

Welcome Measurement Matters Partners!

July 11, 2025

12:00-2:00 pm CST





Meetings are recorded
for those who cannot
attend live.

Do we have your permission to record?

Agenda



1. Welcome & Housekeeping
2. Celebrating our Progress & Where We are Now
3. Discussion: The Analysis Phase
4. Discussion: Envisioning What's Next

Project Timeline

Year 1



Literature Scan



Consensus Methods for Key Items



Focus Groups for Refining Items



Develop PCOR-EM



Cognitive Testing of PCOR-EM

Year 2



Piloting of PCOR-EM



Analyzing PCOR-EM Validity and Reliability

We are here!



MEASUREMENT MATTERS



**Thank you for participating in our Cognitive Testing process!
Key findings are summarized below.**

COGNITIVE TESTING SNAPSHOT

Overview

Measurement Matters is a project funded by the Patient Centered Outcomes Research Institute (SOE-2022C2-28570). Measurement Matters aims to better understand what “engaged research” looks like and build a tool, the Patient-Centered Outcomes Research Engagement Measure (PCOR-EM), to measure it. We used Cognitive Testing to help assess whether survey respondents interpret the PCOR-EM items as intended.

Cognitive Testing Methods

Part One: Initial Item Reduction

In the first phase, the research team engaged Technical Advisors and Steering Committee members to complete a web-based survey evaluating 89 measurement items developed earlier in the project (see project [webpage](#) for details). Participants

Cognitive Testing Methods

Part Two: Think-Aloud Interviews

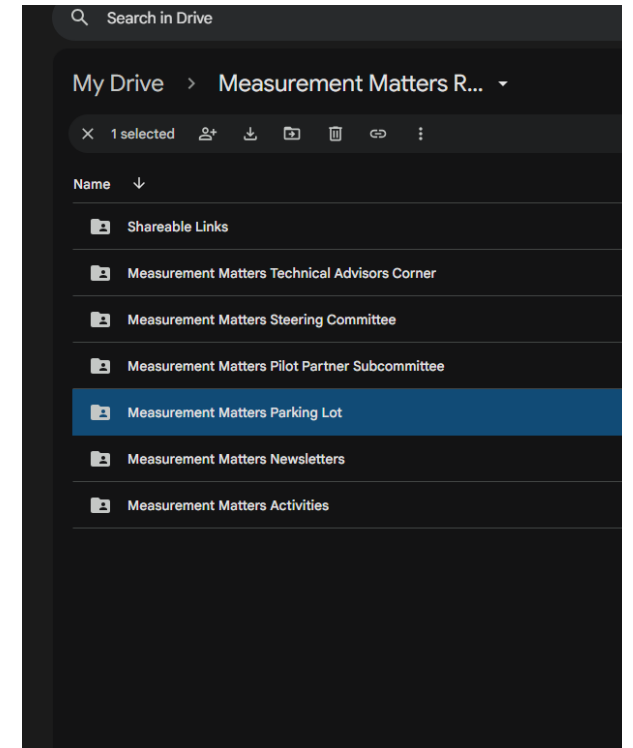
In the second phase, the research team conducted 19 one-on-one “think-aloud” interviews via Zoom. Participants, including researchers, engagement facilitators, and patient/community partners, completed the survey while verbalizing their reasoning. Interviewers observed for confusion, pauses, and requests for clarification, then followed up for deeper insights. This method revealed patterns in item interpretation and usability.

Accommodations and incentives, including plain-language materials and \$50 gift cards, ensured inclusive and respectful participation. Participants ranged in age and represented some diversity in race, gender, geographic region, and role (see table below).

Cognitive Testing Demographics*

Measurement Matters Parking Lot

- **What is a Parking Lot?**
- **Do I have to Use the Parking Lot?**
- **How do I use the Parking Lot?**
 1. Enter the date & your initials
 2. Type your feedback
 3. Add a backslash to indicate the end of your thought





Our Work Together

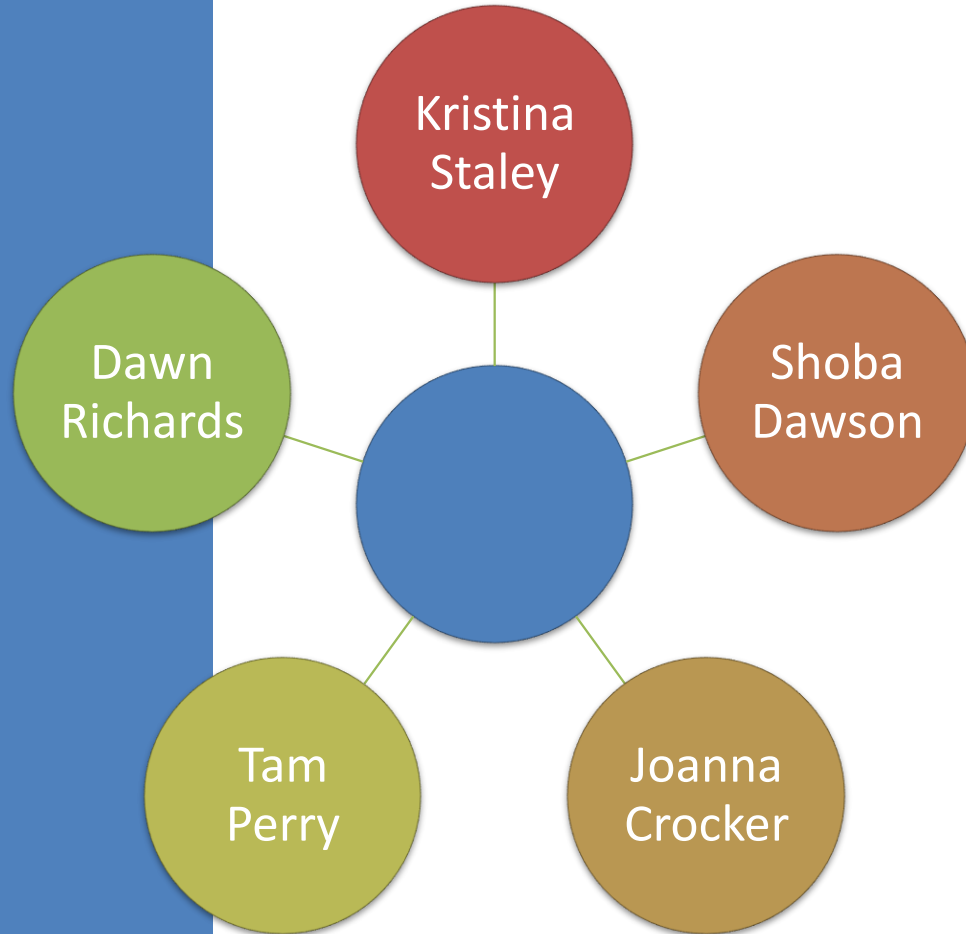
Welcome Steering Committee Members!



