### Ways to Address RE-AIM Issues in Efficacy and Effectiveness Studies

<table>
<thead>
<tr>
<th>RE-AIM Element</th>
<th>Efficacy Trials (Phase III Research)</th>
<th>Effectiveness Trials in Defined Populations (Phase IV Research)</th>
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</table>
| Reach Strategies        | Specified inclusion criteria or purposeful selection, but participants will be volunteers in a specific research setting  
Report exclusion and participation rates, dropouts, and representativeness | Include all relevant members of a defined population  
Report exclusions, participation rates, drop-outs and representativeness                                                          |
| Efficacy or Effectiveness Strategies | Measure outcomes using intent to treat assumptions and a high level of rigor  
Assess both positive (anticipated) and negative (unintended) outcomes | Same as above, though measures are usually more limited  
More likely to include economic outcomes                                                                                       |
| Adoption Strategies     | Have potential adoptees assess fit of prototype intervention to their setting  
Include "proxy measures" of adoption - such as participation among those staff members of a system who will participate in the study | Assess willingness of stakeholders from multiple settings to adopt and adapt the program  
Report on representativeness of settings, participation rate and reasons for declining                                               |
| Implementation Strategies | Collect data on likely treatment demands  
Evaluate delivery of intervention protocol by different intervention agents (usually research staff) | Assess staff ability to implement key components of the intervention in routine practice  
Evaluate consistency of intervention delivery by agency staff who are not part of research team                                   |
| Maintenance Strategies  | Assess recidivism among participants  
Engage potential community settings in strategic planning efforts  
Document extent to which research protocol is retained by setting/agency once the formal study is completed | Assess continuation of program over time, and especially after research phase concludes  
Systematically program for and evaluate the level of institutionalization of the program elements after formal study assistance is terminated |