

STRATEGIC PLAN 2016-2019

Background

eviDent seeks to enhance the clinical outcomes of dental practice and improve patient care by providing the means for dental practice based research and a platform for dissemination of evidence based clinical knowledge.

eviDent is generously supported by the Australian Dental Association Victorian Branch Inc and the Oral Health Cooperative Research Centre (located at the Melbourne Dental School), who are committed to the pursuit of better community oral health.

This strategic plan seeks to build on achievements to date and define our goals and objectives, as well as outline our key actions over the next four years.

To achieve our vision, our plan is built on four strategic goals:

1. Continuous improvement
2. Communication
3. Sustainability
4. Excellence.

We look forward to implementing the following strategy, which will be overseen by the eviDent Foundation Board.

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Vision	Facilitating dental practice based research for better oral health			
Mission	eviDent spearheads Australia's leading dental practice based research network in improving the oral health of our community through engagement of dental practitioners and their patients.			
Strategic Goals	Continuous Improvement: Realise the potential of eviDent	Communication: Strengthen the eviDent team	Sustainability: Enhance the community and stakeholder support	Excellence: Deliver excellent education, development and training
Objectives	Grow the research network in a sustainable manner	Create a network of practitioners and academics that facilitates learning, encourages self reflection and accelerates change	Plan for financial sustainability	Pursue highest level research protocols and standards
	Improve patient outcomes by translating and disseminating research findings to clinical practice	Disseminate information to educate current and future dental care providers and the wider community	Nurture relationships with stakeholders to improve oral health care	Provide oral health care innovation
	Facilitate research in practices and support practitioners involved in research	Establish infrastructure to facilitate continuing project dialogue	Develop and implement a succession plan to ensure Board and committee membership reflects the partnerships between practitioners and academics, as well as general membership in the network and the profession at large	Improve oral health outcomes for the community by translating research into clinical practice and informing policy
	Develop leaders and foster leadership opportunities	Plan for additional administrative support	Raise the profile of the network	Disseminate information both within the broader dental profession and other health professions

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Values	Education Expand the evidence base for oral health care by increasing the capacity to conduct practice relevant research	Collaboration Fostering cooperation and interdependence between oral health care providers, research partners and stakeholders	Service Drawing on the clinical expertise of our members to contribute to the community by improving oral health and encouraging changes to health policy and patient care	Integrity Conducting high quality research ensuring respect for participants and confidentiality of data
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Action Plan

Strategic Goals	Objectives	Key Actions
Continuous Improvement	Grow the research network in a sustainable manner	Develop a project bank to match to funding opportunities as they arise
		Cultivate relationships with new and existing stakeholders
		Facilitate national expansion of the eviDent network
		Strengthen our research agenda
	Improve patient outcomes by translating and disseminating research findings to clinical practice	Identify and target research topics that are relevant to practitioners, patients and policy makers
		Advocate to influence health policy using evidence based research findings
	Facilitate research in practices and support practitioners involved in research	Develop research infrastructure to generate relevant, practical and timely research findings
		Where appropriate, embrace digital technology for rapid dissemination of information
	Develop leaders and foster leadership opportunities	Develop and implement systems for succession planning
		Invest in professional development for staff, Board and Committee members and Network members
		Undertake annual Board assessment and develop Board capabilities
		Put in place a diversity strategy to ensure views of key stakeholders are adequately represented

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Strategic Goals	Objectives	Key Actions
Communication	Maintain a network of practitioners and academics that facilitates learning encourages self reflection and accelerates change	Continue to disseminate research findings to members, the dental profession, policy makers and the public
		Continue to encourage practitioner/ academic researcher relationships and dialogue with a view to building research capacity to produce and use evidence in a timely manner
	Disseminate information to educate current and future dental care providers and the wider community	Enhance digital presence, including web and social media resources
		Develop evidence based clinical practice guidelines for use by practitioners, funding agencies, patients and others
		Develop and implement health promotion campaign
Sustainability	Plan for financial sustainability	Train DPBRN members in grant seeking and writing
		Investigate new revenue sources
		Develop and implement a fundraising strategy
		Identify funding opportunities that align with our research agenda
		Advocate for increased government funding for health research to reflect the economic burden of oral diseases
		Use resources responsibly and strategically
		Recruit and employ staff
	Nurture relationships with stakeholders to improve oral health care	Identify, maintain and develop relationships with potential and existing funding providers and donors
		Engage and empower volunteers effectively and sustainably
		Inspire people to include in their Will a bequest to the Foundation
		Develop formal agreements with Universities and other key stakeholders as appropriate
		Strengthen and enhance relationships and engagement with key stakeholders to demonstrate the impact their support and donations can have

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Strategic Goals	Objectives	Key Actions
		Foster relationships with like-minded organisations
	Raise the profile of the Foundation	Increase awareness and understanding of the significance of the Foundation
		Develop and implement a marketing plan
		Enhance the Foundations' reputation for delivering evidence based research with nationally and internationally recognised research findings
Excellence	Pursue highest level research protocols and standards	Continue to ensure excellence in research governance
		Work collaboratively with all stakeholders to ensure internationally recognised research is achieved
		Maintain accurate records for projects
		Create an environment that fosters reflective practice
	Provide oral health care innovation	Expand the evidence base for clinical decision making and the development of public health policy
		Respond to practitioner and patient needs by approving relevant projects that are easily implemented within dental practices or by eviDent members
	Improve oral health outcomes for the community	Gather information regarding prevalence and incidence of oral and dental diseases
		Test and evaluate the effectiveness of strategies for the prevention and management of oral disease and conditions
		Conduct research in areas of unmet needs
	Disseminate information both within the broader dental profession and other health professions	Develop an approach to facilitate knowledge management and transfer into clinical practice in partnership with stakeholders
		Establish a publication plan for each project



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Our logo

The eviDent logo reflects the unique opportunity with a dental practitioner's mouth mirror examining the mouths of so many patients each year. The collegiate and unified approach to data collection and analysis from multiple practices to combine and produce evidence based research findings presents a powerful tool to support and encourage reflective practice and improve oral health and dental practice for patients and the practitioners who treat them.