The Steering Committee informs all activities and hold the project accountable to principles of diversity, equity, and inclusion

- 6 Meetings/Office Hours
- 9+ hours
- 27 pages of feedback

Welcome
Technical
Advisors!



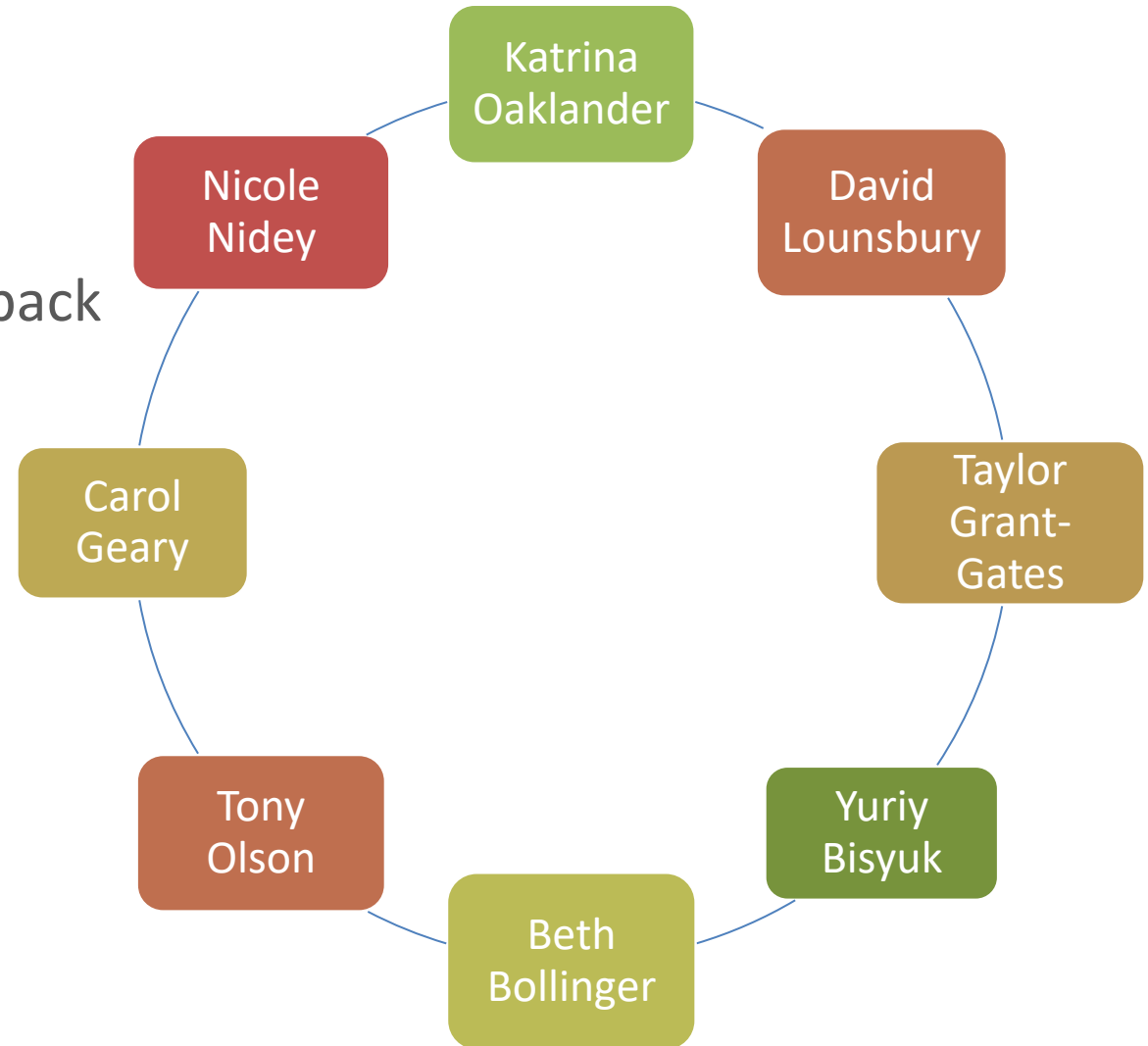
Our expert Technical Advisors provide detailed guidance on all activities

