

SPECTRA KT Plan

The main goal of SPECTRA is to expand the use of HR-pQCT and get more people interested in doing research with this technique in inflammatory arthritis. By expanding the evidence base, we can then look to getting it incorporated into clinical practice where it can provide improved and directed care for patients with inflammatory arthritis and improve our overall understanding of the disease.

Audience 1 - Research Colleagues

It will be important to target our research colleagues because they are able to replicate and expand research results. Our KT goals for our research colleagues are to improve knowledge about the use of HR-pQCT in inflammatory arthritis and garner interest in conducting clinical trials with this technique. We will share current study findings to highlight (and reinforce) the key messages related to the ability to measure meaningful metrics and rapid change, resulting in shorter trials (*any other key messages?*). In addition to personal invitations/conversations, we will utilize the SPECTRA network to facilitate collaborations and provide a framework for sharing results. To accomplish this, key SPECTRA members (*any volunteers?!*) will facilitate the synthesis of current work (cross-reference active sites and studies?) and expand the current website to contain information of relevance to the community (which will help reinforce key messages). It will be important to continue to publish and present at conferences, expanding audiences by targeting different conferences such as MSK-driven conferences (*others? The more specific the better for this plan*).

In order to expand the evidence-base and make it easier to conduct an evidence synthesis or meta-analysis (to promote the uptake of HR-pQCT by other key audiences such as Pharma, policy-makers and clinicians), the SPECTRA community will need to commit to using the same, targeted keywords in publications (*who will lead?*). It will also be important for the community to agree on specific outcome measures, including patient important outcomes. As any outcome-measures initiative moves forward (*who will lead?*), it will be important to include patients, policy-makers and clinicians in determining what those measures are (i.e. what measures would be important to patients, policy-makers/funders/payers and clinicians if they were to make any decisions about participating in, funding or using HR-pQCT? Ex. Patient important outcomes, health economic data, clinical process measures...) (*Can this data be collected as new clinical trials are designed and conducted?*). This information will need to be included in any messaging going out to researchers using the channels listed above (i.e. website) and below.

Other strategies to reach/support researchers include:

- Provide workshops/study groups (*how and where?*) – tag onto existing conferences?
- Consistent name/branding – stick with SPECTRA? If so, how to promote? If not, what is better to capture researchers' attention? This will be important to go along with the consistent messaging.
- Database tool for interpreting measurements (*who would develop?*)
- Online imaging course (*is there one to tag onto? Or create new?*)
- Create Social media campaigns (*which channels? Who will coordinate?*)
- Society sidebar (*what is this?! How does it work?*)
- Listserv (Kathryn to set up)

Audience 2 - Clinicians

Clinicians are another key target audience as they are also involved with clinical trials and can help promote the use of HR-pQCT in trials. The KT goals for clinicians are very similar - to improve knowledge about the use of HR-pQCT in inflammatory arthritis and garner interest in conducting clinical trials with this technique. Key messages will include the ability to reduce the time required to show treatment effectiveness on structural changes in inflammatory arthritis (i.e. measure rapid change), resulting in shorter trials for new treatments. Key messages to this audience could also include patient important messages such as tolerability, low irradiation and improved/directed care. *(Also listed as messages to clinicians – predictive; add-on; standard techniques – can someone expand on these?).* Key specific clinical audiences include: Rheumatologists, Endocrinologists, Radiologists, Orthopedic surgeons, GPs and Nephrologists. In order to reach these audiences, we could:

- Create summary briefings for each group *(distributed how? through which mechanisms?)*
 - o Target clinical rheumatology sites/centres as well as rheumatology organizations
- Create webinars to summarize study findings *(through which avenues? promoted how?)*
- Provide workshops/study groups *(how and where?)*
- Capitalize on relationships with rheumatology organizations (Arthritis Society, Rheumatology Society) to help spread messages (i.e. utilize their networks and dissemination methods (ex. Newsletters, etc)
 - o Explore opportunity for these organizations to host webinars and/or workshops
- Create Social media campaigns *(which channels? Who will coordinate?)*
- Use existing relationships to extend personal invitations to key clinicians

Audience 3 – Pharma

For the Pharmaceutical industry, the main KT goal is to generate awareness of HR-pQCT as an important imaging tool and to promote its use as the imaging component for inflammatory arthritis clinical trials. One of the key messages to this audience would be the ability to shorten trials because of the reduction in time required to show treatment effectiveness on structural changes in inflammatory arthritis using this imaging modality. Another key message would be the collaborative nature of SPECTRA and the ability to create bigger cohorts because of the international collaborative ties. *(Note: if this tool can only measure secondary outcomes at this time, will that be enough to entice pharma?)* Key strategies to reach this audience include:

- Create summary briefings targeted to key pharma groups
 - o *(Can Scanco Medical assist with creating marketing tools for pharma?)*
- Social media campaigns to target (and/or tag) key pharma groups
- Investigator-initiated trials – *(opportunity to promote?)*

(Where do the 3D-printed MCP joints fit into this plan?! What is their purpose?)