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

Submission date Recruitment status Prospectively registered 21/07/2005 No longer recruiting [X] Protocol [ ] Statistical analysis plan Registration date Overall study status 21/07/2005 Completed [X] Results [ ] Individual participant data Last Edited Condition category Nutritional, Metabolic, Endocrine 14/12/2021

# Plain English summary of protocol

Not provided at time of registration

# Contact information

# Type(s)

Scientific

#### Contact name

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#### Contact details

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# Additional identifiers

**EudraCT/CTIS** number

**IRAS** number

ClinicalTrials.gov number

Secondary identifying numbers

# 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 ACF 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

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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?
<u>Protocol article</u>	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