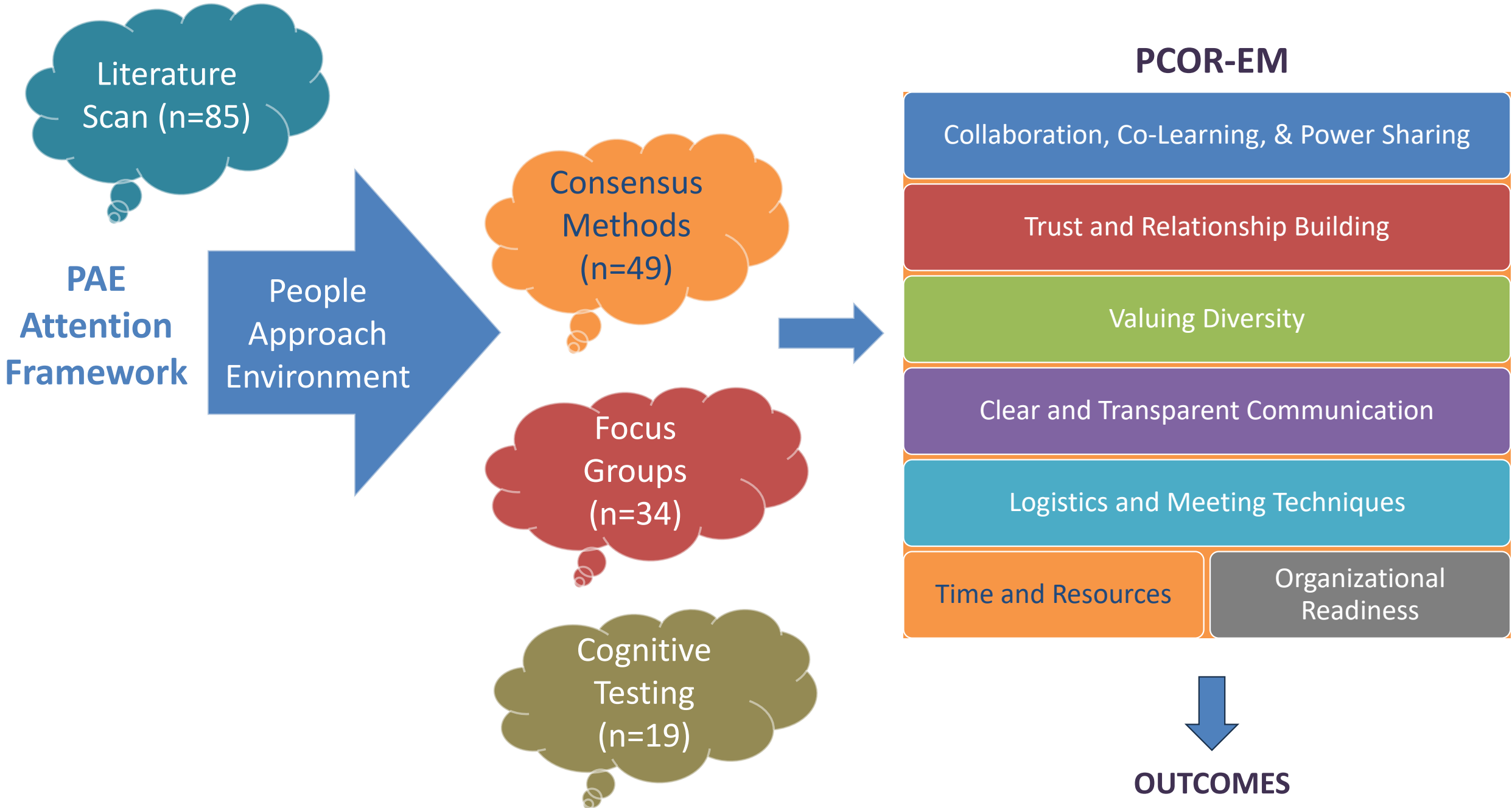
- 10 meetings
- 11+ hours
- 58 pages of feedback

Welcome Pilot Partner Subcommittee Members!

- Our Pilot Partner Subcommittee informed the design and implementation of our pilot phase

- 3 meetings
- 4.5 hours
- 17 pages of feedback





Literature Scan (n=85)

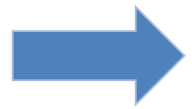
PAE Attention Framework



Consensus Methods (n=49)

Focus Groups (n=34)

Cognitive Testing (n=19)



PCOR-EM

- Collaboration, Co-Learning, & Power Sharing
- Trust and Relationship Building
- Valuing Diversity
- Clear and Transparent Communication
- Logistics and Meeting Techniques
- Time and Resources
- Organizational Readiness

