

# Focusing Qualitative Inquiries Through a PRISM Lens: A Tutorial on Using the PRISM Qualitative Database

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# Using TMFs in Qualitative Research

Holtrop et al. *BMC Health Services Research* (2018) 18:177  
<https://doi.org/10.1186/s12913-018-2938-8>

BMC Health Services Research

Ritchie et al.  
*Implementation Science Communications* (2022) 3:98  
<https://doi.org/10.1186/s43058-022-00344-9>

Implementation Science  
 Communications

## RESEARCH ARTICLE

## Open Access

### Qualitative approaches to use of the RE-AIM framework: rationale and methods

Jodi Summers Holtrop<sup>1\*</sup>, Borsika A. Rabin<sup>1,2</sup> and Russell E. Glasgow<sup>1</sup>

Research Article

### Using Normalization Process Theory as a Practical Tool Across the Life Course of a Qualitative Research Project

R. J. McNaughton<sup>1</sup> , A. Steven<sup>2</sup>, and J. Shucksmith<sup>1</sup>

## Open Access



## METHODOLOGY

## Open Access

### Development of a qualitative data analysis codebook informed by the i-PARIHS framework

Mona J. Ritchie<sup>1,2\*</sup> , Karen L. Drummond<sup>1,2</sup>, Brandy N. Smith<sup>1</sup>, Jennifer L. Sullivan<sup>3,4</sup> and Sara J. Landes<sup>1,2</sup>



Nevedal et al. *Implementation Science* (2021) 16:67  
<https://doi.org/10.1186/s13012-021-01111-5>

