

## COMMUNICATION PLAN | PROJECT NAME: BOOST Acceptability study (2018-2020)

<b>PROJECT – EXTERNAL COMMUNICATION OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• To promote findings of the BOOST study and benefits of BOOST for routine outcome monitoring to cataract surgeons, hospital administrators, Non-Government Organisations (NGOs) and other eye health stakeholders’;</li> <li>• Establish a baseline measure or system for surgeons and surgical centres to measure existing performance;</li> <li>• Establish the BOOST methodology to reliably monitor the quality of cataract surgery; and</li> <li>• Promote role of BOOST in supporting continuous quality improvement (CQI) and generation of ‘effective coverage’ of cataract surgery as a component of Universal Health Coverage (UHC)</li> </ul>
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AUDIENCE	KEY MESSAGE(S)	CHANNEL
<b>Cataract surgeons, ophthalmologists and hospital administrators</b>	<ul style="list-style-type: none"> <li>• BOOST is a free, anonymous tool that can be used to assess baseline quality of cataract surgical outcomes and identify causes of poor outcomes.</li> <li>• All patient data is de-identified and results can be easily exported and anonymised for multiple reporting needs.</li> <li>• BOOST can be used at the individual surgeon or institutional level; can cater to a range of partners/contexts.</li> <li>• Data can be entered offline and is synchronised when connected to the internet; very few resources or ongoing costs involved.</li> </ul>	Revised BOOST website Digital comms (IAPB blog, Community Eye Health Journal, articles on partner websites) promoting BOOST results and new website Peer reviewed publications World Ophthalmology Congress and IAPB presentation
<b>Potential funders</b>	<ul style="list-style-type: none"> <li>• BOOST is a low-cost, innovative tool that can be used to support quality assessment.</li> <li>• BOOST could be strengthened with expertise on business case management, software updates and app sustainability.</li> </ul>	BOOST pitch and grant proposal Business case, identifying funding needs, based on consortia discussions
<b>NGOs and Eye health opinion leaders</b>	<ul style="list-style-type: none"> <li>• BOOST was an international collaboration supported by SCB alongside major eye health NGOs.</li> <li>• BOOST may require additional investment to maintain the platform, support updates and enhancements based on the research, and</li> </ul>	Digital comms (IAPB blog, Community Eye Health Journal, articles on partner websites) promoting BOOST results and new website Promotion at major conference events

## DISSEMINATION PLAN

**Note:** This table provide an overview of completed and planned dissemination activities, and will be updated as new opportunities arise.

Abstract ideas	Target Date	Audience	Lead Author/Agency	Channel	Status
<b>Methods paper – The BOOST Study:</b> background, methodology and preliminary findings from the BOOST Study.	Q2 2020	<ul style="list-style-type: none"> <li>Cataract surgeons, ophthalmologists and hospital administrators</li> <li>Key opinion leaders</li> </ul>	FHF	World Ophthalmology Congress 2020	Complete
<b>Results paper – Quality of surgical outcomes and determining factors:</b> common determinants of poor outcomes (based on Phase II data) and patterns over time across regions and socioeconomic levels. Information about pre-operative vision and % of patients who were blind unilaterally or bilaterally will be compared to the PRECOG Sample, to investigate any changes in terms of proportion of surgeries that are relieving blindness and factors that contribute to achievement of good outcomes.	Q3-4 2020	<ul style="list-style-type: none"> <li>Cataract surgeons, ophthalmologists and hospital administrators</li> <li>NGOs and Eye health opinion leaders</li> </ul>	Nathan Congdon (Orbis)	Lancet Global Health, IAPB General Assembly,	To be commenced
<b>Results paper – Cataract surgical approaches:</b> Type of surgical approach (ECCE, phaco, SICS), disaggregated by resource setting and trends across countries and regions. Will incorporate determinants of surgery type, impact on outcomes, and surgeon-reported preferences.	Q3-4 2020	<ul style="list-style-type: none"> <li>Cataract clinicians and ophthalmologists</li> <li>NGOs and Eye health opinion leaders</li> </ul>	TBC	British Journal of Ophthalmology, American Journal of Ophthalmology	To be commenced

Abstract ideas	Target Date	Audience	Lead Author/Agency	Channel	Status
<p><b>Results paper – Usability of BOOST.</b>                      Qualitative analysis of results and impact of BOOST on monitoring practice. Will include analysis of user-experience factors influencing uptake of CSOM tools, including challenges for outcome monitoring, support required to act on prompts by BOOST, and whether changes were made but did not have an immediate impact on performance.</p>	Q4 2020	<ul style="list-style-type: none"> <li>• Cataract surgeons, ophthalmologists and hospital administrators</li> <li>• NGOs and Eye health opinion leaders</li> </ul>	FHF	Community Eye Health Journal, IAPB General Assembly	To be commenced
<p><b>Discussion paper – supporting a culture of continuous quality improvement.</b>                      Discussion/think piece on how non-government organisations and funding partners might respond to BOOST and support ongoing, sustainable approaches to outcome monitoring. Additional data may be collected through focus groups or follow-up surveys with NGO target users.</p>	Q1 2021	<ul style="list-style-type: none"> <li>• Key opinion leaders</li> <li>• Eye health decision-makers and program managers</li> <li>• Potential funders</li> </ul>	FHF or SightSavers	IAPB General Assembly, IAPB blog/website piece	To be commenced.