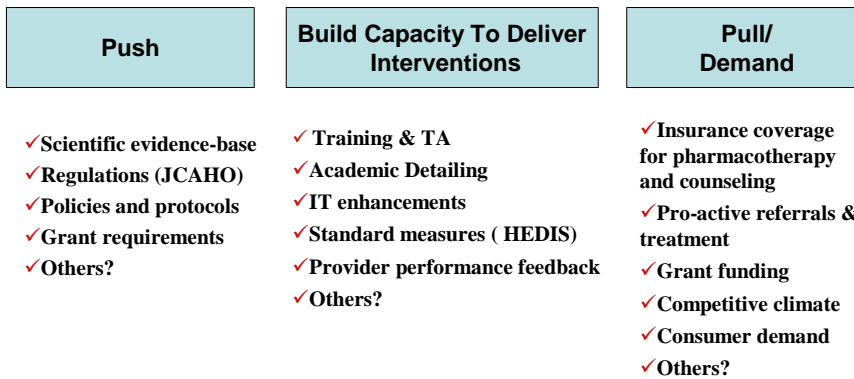


From

Push - Pull Model

Translating evidence-based health and behavior research into practice



Based on Gruman J, Orleans CT, Anderson N: Roadmap for the next frontier: Getting evidence-based behavioral medicine into practice. Paper presented at the Society for Behavioral Medicine Annual Meeting, San Diego, CA. (1999, March).

4 stars*:	1. Definition of Treatment
3 stars:	2. JCAHO (HEDIS) 3. Mandated insurance coverage (agreed upon definition is needed) 4. Data (IT, CIR) and uniform data system 5. Marketing strategies that target clinicians 6. End goal: sustainability: when are we done? how do we know we've sustained the change? 7. Clinician education (physicians, other). Tremendous disconnect exists. Need to define the skill set.
1 star:	8. Tobacco intervention =Standards of Care (part of sustainability) 9. Different approaches to delivering care. Integrating tobacco use interventions with existing systems (e.g. chronic care or care model). 10. Creating coalition and partnerships 11. Consistent funding

* Priority assigned to this issue by 24 participants from 7 states, where 5=highest; 1=lowest

