Guest Lecture

Dr. María Fernández

📅 Thursday, 15 June 2023

🕐 16.00

📍 Hörsaal KOL-G-221, Rämistrasse 71, 8006 Zürich

Designing and evaluating strategies for implementing complex interventions in the context of clinical research

University of Zurich UZH

When based on theoretical and empirical evidence - and on the engagement of health care professionals, patients, and other key stakeholders - the implementation of evidence-informed health interventions can become more effective and sustainable, thereby contributing to improved patient outcomes. Nevertheless, integrating systematic and collaborative as well as replicable and transparent implementation processes into clinical studies represents a challenge. **Implementation mapping** is a systematic process for designing and/ or selecting implementation strategies that lends itself to application in clinical studies. This public lecture will share international experience with using implementation mapping in health research and discuss the opportunities and challenges inherent to this use.

Dr. María Fernández is Vice President of Population Health and Implementation Science at the University of Texas Health Science Center at Houston (UTHealth Houston) and the founding Co-Director of the UTHealth Houston Institute for Implementation Science. Dr. Fernández is also the Lorne Bain Distinguished Professor of Public Health and Medicine, Professor of Health Promotion and Behavioral Sciences, and Director of the UTHealth Houston Center for Health Promotion and Prevention Research (CHPPR) at the UTHealth Houston School of Public Health. As a researcher and a leader, Dr. Fernández has spent her career conducting participatory community-engaged research and practice to develop, evaluate, implement, and disseminate interventions to improve health and health equity. Her research focuses on cancer and chronic disease prevention and control among underserved populations in the U.S. and globally.

Professor Lauren Clack, Institute for Implementation Science in Health Care, will moderate the event.