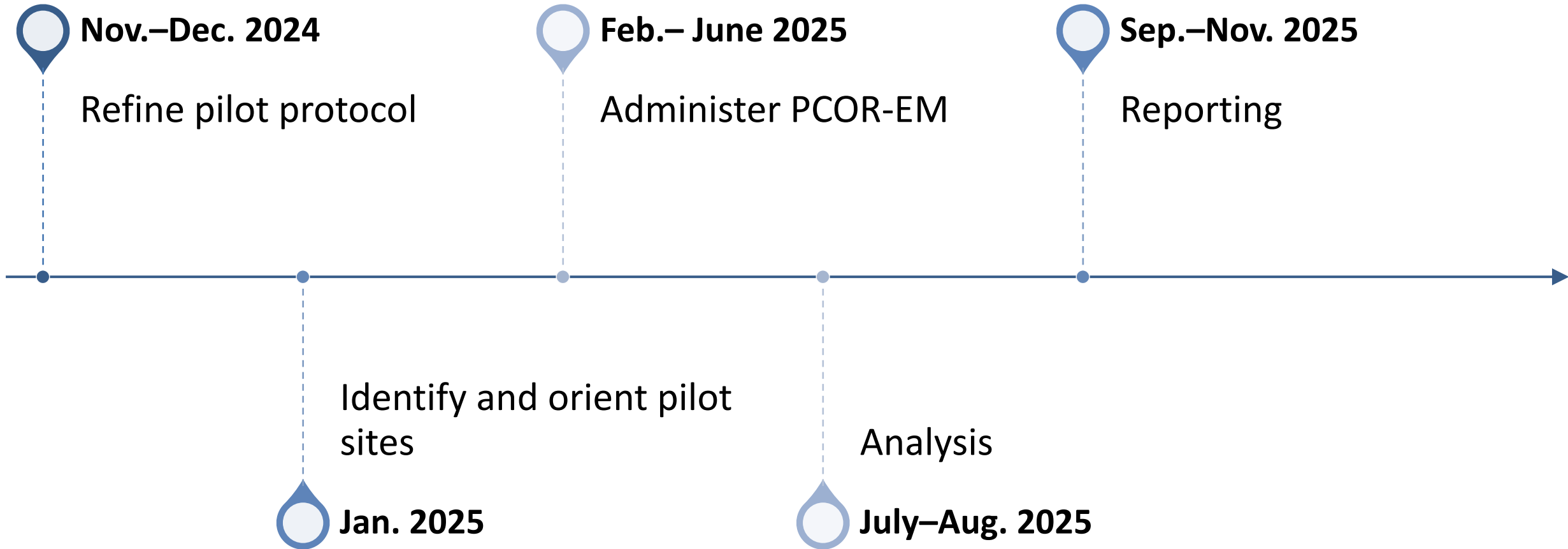


OUTCOMES

Piloting the PCOR-EM



Pilot Timeline



Pilot Survey Overview

Target Audience:

- Those who can report on a wide range of engagement activities happening in their research project

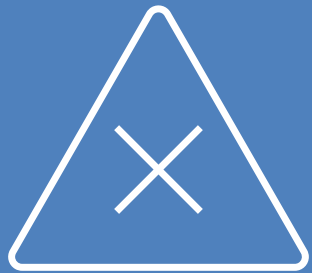
Length:

- **Get to Know Respondent and Project** ~20 questions
- **PCOR-EM**: ~29 questions

Timing:

