

IMPACT-AF: Formative Research Summary

This letter shares results from interviews on stroke prevention among patients with atrial fibrillation.

As you will recall, the purpose of the interviews was to gather patients' feedback on materials that will be used in a future study (called IMPACT-AF; co-Principal Investigators: Richard Platt, MD, MSc, Harvard Pilgrim Healthcare; Christopher B. Granger, MD, Duke University). The aim of IMPACT-AF is to reduce stroke risk among patients with atrial fibrillation. During the interviews, patients reviewed a series of letters and education materials on stroke prevention.

In total, we interviewed 11 patients with atrial fibrillation.

SUMMARY OF FINDINGS:

- **Interview participants were generally positive about the materials.**
 - Participants appreciated the educational brochure, which was seen as a helpful resource for informing patients about the risk of stroke with atrial fibrillation, how oral anticoagulant (OAC) medicine might be used to help prevent stroke, and the side effects of OACs.
- **Participants also provided a number of helpful suggestions to improve the materials:**
 - Most participants felt that the packet contained too many materials and that patients would not take the time to read everything.
 - Participants thought that the pocket card would be more useful if it contained “conversation starters” that suggested ways patients might bring up the subject of OAC medicine with their doctors.
 - Participants suggested a number of ways to make the materials seem more relevant to patients, such as personalizing the letter as much as possible. This would make people be more likely to open and read them.
- **Participants also thought it was acceptable for health insurance companies to access patients' health records to identify patients who were potentially at risk for stroke.** However, they said that the materials needed to clarify how and why patient records were accessed and who is able to view them.

The IMPACT-AF team reviewed the formative results and made several important changes to the materials based on your feedback. Thank you for sharing your perspective with us!

If you have any questions about this study, please contact the Project Manager, Jennifer Goldsack:
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