Implementation Science

## METHODOLOGY

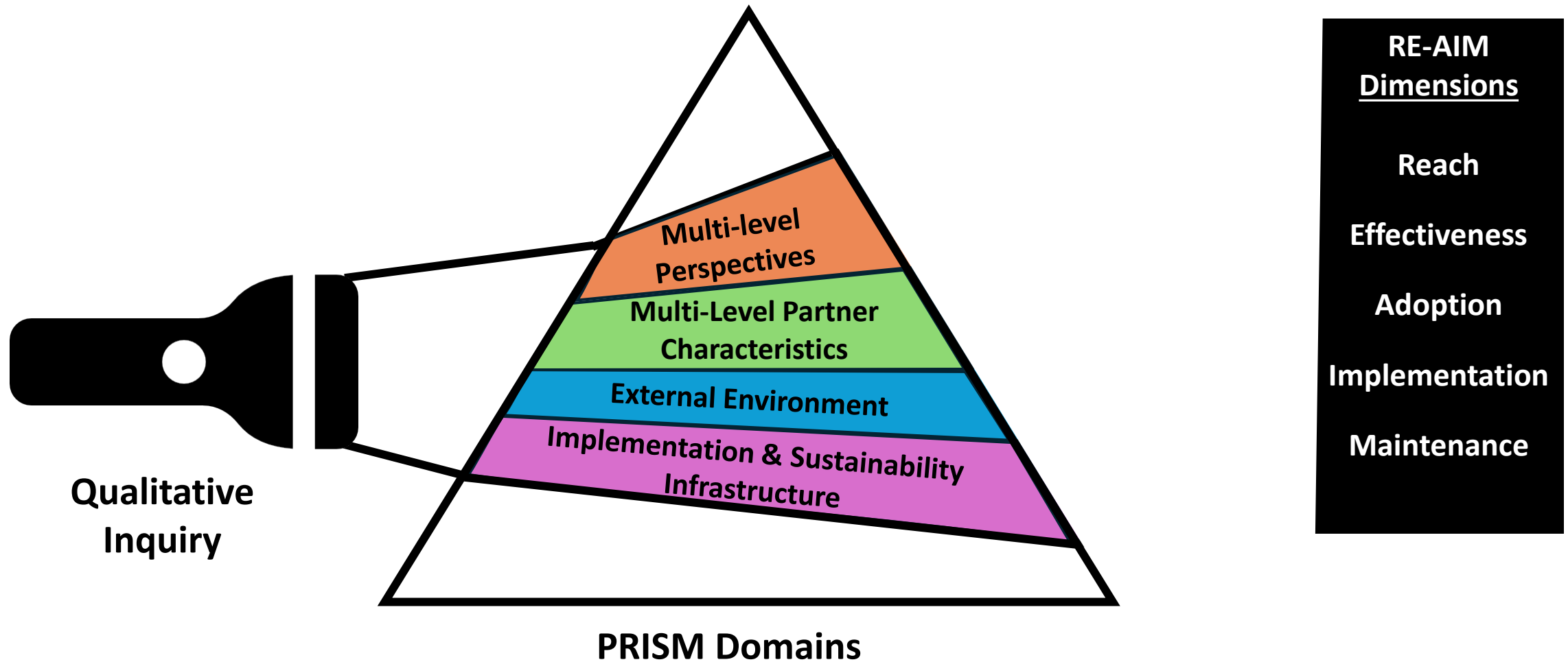
## Open Access

### Rapid versus traditional qualitative analysis using the Consolidated Framework for Implementation Research (CFIR)

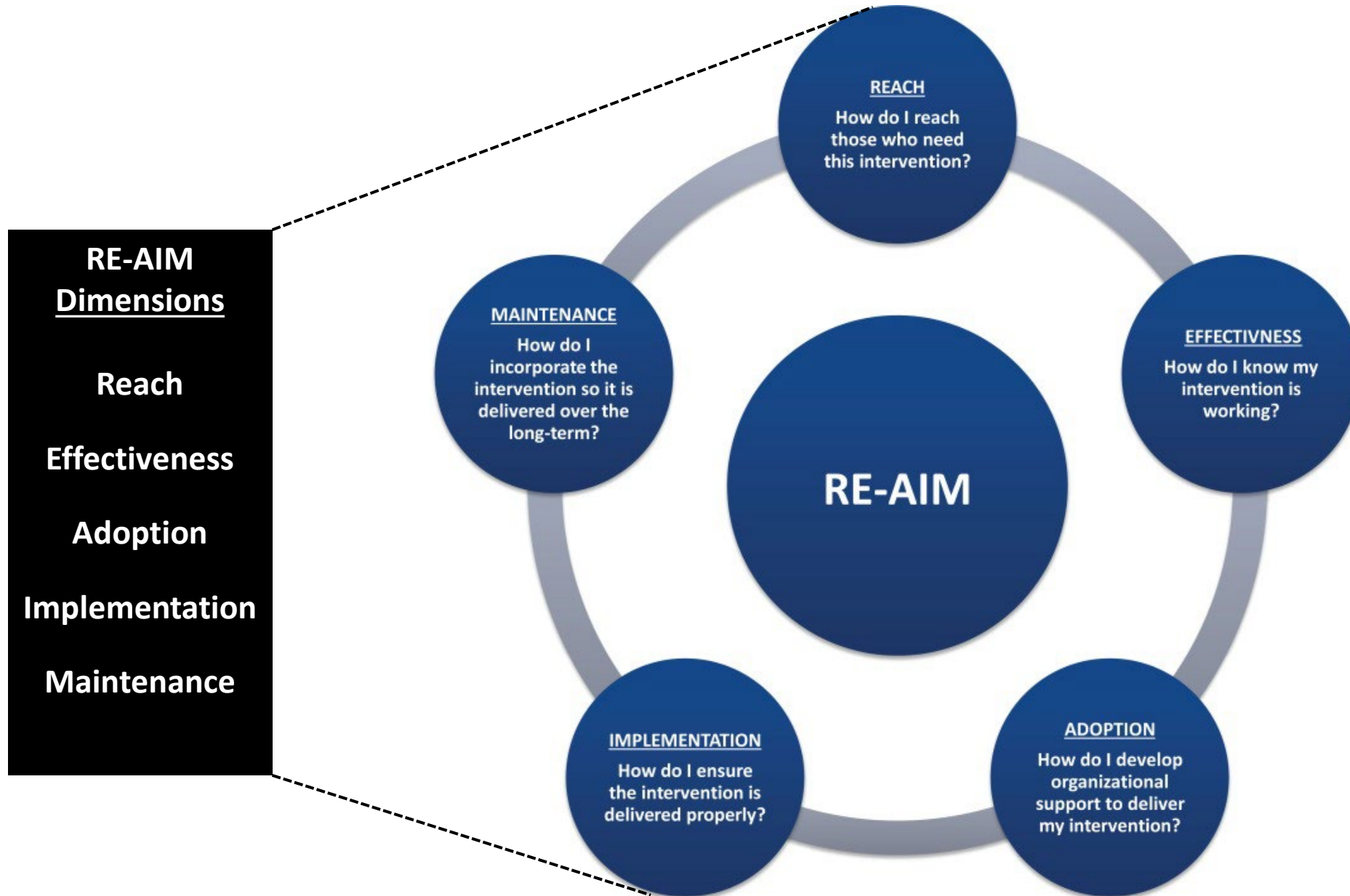
Andrea L. Nevedal<sup>1,2\*</sup> , Caitlin M. Reardon<sup>2†</sup>, Marilla A. Opra Widerquist<sup>2</sup>, George L. Jackson<sup>3,4,5,6</sup>, Sarah L. Cutrona<sup>7,8,9</sup>, Brandolyn S. White<sup>3</sup> and Laura J. Damschroder<sup>2</sup>



