



**For educational use, as part of a UW-Madison ICTR course,
Deeply Engaging Patients Through a Mix and Match of Methods**

Worksheet: Outline a Hybrid Approach to Stakeholder Engagement

	High-touch approach	High-tech approach
Recruitment		
Project kick-off		
Conduct of Quality Improvement Project		
Dissemination		
Celebrate Successes and Honor Stakeholders		

Adapted from: Lavalley, D. C., Wicks, P., Alfonso Cristancho, R., & Mullins, C. D. (2014). Stakeholder engagement in patient-centered outcomes research: high-touch or high-tech?. *Expert review of pharmacoeconomics & outcomes research*, 14(3), 335-344.