- Approximately 25 minutes

Some Pilot Challenges



Building partnerships in PCORnet

Bots and fraudulent responses

Restrictive criteria

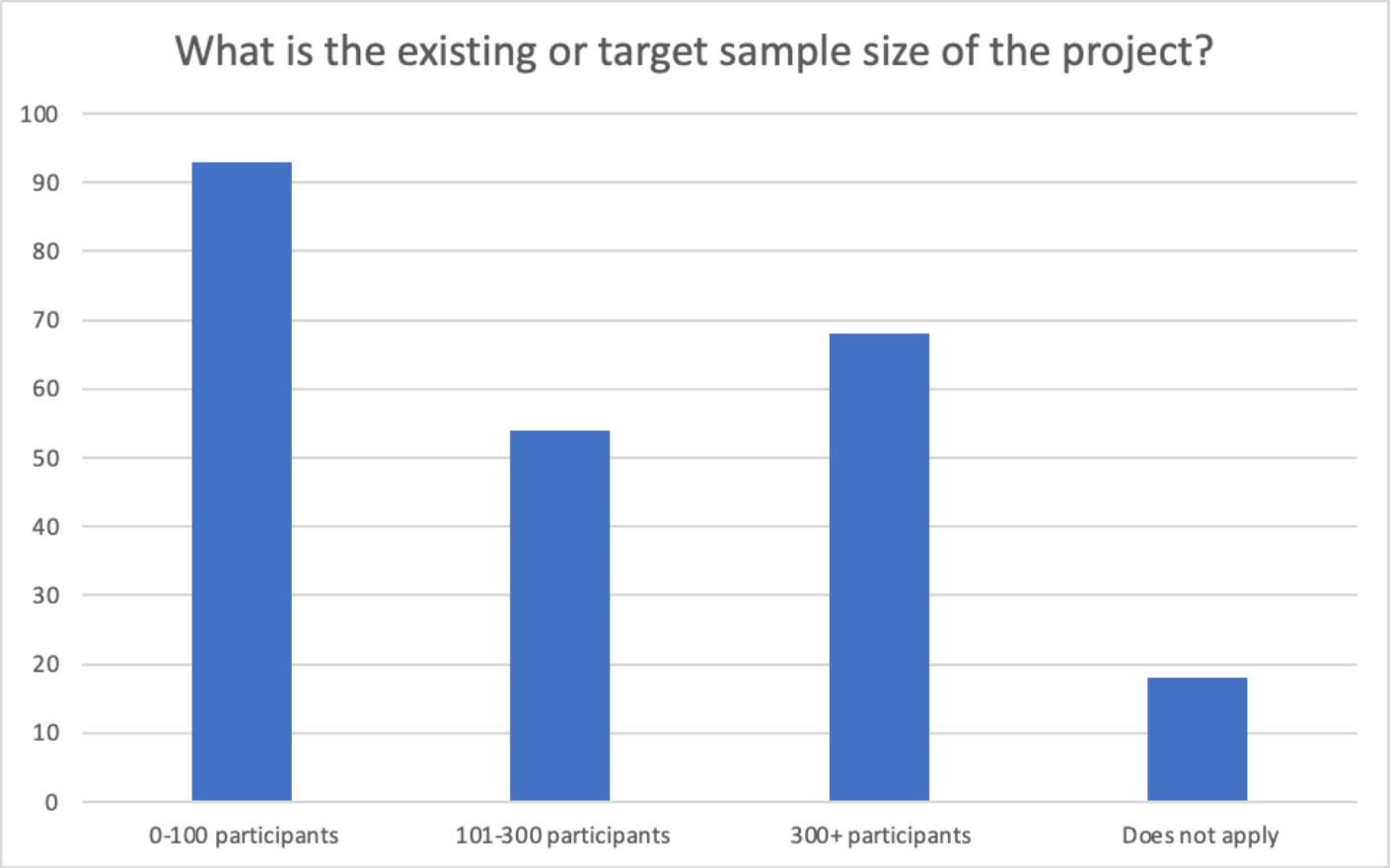
Survey emails going to spam



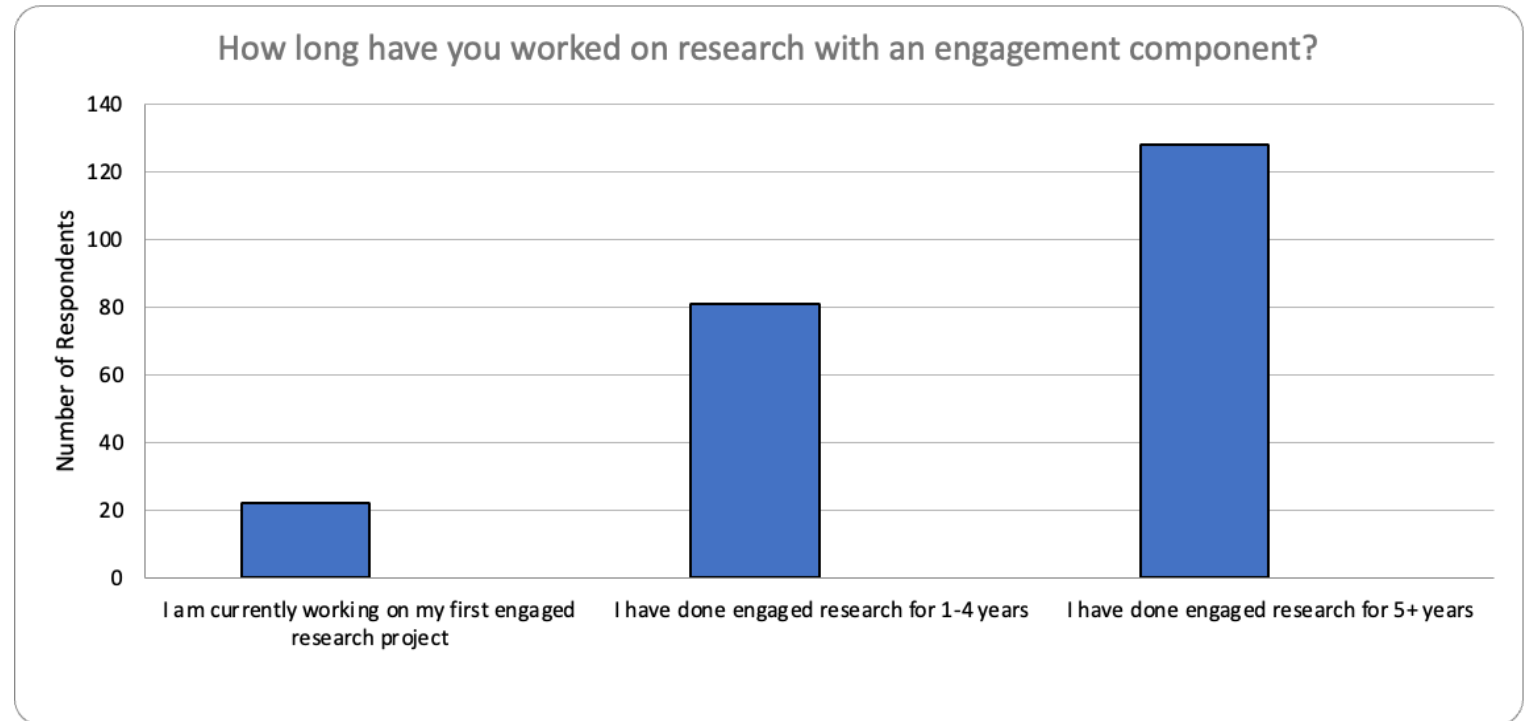
**249 SURVEYS
COMPLETED!!**