# Practical, Robust Implementation and Sustainability Model (PRISM)



# RE-AIM Dimensions



# PRISM in Qualitative Research

**Many Good Examples of using PRISM in Qualitative Research**

Salgin et al. *BMC Health Services Research* (2025) 25:1457  
<https://doi.org/10.1186/s12913-025-13617-5>

BMC Health Services Research

RESEARCH

Open Access



## Multi-level barriers and facilitators to implementing tobacco screening and cessation counseling in a Federally Qualified Health Center

Linda Salgin<sup>1,2,3\*</sup>, Jennifer K. Felner<sup>3</sup>, Amanda Velasquez<sup>3</sup>, Borsika A. Rabin<sup>1,4</sup>, David Strong Jerel P. Calzo<sup>3</sup>

# TBM

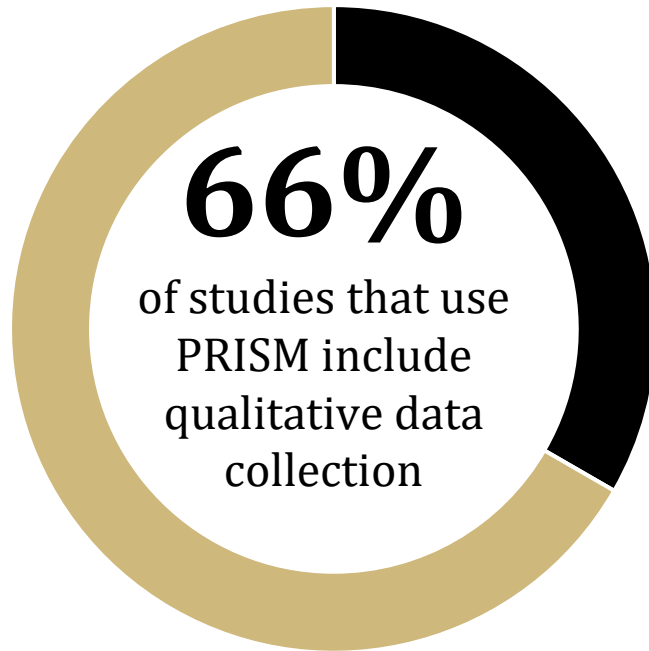
ORIGINAL RESEARCH

Using the Practical, Robust Implementation and Sustainability Model (PRISM) to qualitatively assess multilevel contextual factors to help plan, implement, evaluate, and disseminate health services programs

