# Implementing Pragmatic Trials via Electronic Platforms: Practical and Ethical Considerations

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Pragmatic trials often aim to take advantage of technology for outreach and implementation, with the goals of broadening outreach and reducing burden on participants. One benefit of such approaches is the reduction in barriers presented by in-person consent processes. Different methods of outreach and consent, however, result in different subpopulations of participants who enroll; both of these features can influence the estimates of treatment effectiveness that may result. We will discuss examples of how these approaches influence outcomes and analytic results, as well as ethical concerns.

**Learning Objectives**
- Review features of pragmatic clinical trials
- Understand the kinds of electronic platforms available to facilitate pragmatic trials
- Describe real-world examples
- Address the effect of different outreach and consent approaches on participation

**Key Points**
- Proliferation of technology in health care
- Consider the intersection of technology and human behavior
- Electronic platforms for trial implementation and patient care/communication
- Use of electronic health records in pragmatic trials

**Thought Questions**
- How can an electronic platform or system enhance the reach of a trial and/or its generalizability?
- How can we reduce the burden of participation on both patients and providers?
- How can we incorporate interventions into existing workflows to enhance their impact?
- How can technical innovations be harnessed in the service of care and research?
- How can we optimize our interventions to meet the needs of stakeholders?

**[Notes]**