

### **Evidence stage**

# Presenting evidence guide

Downloaded on December 12th, 2025

# **Presenting evidence**

When you are preparing to present your evidence, you will need to think about what is most important to each of your user groups.

#### Clinical staff will care about:

- efficacy (does it work)
- accuracy (how well does it work in terms of sensitivity and specificity)
- safety
- workflows
- ease of use
- patient acceptability
- duplication of effort (overlap with existing systems or processes)

#### Patients will care about:

- safety
- effectiveness
- side effects
- accessibility
- usability
- involvement of patients during evidence generation

### A purchaser will care about:

- cost
- safety
- training and implementation
- productive workflows
- product lifecycle (how robust is it and how often does it need to be replaced)
- failure or downtime
- software interoperability with existing core systems
- information governance, including data and cyber security