ISRCTN72772651 https://doi.org/10.1186/ISRCTN72772651

# 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

**Contact name**
Dr Merrick Flynn Zwarenstein

**Contact details**
Institute for Clinical Evaluative Sciences
2075 Bayview Ave
G106
Toronto, Ontario
Canada
M4N 3M5
+1 (0)416 480 4055 ext. 7439
merrick.zwarenstein@ices.on.ca

## Additional identifiers

**EudraCT/CTIS number**

**IRAS number**

**ClinicalTrials.gov number**

**Secondary identifying numbers**

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

### Secondary study design
Cluster randomised trial

### Study setting(s)
GP practice

### Study type(s)
Other

### Participant information sheet
Not available in web format, please use contact details to request a participant information sheet

### 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 measure
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

### Secondary outcome measures
No secondary outcome measures

### Overall study start date
01/01/2005

### 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

### Age group
Adult

### Sex
Both

### Target number of participants
5547

### 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
M4N 3M5

## Sponsor information

### Organisation
Institute for Clinical Evaluative Sciences - Toronto (Canada)

### Sponsor details
Room G1 06
2075 Bayview Avenue
Toronto
Canada

M4N 3M5
-
info@ices.on.ca

**Sponsor type**
Research organisation

**Website**
http://www.ices.on.ca/

**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, IRSC

**Funding Body Type**
Government organisation

**Funding Body Subtype**
National government

**Location**
Canada

# Results and Publications

**Publication and dissemination plan**
Not provided at time of registration

**Intention to publish date**

**Individual participant data (IPD) sharing plan**
Not provided at time of registration

**IPD sharing plan summary**

Not provided at time of registration

## Study outputs

| Output type | Details | Date created | Date added | Peer reviewed? | Patient-facing? |
|---|---|---|---|---|---|
| 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 |
| 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 |