

Appendix 1. Survey questionnaire - Identifying local Opinion Leaders and Implementation Strategies and Tools to increase guideline uptake among doctors of chiropractic



The Canadian Chiropractic Guideline Initiative

Dear colleague,

One important mission of the Canadian Chiropractic Guideline Initiative is to disseminate and help implement best practice and clinical practice guidelines (CPGs) among chiropractors. To help accomplish its mission, the Guideline Initiative is seeking your input to help identify: 1) chiropractic **Opinion Leaders** in urban, suburban, and/or rural communities across Canada, and 2) **strategies and implementation support tools** you feel could increase guideline uptake.

Completing this survey should take you less than 5 minutes.

Before recommending Opinion Leaders and Implementation Strategies and Support Tools, please consider the following definitions.

1. Opinion Leaders

Opinion Leaders are people who are seen as likeable, trustworthy and influential. Because of their influence, these individuals may be able to help and persuade chiropractic providers to use up-to-date credible information to make better decisions and provide optimal patient care.^{i,ii} From time to time, Opinion Leaders may be asked to

present material developed by the Guideline Initiative in continuing education activities within respective jurisdictions (for example, conferences, workshops and seminars, webinars and online educational modules) to promote evidence based practice. Opinion Leaders may be used along with other strategies, such as reminders, audit and feedback, and distributing education materials.

We would be most appreciative if you could identify three (3) colleagues who you feel would be suitable to serve as "Opinion Leaders" (*i.e. someone you feel may be influential in the area of clinical practice*). These individuals should be people that you feel are educationally influential, knowledgeable and humanistic. In this context humanistic refers to someone who is concerned with the interests and welfare of others. Please let us know if you prefer having the opportunity to speak with the individual(s) prior to us contacting them.

Survey responses will be collated and nominated individuals will be invited to consider taking the role of an Opinion Leader. To help with the selection process, the following criteria will be considered by members of the selection committee: *Geographical location, past and current level of engagement with the profession, availability, attitudes and beliefs toward evidence-based practice and CPGs, prior teaching experience, and communication skills*. Selected individuals will be invited to participate in a training session to help them become more effective communicators and leaders when interacting with colleagues and other health care professionals.

Names of potential Opinion Leaders (in order of preference – you may include your own name if you wish):

1. Dr. _____

Brief reason(s) why:

Location (city/town - if known): _____

Do you prefer to speak with this person prior to our contacting him/her? _____

May we indicate that you referred him/her? _____

2. Dr. _____

Brief reason(s) why:

Location (city/town - if known): _____

Do you prefer to speak with this person prior to our contacting him/her? _____

May we indicate that you referred him/her? _____

3. Dr. _____

Brief reason(s) why:

Location (city/town - if known): _____

Do you prefer to speak with this person prior to our contacting him/her? _____

May we indicate that you referred him/her? _____

2 .Implementation Strategies and Support Tools

A number of Implementation Strategies and Tools are available to increase the likelihood of uptake of evidence in clinical practices.ⁱⁱⁱ **Strategies** aimed at developing and maintaining professional competencies include distribution of printed educational materials, continuing education conference and workshops, educational outreach visits, patient-mediated interventions, audit and feedback, marketing, mass media, and regulatory interventions. **Support Tools** are resources for practitioners and those with a role in education that help improve and assess users' knowledge and apply the knowledge in practice. Tools include academic detailing aids; e-learning resources; patient and staff information handouts; webinars; Power Point presentations; Practitioner Guides, etc.

We would be most appreciative if you could recommend three (3) Implementation Strategies and/or Support Tools to improve dissemination and the implementation of best practice in the chiropractic setting. Please note that the above lists are not exhaustive and additional ideas are welcome. *The more specific you can be about your ideas, the better.*

Potential strategies (in order of preference):

1. _____
2. _____
3. _____

Potential Implementation Support Tools (in order of preference):

1. _____

2. _____

3. _____

Thank you for taking the time to complete our survey. We welcome any additional comments/suggestions you may have.

Contact information:

For more information, please contact Dr. André Bussières DC, PhD at:

andre.bussieres@mcgill.ca

References

Flodgren G, Parmelli E, Doumit G, Gattellari M, O'Brien MA, Grimshaw J, Eccles MP. Local opinion leaders: effects on professional practice and health care outcomes. Cochrane Database of Systematic Reviews 2011 8:CD000125.

Baskerville NB, Liddy C, Hogg W. Systematic review and meta-analysis of practice facilitation within primary care settings. Annals of Family Medicine 2012 10 (1):63-74.

Rx for Change database. The Canadian Agency for Drugs and Technologies in Health (CADTH). at:

<http://cadth.ca/en/resources/rx-for-change/database>. 2014
