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ABSTRACT

The Communication, Promotion and Education (CPE) project of the Standard Analyses and Code Sharing PhUSE Work Group supports the other 6 projects in their collective vision to leverage crowd-sourcing to improve the content and implementation of analyses for medical research, leading to better data interpretations and increased efficiency in the clinical drug development and review processes. Despite working toward the same vision, each project has different needs with respect to communicating with the other projects, promoting their deliverables, and educating the community on the context and nuances of the deliverables to enable wider adoption. In early 2018, the CPE project will analyze these needs and develop a comprehensive CPE plan to guide our efforts over the coming years. This poster will outline the CPE plan, and we encourage feedback and additional ideas.

NEEDS AND GAPS

Communication

- Communication needs extremely similar between projects
  - Administrative
  - Deliverable review
  - Collaboration
- Current communication working well
- Gaps exist in technology for some situations
  - Deliverable Review
  - Google/PhUSE search does not work well

Promotion

- The deliverable(s) being promoted changes, but the need to social deliverables is present across all projects.
- Active project members are best at speaking authoritatively on the project’s work.
- Need to broadcast message outside of PhUSE
- Need to make it easy for people loosely affiliated with a project to present on the project’s behalf at other events

Education

- Education
  - Requires two way communication for Q&A
  - Deep dive into subjects
  - Highly format-sensitive
  - Different people learn better through different formats
  - Same idea may need to be presented different ways
- Education needs largely different between projects
  - Whitepapers project
    - Focused on industry education
    - Largest educational need in working group
    - Educational need is ‘cross-functional’
    - Statistics
    - Medical
    - Regulatory
  - Other educational needs
    - Help using the scripts
    - Repository use and navigation
    - Focused on single function (e.g., programming)

CPE Page on Phuse Wiki

For more information and to join the team


PhUSE Tube

Topics in pooling data from multiple studies:
Study-size adjusted percentages: why, when and what?

https://www.youtube.com/watch?v=GGU-Pmhq-g