Marina S. McCreight,<sup>12,6</sup> Borsika A. Rabin,<sup>13,4,5</sup> Russell E. Glasgow,<sup>14,5,6</sup> Roman A. Ayele,<sup>12,7</sup> Chelsea A. Leonard,<sup>12</sup> Heather M. Gilmartin,<sup>12,7</sup> Joseph W. Frank,<sup>12,8</sup> Paul L. Hess,<sup>12,9</sup> Robert E. Burke,<sup>10,11</sup> Catherine T. Battaglia<sup>12,7</sup>

<sup>1</sup>Denver-Seattle Center of Innovation

# PRISM in Qualitative Research



**Many Good Examples of using PRISM in Qualitative Research**

**Missing from the literature is an understanding of how to apply PRISM in qualitative research across:**

- 1) Multiple Settings**
- 2) Implementation Phases**
- 3) Interviewee Roles**

# Aims

Aim 1: Evaluate how PRISM has been applied in qualitative data collection within D&I science

- Develop a database of exemplar qualitative data collection guides

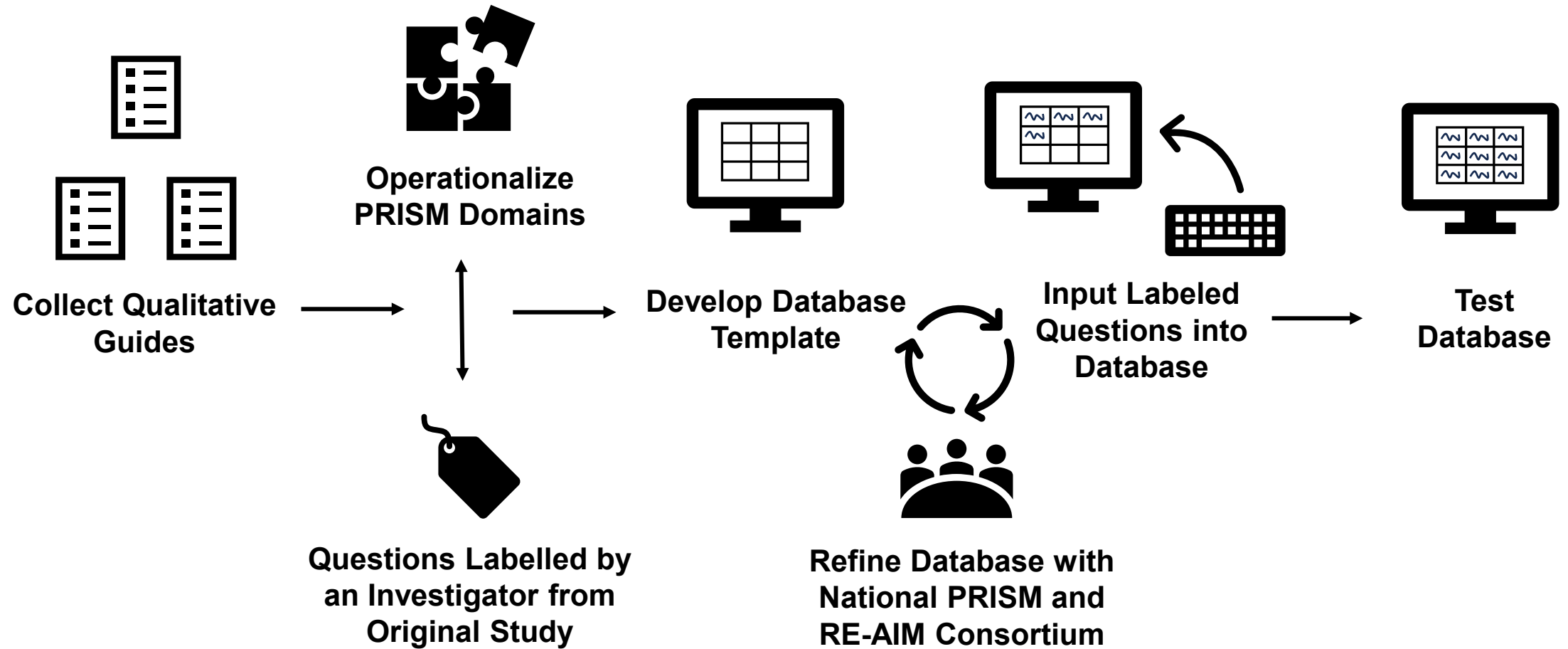
Aim 2: Develop practical guidance on how to rigorously apply PRISM for qualitative research



