

## **BLOCK 1 OF INSTRUCTION: Welcome and Overview**

**OVERVIEW:** This section will offer participants a history of the program, discuss its purpose, and give a general overview of what to expect during the event. This block is designed to give participants a general introduction to medical research and its various forms, as well as the value of medical research.

### **OBJECTIVES:**

- Welcome attendees.
- Set the tone for the day.
- Discuss medical research and its various forms.
- Discuss the value of medical research.

### **SUGGESTED PRESENTERS:**

- Dean of research
- Patients
- Researchers

### **SUGGESTED TIME:** 1–2 hours

### **KEY TOPICS:**

- What are the different types of research? Explain them in reference to the remaining blocks.
  - Basic science research, which provides the foundation of knowledge for the applied science that follows.
  - Clinical research, which determines the safety and effectiveness of medications, devices, diagnostic products, and treatment regimens.
  - Community and population research, which characterizes, explains, and influences the levels and distributions of health within and across populations.
  - Health services research, which studies access and consumption of health care services, focusing on utilization, costs, quality, delivery, organization, financing, and outcomes.
  - Translational research, which applies findings from each type of research described above and “translates” it to the next stage (for example, from basic to clinical, from clinical to community, and from community to basic research).

# PROJECT MEDICAL EDUCATION



- Why is medical research important?
  - Medical research is the beginning of hope for millions of Americans suffering from debilitating diseases.
    - Describe how medical researchers are working toward future cures and prevention methods and providing millions of Americans with a longer and higher-quality life.
    - Discuss the research innovations and/or cures that research at your institution has led to or created.
  - Federally funded medical research accelerates local economies by spurring jobs and innovation.
    - Point out the number of direct and indirect jobs medical research at your institution has created.
    - Discuss the other benefits of your institution's medical research to your local economy.
    - Discuss how medical research positively affects America's global competitiveness.

## ACTIVITIES:

- Conduct a white coat ceremony. Admit participants to an MD-PhD program and have them read the Hippocratic Oath.
- Host a roundtable discussion with patients who have benefited from medical research conducted at your institution. Consider including patients from surrounding communities who have participated in, and have benefited from, clinical trials.

## RECOMMENDATIONS:

- Have a photographer on hand to take photos of the white coat ceremony. Give away photos at the end of the day or after the event.
- Offer breakfast and coffee if your program starts early in the morning.
- Consider holding an informal reception or dinner the night before the official start of your program if out-of-town participants are arriving early. This will allow participants to get to know each other and to find out a bit more about the program.
- If you do not provide transportation from the hotel (or airport) to the site, arrange for escorts at the entrance to your facility. Send maps prior to the event.
- Anticipate the need to accommodate different arrival times.