

Stratified Medicine Roadmap Project

Stakeholder Engagement and Communications Strategy

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'SE&C' = Stakeholder Engagement and Communication

Delivering research to
make patients, and the NHS, better

Section 1 - Background

In 2011, the Technology Strategy Board (now Innovate UK) published a paper titled 'Stratified Medicine in the UK: Vision and Roadmap.' The paper set out a shared vision for the UK to be the best place to develop and adopt stratified medicine. It also outlined a technology roadmap containing nine thematic areas, designed to help accelerate the uptake of stratified medicine in the UK.

Following publication of the paper, scoping work was undertaken by the National Institute for Health Research (NIHR) Clinical Research Network (CRN) to understand the impact of these advances on the UK Clinical Research Network (UKCRN) Portfolio. A workshop jointly hosted by the NIHR CRN and the UK Pharmacogenetics and Stratified Medicine Network (UKPSMN) was held in November 2016, involving key representatives from the stratified medicine community. This was designed to develop a roadmap that is useful to all stakeholders for the delivery of stratified medicine studies. The key outputs from this workshop form the scope of the Stratified Medicine Roadmap Project.

Section 2 - Purpose of the Project

The aim of the Stratified Medicine Roadmap Project¹ is to ensure the NIHR CRN and broader clinical research community can evolve in response to an increasing number of stratified medicine studies on the UKCRN Portfolio. To achieve this, the Project has four key outputs:

- **Output 1** - Peer review Journal Article in an appropriate medical journal recommending a CRN response to the Technology Strategy Board (TSB, now Innovate UK) Stratified Medicine in the UK: Vision and Roadmap Paper² (2011).
- **Output 2** - Review the TSB Roadmap Paper to identify element within the remit of the CRN and external to the CRN.
- **Output 3** - Implement recommendations from the TSB Roadmap Paper within the remit of the CRN.
- **Output 4** - Engage with Stakeholder to recommend further activities which fall outside the remit of the CRN

In order to deliver the four key outputs, the Project is broken down into four Work Packages. These are detailed in the Project Brief.³

Section 3 - SE&C objectives

¹ [Stratified Medicine Roadmap Project Brief](#)

² Technology Strategy Board Stratified Medicine in the UK: Vision and Roadmap Paper (2011)

³ [Stratified Medicine Roadmap Project Brief](#)

Section 3.1 - Scope

- Provide SE&C support throughout the life of the Project across all work packages & outputs.
- Lead on the Workstream 4 - Stakeholder Engagement and Comms Strategy and Plan.

Section 3.2 - Communications objectives

- Improve stakeholders' understanding of stratified medicine.
- Gather insight from stakeholders in order to inform key decision-making for the project.
- Raise the profile of stratified medicine, so as to increase stakeholder advocacy for its development and adoption.
- Position the NIHR CRN as a key enabler of the adoption of stratified medicine in the UK, so as to increase the delivery of stratified medicine studies on the UKCRN portfolio.

Section 3.3 - Benefits

- Support from the SE&C Directorate will result in the delivery of streamlined and consistent communications from the centre.
- A centralised stakeholder engagement approach will allow us to identify and meet the individual needs of stakeholders in a more efficient manner, leading to higher levels of buy-in to the project.
- An improved and shared understanding of what stratified medicine means will assist in the measurement of stratified medicine studies on the UKCRN Portfolio.

Section 3.4 - Risks

- This is a joint partnership between NIHR CRN and UKPSMN, which could have a bearing on communications delivery and approvals.
 - Mitigation: Ensure there is an agreed communications protocol in place prior to the communications activity plan getting underway.
- The definition of stratified medicine varies widely and this may have an impact on how our stakeholders choose to interpret our communications.
 - Mitigation: 'Theme 1 - Design' will agree which definition of stratified medicine will be used. This will be incorporated into key messages and repeatedly used in our communications content.
- A list of stakeholders has been identified, but we have yet to verify the level of interest with each stakeholder organisation. Receipt of 'cold' communications could result in stakeholders withdrawing their engagement or support for the project.

- Mitigation: Identify and confirm a primary contact within each stakeholder organisation that wishes to receive communications about this project.

Section 4 - Implementation

Workpackage 1	Stakeholder Org Name	Purpose	What to deliver	Mechanism	Timeframe
Submission of an article to a peer reviewed journal	CRN DH UKPSMN	Improve stakeholders' understanding of stratified medicine in research	Changes to improve stratified medicine study process implemented by CRN to Health partners	UKPSMN Website NIHR Website	On publication of the article

Workpackage 3 Workstream	Stakeholder Org Name	Purpose	What to deliver	Mechanism	Timeframe
1 Plan for 'make research relevant to NHS'	MRC UKPSMN AMRC	Raise the profile of stratified medicine in research, so as to increase stakeholder advocacy for its development and adoption	Changes to improve stratified medicine study process implemented by CRN to Health partners	Workshop Journal paper	March 2018
5 Provision of a 'Curated Learning Resource' for the Stratified Medicine	LCRN's CRNCC WLOD	Improve stakeholders'	A curated stratified medicine learning resource	Signposting via intranet and CRN google sites	March 2018

workforce		understanding of stratified medicine			
8 PPIE Stratified Medicine plan	CRNCC WLOD LCRN PPIE INVOLVE UKPSMN Patient Research Ambassadors?	Gather insight from patients in order to inform key decision-making for the project	Capture and disseminate patient voice to the stratified medicine research community	CRN Connect (news and video/blog) UKPSMN website	January 2018?
10 CRN Delivery Guidance	LCRN's CRNCC RDD	Improve stakeholders' understanding of stratified medicine	Communicate new stratified medicine CRN Delivery Guidance	CRN Connect (ie news and video/blog) SSS Community site UKPSMN Website	April 2018
11 Learning paper with plan	Industry Partners LCRN's	Gather insight from stakeholders in order to inform key decision-making for the stratified medicine in research	Discovery sessions to identify improved ways of working, quick wins and digital innovation	Workshop/s	March 2018
12 Workshop with MHRA to discuss solutions to obstacles (improved process between MHRA and CRN) to Stratified Medicine	MHRA	Gather insight from stakeholders in order to inform key decision-making for the stratified medicine in research	Improved/simplified process for Stratified Medicine studies	Workshop	March 2018

14 An automated report based on Stratified Medicine Studies	CRNCC BDM Industry Partners	Position the NIHR CRN as a key enabler of the adoption of stratified medicine in the UK, so as to increase the delivery of stratified medicine studies on the UKCRN portfolio	Communicate metrics derived from Stratified Medicine studies	CRNCC BDM communication suite SSS Webpage SSS Community Site	March 2018
15 Suite of Stratified Medicine case studies	CRNCC BDM CRNCC RDD CRNCC SEC CRNCC Specialties/Clusters	Position the NIHR CRN as a key enabler of the adoption of stratified medicine in the UK, so as to increase the delivery of stratified medicine studies on the UKCRN portfolio	Promote case studies for education and marketing perspective	CRNCC BDM communication suite SSS Webpage SSS Community Site UKPSMN Website	January 2018