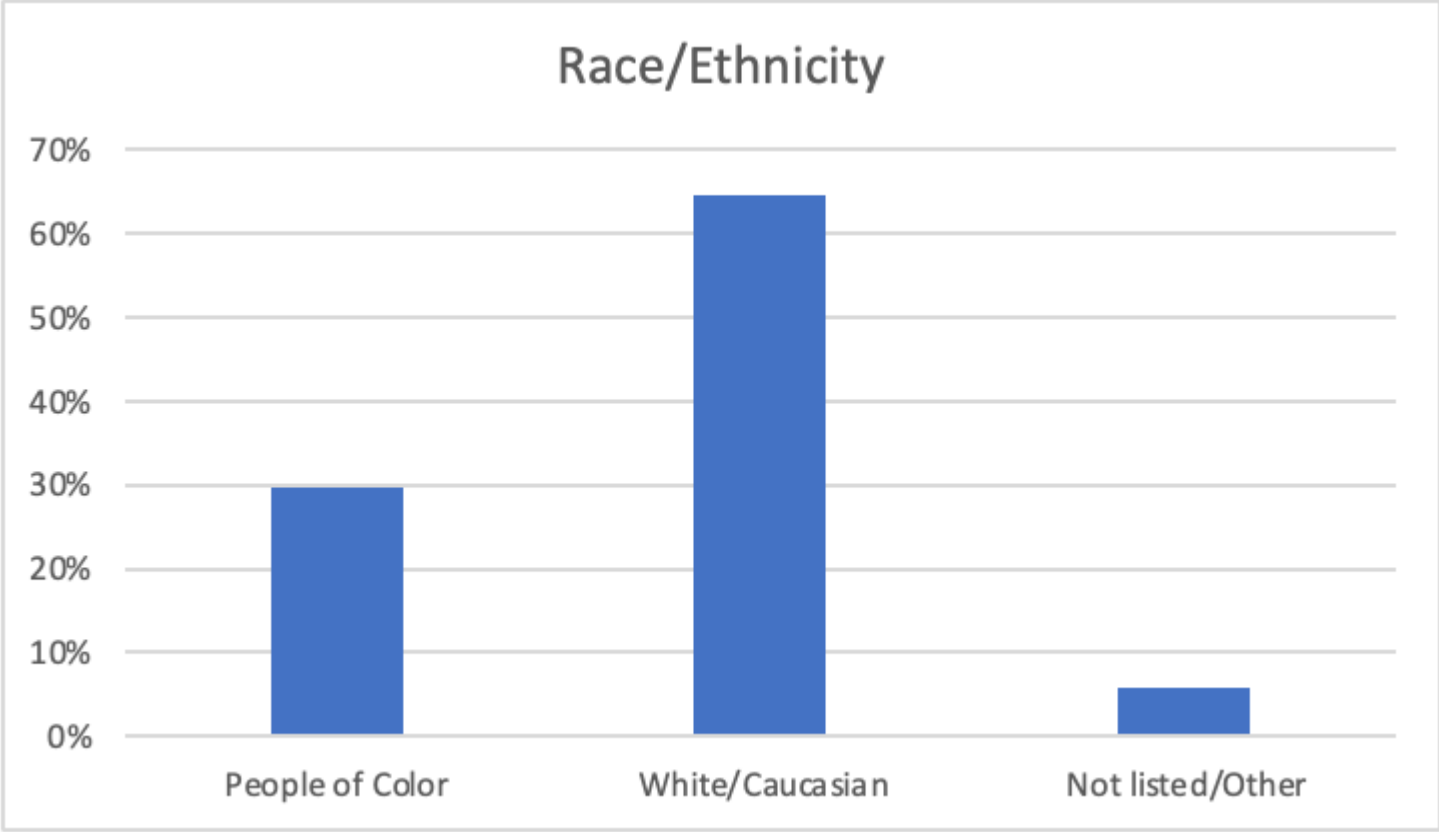
Pilot Preliminary Demographics



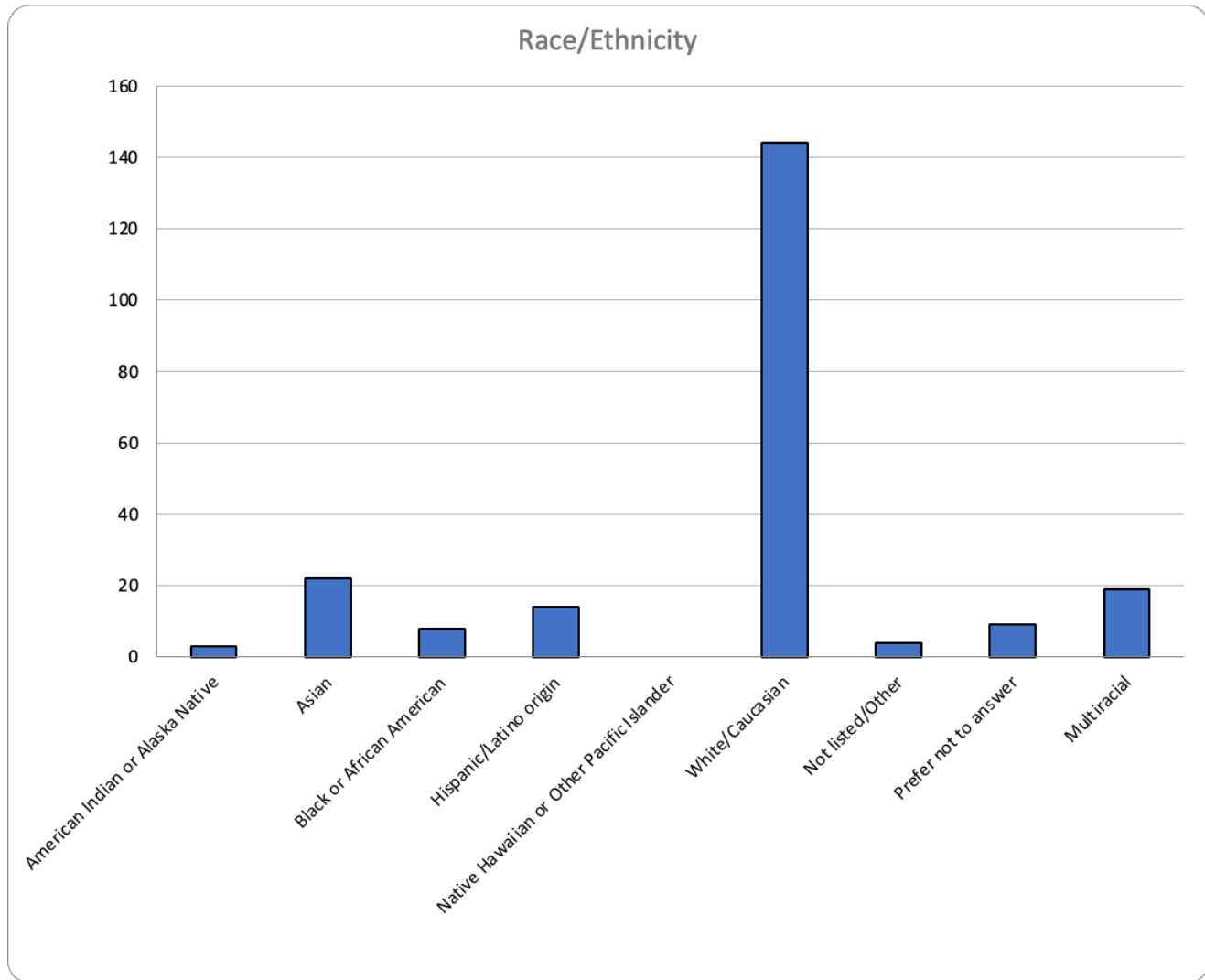
Pilot Preliminary Results



Pilot Preliminary Demographics



Pilot Preliminary Demographics





How could we reach more respondents that are “novices” in engagement?