# Creating a Database of Qualitative Data Collection Instruments using PRISM



# Database Development



# PRISM Qualitative Database – Overview

<input type="checkbox"/>	Interview Guide	Study Name	Citation	Data Collection Type	Topic	Population	Recipient or...	Setting	Pre-implementation	Implementation
1	Current User Guide	ABRIDGE	Publication in Pro...	Individual Interviews	AI	Clinicians	Implementers	Academic Heal...	✓	
2	Provider Guide	Moving Forward Togeth...	Pinto, B. M., Patel, ...	Individual Interviews	Physical Activity	Staff	Implementers	Community		
3	Participant Guide	Moving Forward Togeth...	Pinto, B. M., Patel, ...	Individual Interviews	Physical Activity	Cancer Survivors	Recipients	Community		
4	Organization Guide	Moving Forward Togeth...	Pinto, B. M., Patel, ...	Individual Interviews	Physical Activity	Community Progra...	Implementers	Community		
5	Community Health Worker ...	My Own Health Report ...	Publication in Pro...	Individual Interviews	Health Behavior ...	Community Health ...	Implementers	Community		✓
6	Patient Guide	My Own Health Report ...	Publication in Pro...	Individual Interviews	Health Behavior ...	Wellness Bus Partici...	Recipients	Community		✓
7	Dropped Participant Guide	FLEX POC	Frazier MC, Pullin ...	Individual Interviews	Yoga Program	Yoga Participants	Recipients	Community		
8	Retained Participant Guide	FLEX POC	Frazier MC, Pullin ...	Individual Interviews	Yoga Program	Yoga Participants	Recipients	Community		
9	Round 1 Guide	Hub-and-Spoke Screeni...	Castañeda, S. F., G...	Individual Interviews	Cancer Screening	Staff	Implementers	Community He...		✓
10	Round 2 Guide	Hub-and-Spoke Screeni...	Castañeda, S. F., G...	Individual Interviews	Cancer Screening	Staff	Implementers	Community He...		
11	ALC Guide	Action Learning Collabo...	Publication in Pro...	Focus Group	Brain Injury Scre...	Implementers	Implementers	Community He...		
12	Perp	School-based Asthma	Brewer, S. E., Reed...	Individual Interviews	Asthma	Staff	Implementers	School		✓
13	School Nurse Guide	School-based Asthma	Brewer, S. E., Reed...	Individual Interviews	Asthma	School Nurse	Implementers	School		✓
14	Parent Guide	School-based Asthma	Brewer, S. E., Reed...	Individual Interviews	Asthma	Parents	Recipients	School		✓
15	Play 60 Implementation Gu...	NFL Play 60	Publication in Pro...	Individual Interviews	Physical Activity	Teachers	Implementers	School		✓
16	Pre-implementation Guide	eScreening	Pittman, J. O., Lind...	Individual Interviews	Screening	Staff	Implementers	VA	✓	

# PRISM Qualitative Database - Tabs

## PRISM Qualitative Guide Database

Overview | Perspectives of Implementers | **Perspectives of Recipients** | Characteristics of Implementers | Characteristics of Recipients | External Environment | Implementation & Sustainability Infrastructure | Re...

