

Guide for Dissemination / Knowledge Translation Plan

For the Strategic Health Purchasing Progress Tracking Framework

Stakeholders	Their interests and issues	Preferred format and content
<p>Decision and policy makers</p> <p>Government authorities from MoH, regulatory agency, legislative committee</p>	<p>This is the primary audience for the study because they are in the best position to use the findings for decisions and action. Ideally, they defined the original objectives of the study and how the data will be used.</p> <p>Government authorities are accountable for health system results such as equity, efficiency, accountability, utilization relative to need, financial protection, and quality. But they are also accountable for non-health priorities (e.g., education) and broader economic sustainability, and other political issues.</p>	<p>High level decision-makers, political appointees, and legislators typically prefer concise summaries of key conclusions and recommendations, and ‘take-home messages. Highlight links with broader national priorities. Ensure this group has ample opportunities for Q&A and discussion.</p> <p>Policy dialogue events Multi-stakeholder events Policy briefs Slide decks that are highly visual and self-explanatory.</p>
<p>Decision and policy makers: Purchasing agency managers</p>	<p>Purchasing agency managers are also a primary audience. They are accountable for the performance and operation of their scheme. They may have significant authority to set and implement new policies and practices within their scheme.</p> <p>In the case of the public service delivery system, the purchasing agency is often the MoH.</p> <p>In the case of schemes that directly employ providers exclusively, the purchasing agency will likely have a unit dedicated to provider management and communications – this is a key audience for strategic purchasing!</p>	<p>Similar to the group above, senior managers prefer concise summaries of conclusions and recommendations but with more details. Highlight links between key findings and the performance goals of the scheme.</p> <p>Offsite staff meeting/workshop for sharing and problem-solving Briefs on policy, operational issues Slide decks that are highly visual, self-explanatory.</p>
<p>Provider representatives such as professional associations, labor unions, large provider networks</p>	<p>Ideally providers are engaged as partners with shared interest in equity, efficiency, quality, and good health outcomes for patients and populations.</p> <p>Provider groups will be interested in operational issues related to contracting</p>	<p>Health service providers such as doctors, nurses, and others have a science background and may be interested in the underlying data, graphs, and the study methodology.</p> <p>Concise summaries</p>

	<p>arrangements, provider payment methods (rates and timeliness of payment), and how their performance is monitored.</p> <p>Purchasing agency managers should be engaged/consulted on dissemination of the findings to providers to manage expectations and promote joint problem-solving.</p>	<p>Briefs tailored to their concerns.</p> <p>More detailed report</p> <p>Offsite staff meeting/workshop for sharing and problem-solving</p> <p>Briefs on policy, operational issues</p> <p>Slide decks that are highly visual, self-explanatory.</p>
Consumers, beneficiaries, and their representatives for each scheme.	<p>Most countries have multiple schemes that cover different populations. These groups will be interested in their scheme's benefit package, cost sharing, and providers' service readiness and quality. They will be concerned with how their experience using the scheme does not match what they were told or expected. Efforts to harmonize across schemes, integrate or consolidate different schemes may face resistance from the beneficiaries covered by the more generous schemes (e.g. civil servants, formal sector employees, military).</p>	<p>Purchasing agency managers should be engaged/consulted on dissemination to their beneficiaries to manage expectations.</p> <p>The purchasing agency will often have a designated communications unit.</p>
The general population	<p>Universally, personal and family health are important issues. But like the primary audience above, the general population is also concerned with non-health priorities such as education, crime, economic opportunity, and other political issues.</p>	<p>Local media (see below)</p> <p>Talking points for legislators, policy makers, ministries.</p>
Local media	<p>This group includes news organizations, professional journalists, and social media commentators ("influencers") focused on health policy issues.</p>	<p>Press releases vetted by the primary audiences.</p> <p>Press conference</p> <p>Invitation to selected events</p>
Funder(s) of the framework application	<p>Sometimes the Strategic Health Purchasing Framework application study is funded by a donor or foundation that may have its own objectives for the study. Their objectives may overlap with the primary audience above (decision and policy makers) and/or with the professional community below.</p>	<p>The format(s) depend on the terms of the grant. Ideally, funding covers a variety of dissemination products and events for the other audiences listed here. At the other extreme, the funding may be limited to a single report that complies with the funder's format</p>
Academic institutions, WHO, technical assistance organizations, and peer-review journals	<p>There is a global community of professionals who want to learn from your study. Because purchasing can influence different results (equity, efficiency, quality, accountability) your findings will be of interest to experts in health financing, health policy, quality improvement, cost-efficiency, health equity, and UHC in general.</p>	<p>Detailed report</p> <p>Article submitted to peer-review journal</p> <p>Professional events such as webinars and conferences.</p>