-pQCT will be of interest to patients (and clinicians) because of its tolerability, low irradiation and improved/directed care. *(create specific message(s) for:* - Predictive - Add-on - Standard techniques)	- Continue to publish in high-impact journals - Target new conferences to present results, such as MSK-driven conferences (*others?*), to engage new **clinical** audiences - personal invitations / conversations with clinicians - create summary briefings for each clinical group (to highlight WIIFM – what's in it for me?) o disseminate via clinical rheumatology sites/centres as well as rheumatology organizations - create webinars to summarize study findings	- SPECTRA collaborative - Capitalize on relationships with rheumatology organizations (Arthritis Society, Rheumatology Society) to help spread messages (i.e. utilize their networks and dissemination methods, ex. newsletters, webinars etc) - Scanco Medical? - *(consider funding for these activities)*
Pharmaceutical industry	• To generate awareness of HR-pQCT as an important imaging tool • To promote its use as **the** imaging component for inflammatory arthritis clinical trials.	The use of HR-pQCT as an imaging modality can shorten trials because of the reduction in time required to show treatment effectiveness on structural changes in inflammatory arthritis. Engaging the SPECTRA collaborative will allow for the creation of bigger trial cohorts because of their international collaborative ties.	- Create summary briefings targeted to key pharma groups - Social media campaigns to target (and/or tag) key pharma groups - Investigator-initiated trials – (*opportunity to promote?*)	- Scanco Medical? *(Can they assist with creating marketing tools for pharma?)* - SPECTRA connections