Views | Grid view Hide fields Filter Group Sort

Find a view

Grid view

<input type="checkbox"/>	Question	Guide Name	Study Name	Position of Question in...	Data Collection Type	Implementation Phase
1	What influenced willingnes...	Post-implementation	eScreening	3c	Individual Interviews	Implementation
2	How Veteran-centered do ...	Post-implementation	eScreening	12	Individual Interviews	Implementation
3	Were there any changes to ...	Sustainment	eScreening	4	Individual Interviews	Post-implementation
4	What kind of direct feedba...	Sustainment	eScreening	10	Individual Interviews	Post-implementation
5	What challenges have you ...	Round 1 Guide	Hub-and-Spoke Screeni...	6	Individual Interviews	Implementation
6	What challenges have you ...	Round 1 Guide	Hub-and-Spoke Screeni...	9	Individual Interviews	Implementation
7	We noticed you rated (sele...	Round 1 Guide	Hub-and-Spoke Screeni...	16	Individual Interviews	Implementation
8	What challenges have you ...	Round 2 Guide	Hub-and-Spoke Screeni...	6	Individual Interviews	Implementation
9	What challenges have you ...	Round 2 Guide	Hub-and-Spoke Screeni...	9	Individual Interviews	Implementation

# Summary of the Guides in Database

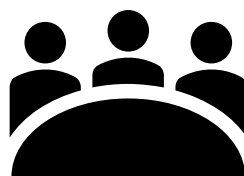
## Type of Data Collection



**Individual Interviews**

**96.8%**

**n=30**



**Focus Group**

**3.2%**

**n=1**

## Setting

**Veterans  
Health  
Administration**



**51.6%**  
**n=16**

**Community  
Health  
Centers**



**32.3%**  
**n=10**

**Schools**



**12.9%**  
**n=4**

**Academic  
Health Center**



**3.2%**  
**n=1**

# Summary of the Guides in Database

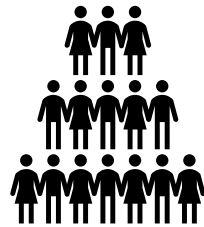
## Interviewee Role



**Implementer**

**64.5%**

**n=20**



**Recipient**

**35.5%**

**n=11**

## Implementation Phase

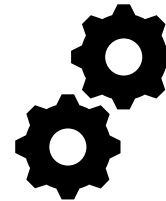
**Pre-Implementation**



**25.8%**

**n=8**

**Implementation**



**25.8%**

**n=8**

**Post-Implementation**



**48.4%**

**n=15**

# PRISM Domains in Guides

## Most Common Domains

Perspectives of Implementers

42.8% in Implementation

Perspectives of Recipients

49.3% in Post-Implementation

Implementation & Sustainability  
Infrastructure

40.8% in Post-Implementation

## Least Common Domains

Characteristics of Implementers

Characteristics of Recipients

External Environment

# RE-AIM Dimensions in Guides

## Most Common Dimensions

Implementation

Effectiveness

## Least Common Domains

Reach

→ 66.7% in Implementation Phase

Maintenance

→ 27.4% in Post-Implementation Phase

Adoption

→ 13.0% in Pre-Implementation Phase



# Recommendations for using PRISM to guide Qualitative Research



# How PRISM Can Advance Your Qualitative Research

## PRISM Guides Multi-level Contextual Assessment

PRISM can help you:

1. Zero in on a modest number of contextual factors
2. Compare perspectives across roles – recipients + implementers
3. Examine how context changes over time
4. Link contextual factors and implementation outcomes

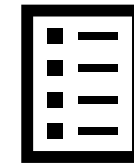
## Resources Available at [www.RE-AIM.org](http://www.RE-AIM.org)



**Database**



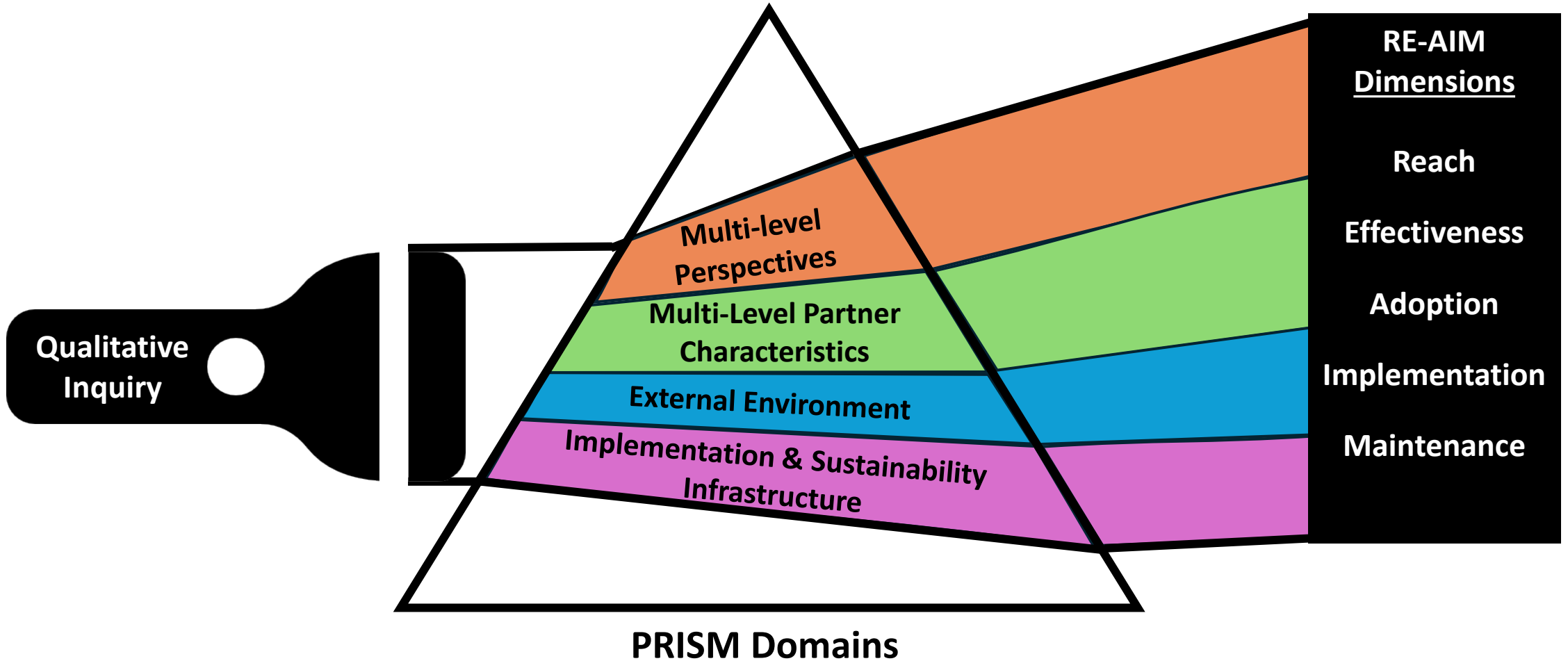
**PRISM FAQs**



**Qualitative Guide Examples**

# Using PRISM in Qualitative Data Collection

Consider both PRISM domains and RE-AIM dimensions during guide development



# Using PRISM in Qualitative Data Collection

Tailor Questions within a Guide to the Interviewee Role

What resources, if any, might you need to support patients when using the “My Own Health Record” tool?



