



Poster 25 – 2018 Nordic Implementation Conference

Prospective tailored implementation strategies: the *ImpleMentAll* project

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Background

Implementation takes place in a context and faces varying barriers within and across systems. Tailored implementation can effectively and efficiently change practices. Tailoring is a systematic process that includes identifying factors hindering and facilitating implementation, design implementation interventions appropriate to those determinants, and the actual application of those interventions.

Project aim

ImpleMentAll will develop and test prospective tailoring for Internet-based Cognitive Behavioural Therapy (iCBT) in nine countries including the Netherlands, Germany, France, Spain, Denmark, Italy, Kosovo, Albania, and Australia. The project is funded by the EU Horizon 2020 program and the Australian Government. It has a budget of six million Euro, started in January 2017 and runs for four years.

Project methods

The prospective tailoring and the study design will be based on the Normalisation Process Theory (NPT), novel implementation measurement instruments (NoMAD), and on an established eHealth Technology Assessment methodology (MAST). Following a clustered stepped-wedge trial design, the tailoring toolkit will be introduced in the participating organisations at randomly chosen moments. By measuring uptake, normalisation, and costs of iCBT before and after the introduction over a period of 24 months, the effectiveness of prospective tailoring can be compared with usual implementation practices.

Project results

The prospective tailoring toolkit of *ImpleMentAll* will enable data-driven evaluation of eHealth implementation projects in terms key performance indicators for process, effectiveness, and efficiency outcomes. Its methods, materials, and strategies will provide concrete guidance on how to tune implementation interventions to local determinants of practice within and across a variety of healthcare systems.

Preliminary or final conclusions/discussion

ImpleMentAll prioritises implementation research on scaling up Internet interventions in routine practice. It will integrate evaluation and decision support tools and normalisation and implementation theory with empirical validation of prospective tailoring.