

**Title: THE VALUE OF IMPLEMENTATION AND THE VALUE OF INFORMATION: COMBINED AND UNEVEN DEVELOPMENT**

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**Issue Being Addressed:** In a budget constrained healthcare system the decision to invest in implementation strategies must be made alongside those regarding investment in healthcare services and further research. We present a framework that examines the value of further information and the value of implementation separately but simultaneously.

**Methods:** The framework provides a measure of the maximum return to further research (expected value of perfect information) and an upper bound on the value of adopting implementation strategies (expected value of perfect implementation). The framework is demonstrated using a series of health care technologies selected from those previously considered by the UK National Institute for Clinical Excellence (NICE) including: prophylactic extraction of wisdom teeth and Zanamivir for influenza. The information used for the case studies was taken from the NICE guidance and assessment reports.

**Results:** In the case of wisdom teeth the value of further research is low but the value of adopting appropriate implementation strategies is substantial. In other circumstances, investment is worthwhile in both further research and implementation strategies, e.g. in the case of Zanamivir further clinical trials are worthwhile as are strategies to restrict use to high risk groups presenting within 24 hours of symptom onset.

**Implications/Discussion:** Previous methods for valuing implementation strategies have confused the value of research and the value of implementation. This framework demonstrates that the value of information and the value of implementation can be examined separately but simultaneously in a single framework. This can usefully inform policy decisions about investment in healthcare services, further research and adopting implementation strategies.

**Status of the work:** In progress