**Implementer**

To help support you to make healthy lifestyle changes, the Wellness Bus can follow-up with you and your progress. How would you like that follow-up process to look like?



**Interviewer**



**Recipient**

# Using PRISM in Qualitative Data Collection

Tailor Questions within a Guide to the Implementation Stage

## Pre-implementation

What may not work well when we are implementing eScreening in [Insert clinic name] ?

## Implementation

What internal resources and personnel need to be in place for the eScreening implementation?

## Post-implementation

What has changed in your ability to use eScreening to complete assessments and clinical reminders over the past 9 months?

# Using PRISM in Qualitative Data Collection

Tailor Questions within a Guide to the Implementation Stage

## Pre-implementation

What may not work well when we are implementing eScreening in [Insert clinic name] ?

## Implementation

What internal resources and personnel need to be in place for the eScreening implementation?

## Post-implementation

What has changed in your ability to use eScreening to complete assessments and clinical reminders over the past 9 months?

# Using PRISM in Qualitative Data Collection

Tailor Questions within a Guide to the Implementation Stage

## Pre-implementation

What may not work well when we are implementing eScreening in [Insert clinic name] ?

## Implementation

What internal resources and personnel need to be in place for the eScreening implementation?

## Post-implementation

What has changed in your ability to use eScreening to complete assessments and clinical reminders over the past 9 months?

# Using PRISM in Qualitative Data Collection

## Label Questions with PRISM domains and RE-AIM dimensions to facilitate guide development and qualitative analysis

- 1) Please describe your role here at the **[insert name of facility here]** VA.
  - a. How long have you been in this role?
- 2) As a **[insert their title here]** what has been your experience with eScreening in the M2VA program in your facility?
- 3) From your perspective, please describe the steps involved in the current process of implementing eScreening in the M2VA program? (*PRISM: Program/intervention-organizational perspective, RE-AIM outcome: Implementation*)
- 4) How are you involved in this process? (*PRISM: Program/intervention-organizational perspective*)
- 5) When implementing programs in real world settings we encounter challenges. We anticipate that to address these challenges, sometimes changes to the program or how it is delivered need to be made. What type of changes have you made to the eScreening program at your site? (*PRISM: Program/intervention-organizational perspective, RE-AIM outcome: Implementation*)

**Add Questions Outside of PRISM, if additional context if needed**

# Using PRISM in Qualitative Data Analysis

## Use PRISM Domains to Guide Analysis


- Deductive Codes
- Rapid Qualitative Analysis Matrix Domains

## Include Inductive Insights Where Relevant

- Hybrid of Deductive and Inductive Coding
- Including both PRISM and other Domains in Matrix for Rapid Analysis

## Use PRISM to Organize Findings

- Consider using PRISM to structure the reporting of qualitative findings



# How to Access the Database of Qualitative Data Collection Instruments using PRISM



# Conclusions

**The PRISM Qualitative Question Database  
is Publicly Available and Can be Accessed  
at [www.RE-AIM.org](http://www.RE-AIM.org)**

**PRISM is well-suited to guide Qualitative Research:**

- 1. Focused multi-level contextual assessment**
- 2. Links contextual factors to outcomes**

**Ways PRISM can sharpen rigor:**

- Tailor interview guides to implementation stage and interviewee role**
- PRISM can and should be applied in every stage of qualitative research from identifying a research question through data analysis**



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Emily BH Treichler

Thomas Strayer



Practical, Robust Implementation and Sustainability Model



Improving Public Health Relevance  
and Population Health Impact

## Let's Connect!

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LinkedIn: [www.linkedin.com/in/emily-dunston-phd/](https://www.linkedin.com/in/emily-dunston-phd/)

# Questions We Have for You

1. How do you see yourself using the PRISM qualitative database?
2. Based on the recommendations for using PRISM in qualitative research we presented today, what additional guidance or information would be helpful for you?
3. How would you like to see information about resources like the PRISM qualitative database disseminated?