

Impact and the Person-Based Approach: from Stakeholder Engagement to Stakeholder Benefits

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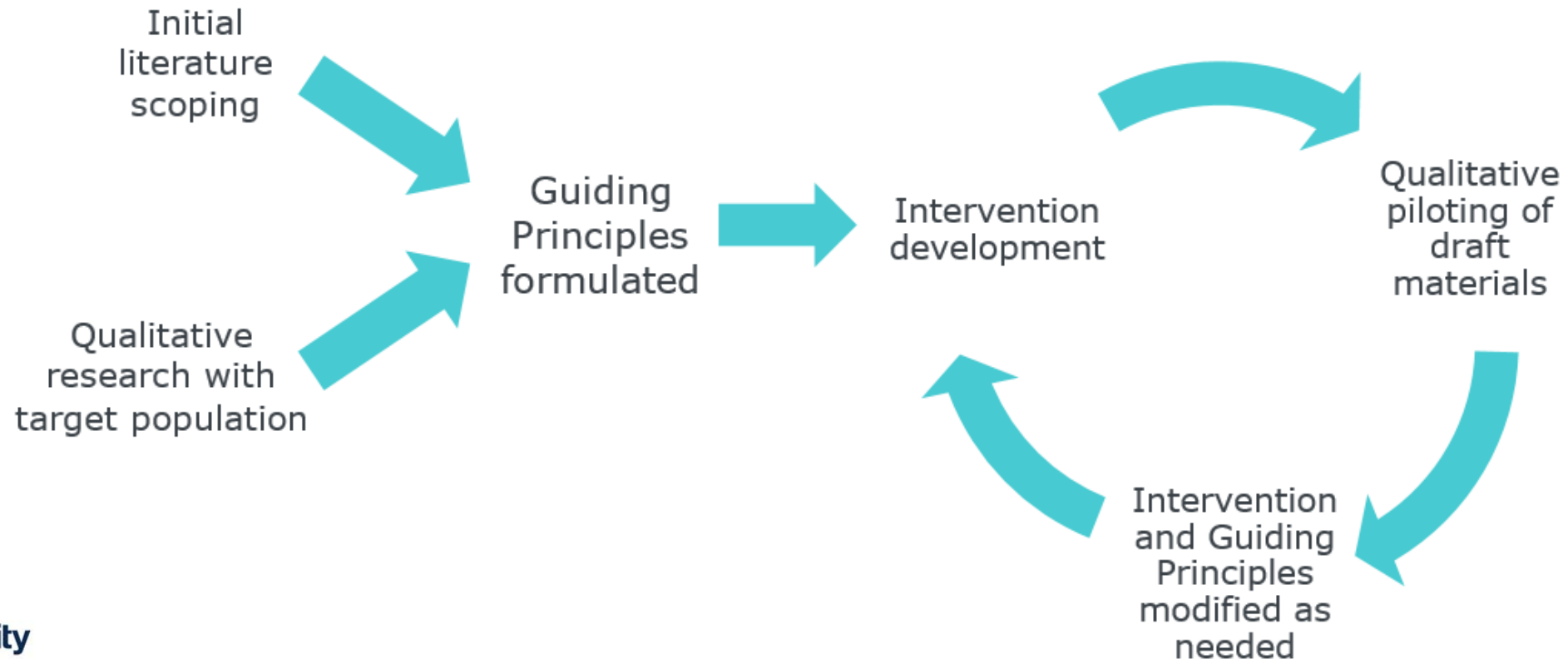
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The person-based approach

- Three/four phases to intervention development, testing & evaluation



**PBA: so, *where*
does impact
feature, then?**



PLANNING

Literature
Review



Analysis
of Previous
Data



Meetings
with Health
Professionals &
Patients



Based

DEVELOPMENT & EVALUATION

Real Patients'
Comments



Individual
Interviews



Testing &
Using at
Home



IMPACT & EXPECTED RESULTS

Available WHEN &
WHERE the Patient
Needs it



Specific,
Relevant &
Encouraging
Advice



Improved
Daily Lives



Approach

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PBA and impact: from stakeholder (target user) engagement to stakeholder benefits

A key dimension of the PBA to intervention development is

participant input (*expert group; patients; HCPs; patient and public involvement*); *this stakeholder/target user engagement ensures user needs-responsive intervention design and objective-setting in respect of intended project benefits...*

As a result...

Understanding the target users' attitudes, motivations, needs and circumstances as well as theory and evidence - we select the intervention components that seem the most acceptable, feasible and salient to the intervention users.

PBA and impact: from stakeholder engagement to stakeholder benefits



Based on in-depth qualitative research, we iteratively modify the intervention to make it more persuasive, feasible and relevant to users. This allows to better interpret intervention usage and outcomes

In-depth understanding of the psychosocial context of users and views is a systematic way of **addressing the user experience** of intended behavior change techniques and can enhance the use of theory and evidenced based approaches to intervention development

We can modify and avoid including elements of an intervention that are misunderstood, disliked or seen as impractical or invasive

Suggests the need for new intervention characteristics - hence not yet evidence-based

Taking into consideration the users' perspectives, the developers ensure not only usability and acceptability but ensure the intervention is motivating, enjoyable, informative, convincing and (if applicable) changes behavior and/or enhances well-being

PBA and IMPACT: summary of potential stakeholder (target user) benefits

- Improved patient experience and wellbeing
- Increased HCP awareness/understanding
- Enhanced (evidenced-based) practice/advice-giving



In Conclusion...Lessons Learnt



Thank you
for
listening!

