The Iowa Model Revised: Evidence-Based Practice to Promote Excellence in Health Care

- Identify Triggering Issues / Opportunities
  - Clinical or patient identified issue
  - Organization, state, or national initiative
  - Data / new evidence
  - Regulatory agency requirements / regulations
  - Philosophy of care

- State the Question or Purpose

- Is this topic a priority?
  - Yes: Form a Team
  - No: Consider another issue / opportunity

- Assemble, Appraise and Synthesize Body of Evidence
  - Conduct systematic search
  - Weigh quality, quantity, consistency, and risk

- Is there sufficient evidence?
  - Yes: Design and Pilot the Practice Change
  - No: Conduct research

- Design and Pilot the Practice Change
  - Engage patients and verify preferences
  - Consider resources, constraints, and approval
  - Develop localized protocol
  - Create an evaluation plan
  - Collect baseline data
  - Develop an implementation plan
  - Prepare clinicians and materials
  - Promote adoption
  - Collect and report post-pilot data

- Is change appropriate for adoption in practice?
  - Yes: Integrate and Sustain the Practice Change
  - No: Consider alternatives

- Integrate and Sustain the Practice Change
  - Identify and engage key personnel
  - Hardware change into system
  - Monitor key indicators through quality improvement
  - Reinforce as needed

- Disseminate Results

*University of Iowa Hospitals and Clinics, Revised June 2015
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Implementation Strategies for Evidence-Based Practice

Create Awareness & Interest
- Highlight advantages* or anticipated impact*
- Highlight compatibility*
- Continuing education programs*
- Sound bites*
- Journal club*
- Blogging & loops
- Staff meetings
- Unit newsletter
- Unit interventions
- Distribute key evidence
- Posters and postings/fliers
- Mobile 'show on the road'
- Announcements & broadcasts

Build Knowledge & Commitment
- Education (e.g., live, virtual or computer-based)*
- Pocket guides
- Link practice change & power of the program/stakeholder priorities*
- Change agents (e.g., change champion, core group*, opinion leader*, thought leader, etc.)
- Educational outreach or academic detailing*
- Integrate practice change with other EBP protocols*
- Disseminate credible evidence with clear implications for practice*
- Make impact observable*
- Gap assessment/gap analysis*
- Clinician input*
- Local adaptation* & simplify*
- Focus groups for planning change*
- Match practice change with resources & equipment
- Resource manual or materials (i.e., electronic or hard copy)*
- Case studies

Promote Action & Adoption
- Educational outreach/academic detailing*
- Reminders or practice prompts*
- Demonstrate workflow or decision algorithm
- Resource materials and quick reference guides
- Skill competence*
- Give evaluation results to colleagues*
- Incentives*
- Try the practice change*
- Multidisciplinary discussion & troubleshooting
- “Elevator speech”
- Data collection by clinicians
- Report progress & updates
- Change agents (e.g., change champion, core group*, opinion leader*, thought leader, etc.)
- Role model*
- Troubleshooting at the point of care/bedside
- Provide recognition at the point of care*

Pursue Integration & Sustained Use
- Celebrate local unit progress*
- Individualized feedback*
- Public recognition*
- Personalize the messages to staff (e.g., reduces work, reduces infection exposure, etc.) based on actual improvement data
- Share protocol revisions with clinician that are based on feedback from clinicians, patient or family
- Peer influence*
- Update practice reminders

Connecting with Clinicians, Organizational Leaders and Key Stakeholders

Building Organizational System Support
- Knowledge brokers*
- Senior executives announcements
- Publicize new equipment
- Teamwork*
- Troubleshoot use/application*
- Benchmark data*
- Inform organizational leaders*
- Report within organizational infrastructure*
- Action plan*
- Report to senior leaders
- Audit key indicators*
- Actionable and timely data feedback*
- Non-punitive discussion of results*
- Checklist*
- Documentation*
- Standing orders*
- Patient reminders*
- Patient decision aids*
- Rounding by unit & organizational leadership*
- Report into quality improvement program*
- Report to senior leaders
- Action plan*
- Link to patient/family needs & organizational priorities
- Unit orientation
- Individual performance evaluation
- Audit and feedback*
- Report to senior leaders*
- Report into quality improvement program*
- Revise policy, procedure or protocol*
- Competency metric for discontinuing training
- Project responsibility in unit or organizational committee
- Strategic plan*
- Trend results*
- Present in educational programs
- Annual report
- Financial incentives*
- Individual performance evaluation

* = Implementation strategy is supported by at least some empirical evidence in healthcare

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