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Ontario Printed Educational Message trial (OPEM): changing physician decision making towards more evidence based choices

Submission date	Recruitment status
21/07/2005	No longer recruiting
Registration date	**Overall study status**
21/07/2005	Completed
Last Edited	**Condition category**
14/12/2021	Nutritional, Metabolic, Endocrine

[_] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[X] Results
[_] Individual participant data

Plain English summary of protocol
Not provided at time of registration

Contact information

Type(s)
Scientific

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Additional identifiers

Protocol serial number
MCT-67916

Study information

Scientific Title

Printed Educational Materials (PEMs) and their impact on physician decision making towards more evidence based choices: a single centre randomised tria

Acronym
OPEM

Study objectives
Printed Educational Materials (PEMs) will change physician decision making towards more evidence based choices.

Study Objective:
To measure the impact of PEMs on physician behaviour.

This description covers three replicates, independantly randomised. Each of the three sequential studies, aimed to asses the effects of printed educational materials on practice change by physicians. Each of the three replicates was aimed at a different condition and group of patients, and used different messages, but the same message formats.

These three seperate trials, essentially identical in design, tested the impact of printed educational messages aimed at:
1. Increasing coverage of retinal screening among all adult patients with diabetes
2. Intensification of cardiovascular treatment for patients over 65 years of age, with diabetes, and
3. At encouraging physicians to choose thiazides for initiation of hypertension therapy in their patients over 65 years, with newly diagnosed uncomplicated hypertension.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Research Ethics Board of Sunnybrook & Women's College Health Science Centre, Toronto, Ontario (Canada), 29/04/2004, ref: #135-2004

Study design
Single-centre randomised cluster and factorial trial

Primary study design
Interventional

Study type(s)
Other

Health condition(s) or problem(s) studied
Diabetes, hypertension

Interventions
Posted printed educational materials (PEM) as follows:
Intervention arm 1 will receive 'informed' with an attached short outsert
Intervention arm 2 will receive 'informed' with an attached short outsert and longer insert
Intervention arm 3 will receive 'informed' with an attached long insert
Control arm will receive 'informed' only with no attachments

Intervention Type
Other

Phase
Not Applicable

Primary outcome(s)
Three trials:
1. Proportion of new hypertensives on diuretics
2. Proportion of diabetics who receive retinal screening
3. Proportion of diabetics who receive lipid lowering and antihypertensive medication and an ACE inhibitor

All measured from routinely collected health insurance and administrative information: OHRI, ODB, CIHI

Key secondary outcome(s))
No secondary outcome measures

Completion date
01/07/2006

Eligibility

Key inclusion criteria
5547 actively practicing family (FP) and general practitioners (GP) in Ontario (~25 years and above, either sex) that have more than 100 patients over 65 years of age in fee for service practice with greater $50,000 billings to OHIP in 2003, randomised each time for three mail-outs of PEMs - the Printed Educational Materials

Participant type(s)
Patient

Healthy volunteers allowed
No

Age group
Adult

Sex
All

Key exclusion criteria
Physicians who have elected not to receive 'informed', a newsletter on evidence based practice out of the Institute for Clinical Evaluative Sciences (ICES)

Date of first enrolment
01/01/2005

Date of final enrolment

01/07/2006

Locations

Countries of recruitment
Canada

Study participating centre
Institute for Clinical Evaluative Sciences
Toronto, Ontario
Canada
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Sponsor information

Organisation
Institute for Clinical Evaluative Sciences - Toronto (Canada)

ROR
https://ror.org/05p6rhy72

Funder(s)

Funder type
Research organisation

Funder Name
Canadian Institutes of Health Research (CIHR) (Canada), ref: MCT-67916

Alternative Name(s)
Instituts de Recherche en Santé du Canada, Canadian Institutes of Health Research (CIHR), CIHR_IRSC, Canadian Institutes of Health Research | Ottawa ON, CIHR - Welcome to the Canadian Institutes of Health Research, CIHR, IRSC

Funding Body Type
Government organisation

Funding Body Subtype
National government

Location
Canada

Results and Publications

Individual participant data (IPD) sharing plan

Not provided at time of registration

IPD sharing plan summary

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	diabetic retinopathy results	06/08/2014		Yes	No
Results article	diabetic retinopathy results	06/08/2014		Yes	No
Results article	hypertension results	13/09/2016		Yes	No
Results article	hypertension results	17/09/2016		Yes	No
Results article		11/12/2021	14/12/2021	Yes	No
Protocol article	process evaluation protocol	26/11/2007		Yes	No
Protocol article	protocol	26/11/2007		Yes	No
Protocol article	sub-trial protocol	26/11/2007		Yes	No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes