



Holly Storkel, KU, (she/her): Critical to know how an intervention works for different people -- Need reach and representativeness to get a good sample to answer that.

Marie Masotya: It's important to be able to know whether spread and scale is equitable.

Ramona Koren: what can you do if you have a hard time getting the actual denominator (i.e., those approached to participate) to report reach?

Ramona Koren: Dennis :)

Rachel Steinberg: Do you have any advice for reporting reach-related quantitative data, like you're describing here, integrated with qualitative data (e.g., participant interview responses about what motivated them to join, staff interview responses about the recruitment strategies that did or didn't work and why)?

Marie Masotya: Can you give an example of when attempts to maximize reach impact outcomes. Also do you recommend being more intentional thinking through the sustainability of your strategy to reach more participants over time?

Marie Masotya: Thanks for that helpful example!

Hope (LearningTimes): We do have another session after this one so would ask that this be the only question to give our next presenter time to get situated.

Victrine: Do you have any resources that outlines strategies to balance between maximizing reach and minimizing adverse impact on effectiveness, etc?

Margaret Crane: Wonderful thank you!

Meredith Fort: [meredith.fort@cuanschutz.edu](mailto:meredith.fort@cuanschutz.edu)

---

**DISCLAIMER:** This is an unedited chat transcript of a Colorado Pragmatic Research in Health Conference (COPRH Con) held on May 24<sup>th</sup>-26<sup>th</sup> 2021 and is presented offered as a resource "as is." The content of this transcript is uncorrected and has not been proof read. Opinions and statements included in the transcript are solely those of the individual person(s), presenter(s) or participant(s) at the meeting, and are not necessarily adopted, endorsed or verified as accurate by ACCORDS or LearningTimes.