How could we reach more diverse respondents?



What lessons learned should we consider in future pilot phases?

Pilot Discussion



Let's Take a Break

Analysis Phase





How well do each of the items work?
(Reliability)



Does the tool measure what we want it
to measure? (Validity)



Where are our gaps?

Analyzing our Data:

What Do We Hope To Learn?

What's an "item?"

"Item" is another word for our
survey questions. Our measurement
tool is made up of items.

The image features a white background with two large, solid blue geometric shapes. One is a trapezoid on the left side, and the other is a triangle on the right side. The text is centered between these shapes.

What steps will we take
to get there?



Learn what we're working with



Identify if data is missing

Ex: respondents missed an item in the survey



Identify patterns in responses

Ex: most respondents answer the same way for certain items

Step 1: Explore the Data

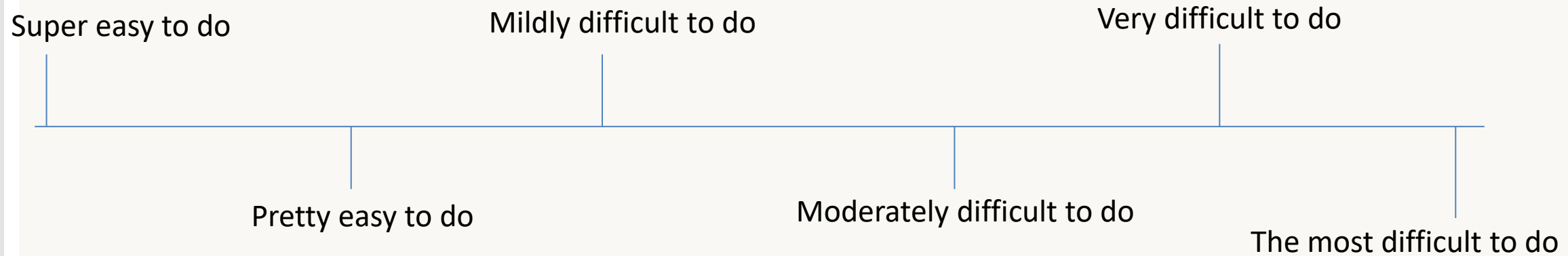
Step 2: Explore Differences Across Groups

We will investigate if items work differently for different groups

- Ex: does an item work the same for PIs and community partners?
- Ex: does an item work the same for people of different races?

Step 3: Determine Difficulty of Items

Determine where each item falls on a range of (engagement) difficulty:





Is the item precise?

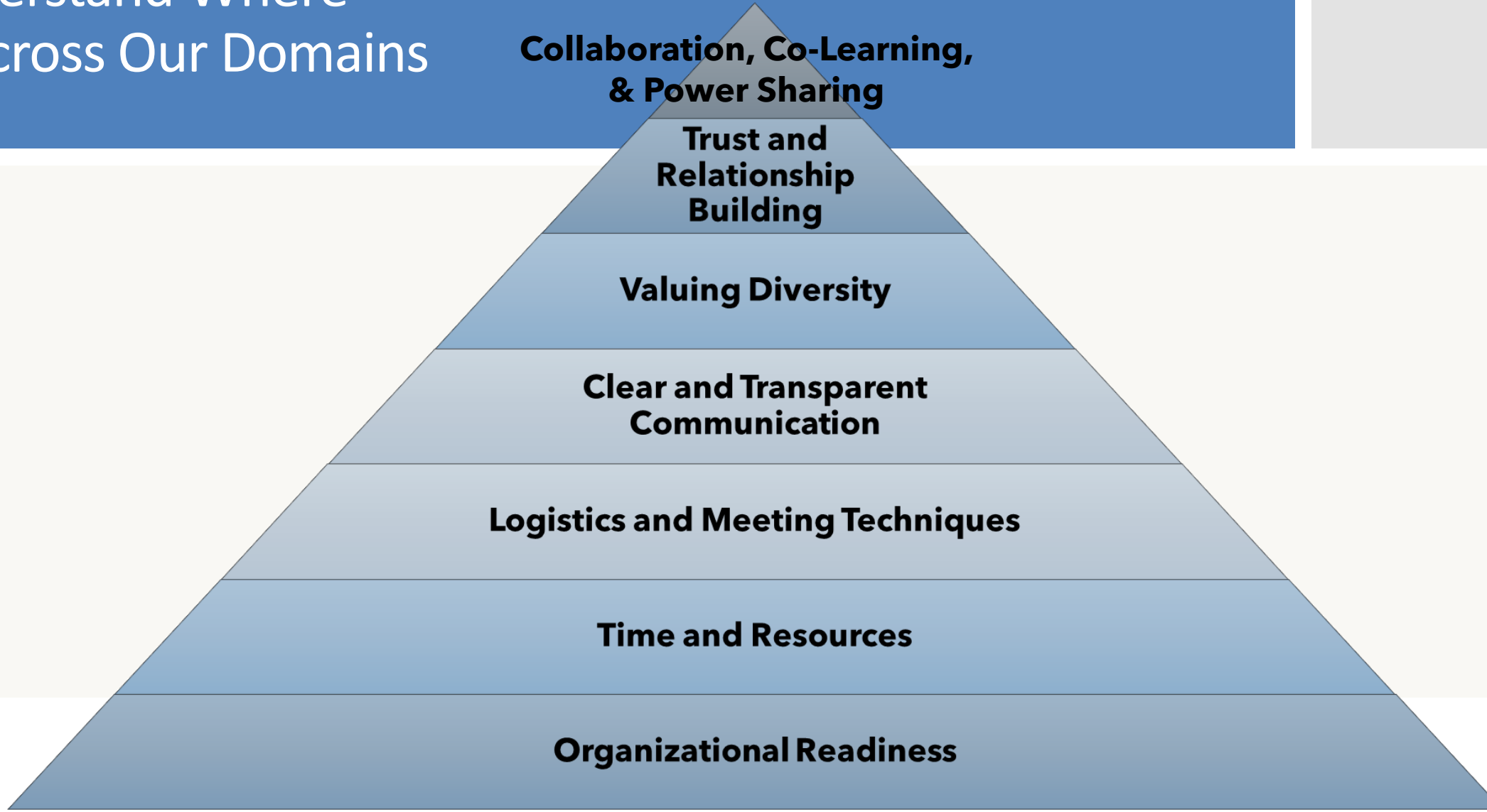
(does it hit the same spot every time?)

