



Section 5: Creating Your Dissemination Plan

Disseminating your evaluation findings will ensure that your evaluation has “real world” impact and that other HIE projects can benefit from your experiences and lessons. By incorporating dissemination strategies early in the planning stages of the evaluation, you can achieve the most effective dissemination. No single approach or strategy will achieve all of your dissemination goals; you will likely use multiple methods and tools in the dissemination plan.

In creating your dissemination plan, you should consider the following key questions:

- **Goal:** What are the goals and objectives of your dissemination effort? What impact do you hope to have?
- **Evaluation findings and products:** What will be disseminated?
- **Audience and end users:** Which stakeholder organizations will apply your findings in actual practice? Who is affected most by the evaluation? Who would be interested in learning about the study findings? Is this of interest to a broader community?
- **Communication:** How can you effectively convey the evaluation outcomes?
- **Medium:** What is the most effective way to reach each audience? What resources does each group typically access?
- **Execution:** When should each aspect of your dissemination plan occur (i.e., at which points during the evaluation and afterwards)? Who will be responsible for dissemination activities? Who are the dissemination partners—individuals, organizations, or networks through whom you can reach end users?



In planning for dissemination, it is critical that you start by following the steps outlined in Section 2 to identify your HIE project’s stakeholders, along with their goals and objectives. Dissemination starts with awareness, as stakeholders learn about the motivation, goals, needs, measures, and plan for the evaluation. Your dissemination plan should then tailor communication strategies, materials, and the medium to the priority areas of interest for your audience and end users. For example, researchers might prefer formal peer-reviewed publications, while clinicians may prefer presentations that highlight clinical benefits and improved patient outcomes, and administrators are more likely to focus on financial impact and return on investment. A strong dissemination plan would account for these preferences, address each stakeholder’s pain points, and ultimately answer each stakeholder’s question, “Is this HIE project a success for me?”

