

eviDent's training videos available online soon

Like the proverbial well-oiled machine, Emeritus Professor Louise Brearley Messer does not miss a beat when recording a lecture for eviDent investigators. It is her third and final lecture in the recorded series. Her delivery for The Building Blocks of Research is measured and fluid.

She has distilled a three-to-four hour lecture - that she usually gives to post-graduate students at the Melbourne Dental School (MDS) - into 69 PowerPoint slides. Prof Brearley Messer glides through the information-packed lecture in just over 40-minutes.

The final format will consist of all recordings of Prof Brearley Messer presenting and interacting with the audience - made up of a mixture of academics, researchers, postgraduate students and research assistants as well as other invited interested parties - interspersed with PowerPoint slides and on-screen text. However, the work behind the presentation has taken her more than 40-hours, and she spent a similar time preparing for each of the other two presentations.

Prof Brearley Messer's module consists of three-hour presentations recorded in front of a live audience over three separate afternoons.

Mr Chris Owen (A.V. and Multimedia Manager, MDS) recorded and edited the video, assisted by Mr Michel Crooks. Ms Karen Escobar (Study Coordinator, Clinical Trials Group, MDS) coordinated the venues and audiences. - **GA**

Path to an eviDent project

The path to a research project involves several steps.

The first step requires all eviDent research projects involving human participants needing to receive ethical approval from

the University's Human Research Ethics Committee (HREC). The submission to the HREC requires a declaration by researchers that they are conversant with the University's current human ethics guidelines, the University's Code of Conduct for Research and the NHMRC's National statement on Ethical Conduct in Research Involving Humans and agree to comply with those provisions.

To enable Investigators to meet these requirements, eviDent is creating an on-line training package. The package will consist of two elements:

- a **core** training module which will be compulsory for all eviDent Investigators and
- an **elective** research design course based on the current Melbourne Dental School postgraduate research design course.

Modules

The **core training** module is currently being created by Prof. Rodrigo Mariño and myself. It is expected to take approximately four hours to complete and will cover:

- Ethics
- Good Clinical Practice guidelines
- Australian Code for the Responsible Conduct of Research (incorporating the University Code)
- Informed consent
- Privacy and confidentiality
- Data collection and management
- Critically appraising a research paper.

The **elective training** module was been created by Prof. Louise Brearley-Messer and falls into three main areas:

- Research expectations

- Reviewing the literature
- Building blocks of research.

All courses will be available through the eviDent website for approved eviDent Investigators within the next few months. Assessment will be via on-line multiple-choice questions with a certificate issued on completion to allow Continuing Professional Development (CPD) credit to be awarded.

eviDent Associate Investigators must complete the core training modules prior to participating in a research project and will have the option to complete the elective training package at any time. - **Dr Denise Bailey**

- For more information about eviDent, contact Meaghan Quinn on 8825 4605 or email meaghan.quinn@adavb.org



Prof. Brearley Messer giving her lecture which is being recorded by Mr Chris Owen (foreground) and Mr Michael Crooks.

Intrusive Marketing

Reports have been provided to the Branch of an unusually intrusive marketing technique being employed by a US firm which is ringing Victorian dental practices, recording the response of reception staff to their queries, and then sending through an assessment of where the practice is going wrong in its phone promotion of new patients.

The company is Jay Geier's Scheduling Institute. Founder and President Mr Geier describes his service as the 'Worldwide Leader in New Patient Generation'.

A recording of your staff member is mailed and subsequently followed by the delivery of a foam rubber brain with the message that it is a 'no-brainer' that you need to use their training program to improve 'new patient volume'.

If you are offended at these marketing tactics, rather than opening it when their package arrives, consider attaching a Return to Sender label and posting it back to Atlanta Georgia whence it came. - **GLP**