

FOR IMMEDIATE RELEASE

**Collective Insight Approved for an Engagement Award for
the Aging PCOR Learning Collaborative: Advanced Engagement Project**

BOSTON, MA (January 21, 2023) – The team at Collective Insight LLC. has been approved for a \$250,000 funding award through the Eugene Washington PCORI Engagement Awards (Engagement Awards) program, an initiative of the Patient-Centered Outcomes Research Institute (PCORI). The funds will support the [Aging PCOR Learning Collaborative: Advanced Engagement Project](#) (EACB-26961).

Erin McGaffigan, Project Lead, will lead the engagement project at Collective Insight in partnership with Marc Cohen, LeadingAge LTSS Center @UMass Boston. This project will be guided by multiple engagement structures, including an Older Adult Subcommittee and a Steering Committee composed of older adults, funders, researchers, and academic representatives. The project will focus on working with researchers, funders, and academic programs to share the benefits and methods of Patient-Centered Outcomes Research (PCOR). Its goal is to get more researchers to engage older adults in the design of research, not just as research subjects.

“Collective Insight is pleased to be awarded PCORI funding for a third project to support patient-centered outcomes research. The Aging PCOR Learning Collaborative will help prepare older adults, including those from underrepresented communities, to be active partners in the research process. Engaging older adults as partners in research is paramount to attaining better research programs,” said Erin McGaffigan, Principal at Collective Insight LLC.

According to Greg Martin, PCORI’s Acting Chief Engagement and Dissemination Officer, “This project was selected for Engagement Award funding because it will build a community equipped to participate as partners in comparative clinical effectiveness research (CER) and develop partnerships and infrastructure to disseminate PCORI-funded research results. We look forward to working with Collective Insight and its partners throughout the course of their 18 month project.”

The Aging PCOR Learning Collaborative is part of a portfolio of projects that PCORI has funded to help develop a community of patients and other stakeholders equipped to participate as partners in CER and disseminate PCORI-funded study results. Through the Engagement Award Program, PCORI is creating an expansive network of individuals, communities and organizations interested in and able to participate in, share, and use patient-centered CER.

Collective Insight and the other projects approved for funding by the PCORI Engagement Award Program were selected through a highly competitive review process in which applications were assessed for their ability to meet PCORI’s engagement goals and objectives as well as program criteria. For more information about PCORI’s funding to support engagement efforts, visit <http://www.pcori.org/content/eugene-washington-pcori-engagement-awards/>.

PCORI is an independent, nonprofit organization authorized by Congress in 2010 to fund comparative effectiveness research that will provide patients, their caregivers, and clinicians with the evidence needed to make better-informed health and healthcare decisions. PCORI is committed to seeking input from a broad range of stakeholders to guide its work.

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About Collective Insight LLC

Collective Insight, LLC (CI) is a certified women-owned engagement firm formed in 2014. Collective Insight is built on years of experience constructing effective engagement strategies to involve individuals with a diverse range of abilities in the design and improvement of public policy and research.