Is the spot it hits the right spot?

(does it tell us a lot of information?)

Step 4:
Investigate
Item Reliability

Step 5: Understand Where Items Fall across Our Domains



Analysis Phase: Feedback Considerations

How is the range in difficulty showing up in the findings?


Do the findings distinguish between “number of things you do” and “engagement done well?”

Are there connections between project size and engagement ability?

How is the tool measuring trust and relationship building?

How is the tool measuring effective feedback loops?

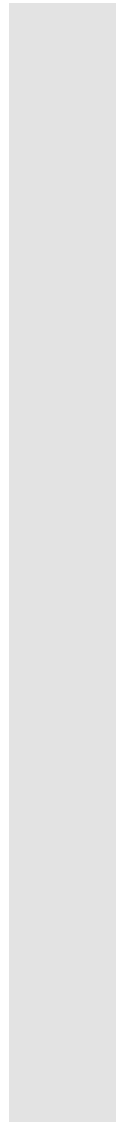
How will we be involved in interpreting the findings?



Analysis Phase Decision Points: Exploring Differences

We will explore if the items work differently for different groups.

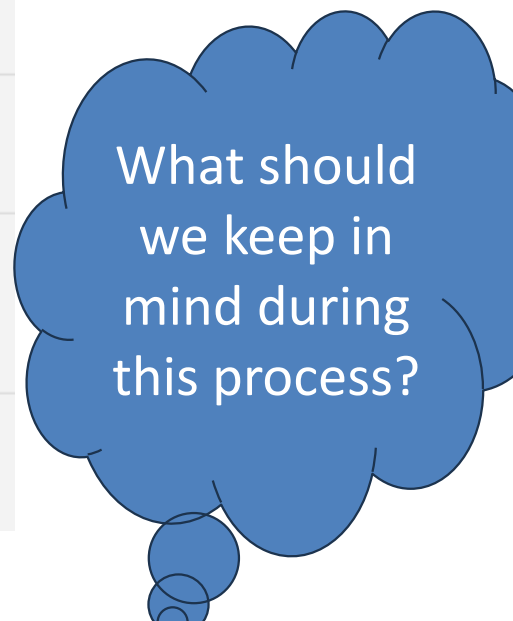
What groups do we need to understand differences between?



Analysis Phase Decision Points: Response Categories

When we analyze our data, we could “collapse” our answer categories into yes and no.

	Definitely Yes	Mostly Yes	Mostly No	Definitely No
Research team is motivated to do engagement in the project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset
Research team has reviewed materials on best practices of engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset
Engagement is happening because of a funder mandate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset
There is money allocated to engagement activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset
Research budget includes patient/community partner compensation or incentive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset
There is a written plan for engaging patient/community partners in research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
				reset

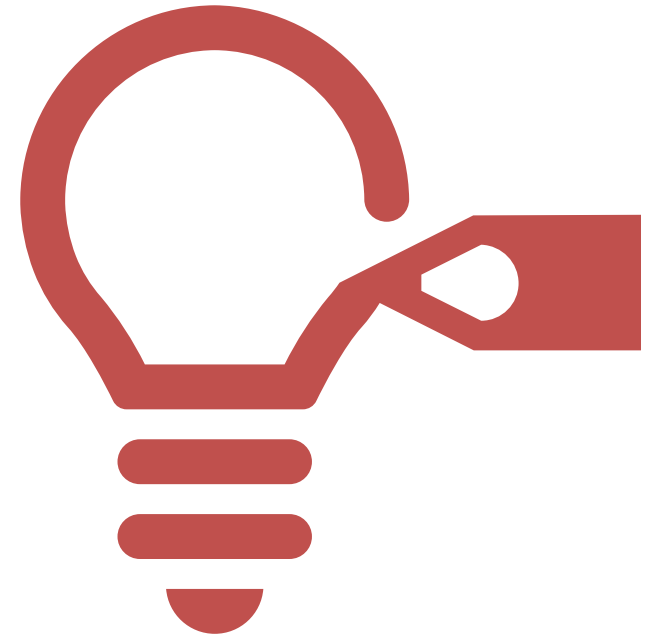




Questions?

Thoughts?

Envisioning What's Next



Upcoming Phases To Inform This Work:

- August-September: Interpreting findings
- October-November: Synthesizing and sharing our findings
- November-February: Keeping the momentum

Ways To Engage:

- Engagement Summit Meetings
- Office Hours
- Reviewing and commenting in between meetings

Measurement
Matters Year 2

Summer Action Items and Opportunities to Impact Change

- We will conduct our final outreach push
 - All hands on deck!
- Tam will lead analysis to determine item reliability, which will inform removal of items
 - Engage with partners to workshop this process
- Sophia will plan the next Engagement Summit to inform the next phase of the project
 - Coming together to interpret the data



Where are you most interested in engaging?

Next Steps

- Please fill out our Meeting Evaluation Survey:

<https://www.surveymonkey.com/r/WQSBCF6>

- Sophia will develop meeting notes
- Sophia will review the parking lot and track next steps
- Sophia will reach out to schedule Office Hours
- Sophia will reach out to schedule the next Engagement Summits

