



# Evidence - the language and currency of the life sciences industry

## COURSE INFORMATION

## COURSE OUTLINE - 2 DAY PROGRAM

**evident**  
education



### What's the Evidence?®

For Medical Affairs, Sales & Marketing Professionals

**Within the pharmaceutical, biotechnology, medical device and complementary healthcare industries.**

**Proven 1/2, 1 and 2 day courses that will train participants to:**

**Learn the difference** between good and poor clinical evidence

**Upskill their critical evaluation skills** to become more persuasive

**Highlight the evidence traps** in making advertising and promotional claims

**Evidence is both the language and currency of our business as it underpins the full spectrum of therapeutic business activities from product development, to medical marketing and sales.**

The ability to comprehend scientific evidence and conduct meaningful dialogue with healthcare professionals, regulatory authorities and colleagues is a pre-requisite skill to the Pharmaceutical industry and the basis of Good Evidential Practice (**GEVP**). Yet the science of epidemiology is a specialist skill that is rare in industry and tertiary level training in epidemiology often lacks focus in pharmaceutical application. These proficiencies include technical knowledge areas, attitudinal awareness and the ability to present evidence thus enabling a higher standard of compliance to industry codes & standards and optimal product positioning. Ensuring your team is proficient in GEVP is also good corporate governance.

Evident's training & education series fills this critical industry need by offering a broad range of evidence-based short and vocational training programs delivered by experienced Industry representatives and senior lecturers from key tertiary institutions. Evident is also unique in its ability to measure proficiency in GEVP using the validated Accentor™ pharmaceutical testing standard, now also a standard feature of our evidential training programs.

In this experiential workshop, participants will be introduced to key epidemiological principles and will become confident in the critical appraisal and interpretation of evidence-based company and competitor data. Participants will benefit in the preparation of convincing arguments and in the compilation of promotional materials and submissions that make optimal use of the strengths of their company's product data.

### Course Format

#### **2 Days Orientation Workshop - What's the Evidence?® (Complete)**

Optimal entry level workshop for most marketing and medical affairs professionals to study designs, errors & biases, statistics, and principles of critical appraisal-and their application to pivotal studies. Launch pin also to Evident's vocational program **Applying the Evidence**.

#### **1 Day Introductory Workshop - What's the Evidence?® (Core)**

Introductory workshop pitched at basic plus level on RCTs, errors & biases, key statistics, and principles of critical appraisal & their application to pivotal studies-good preparation towards launch of new products/studies.

#### **Half Day Conference Workshop - What's the Evidence?® (Basic)**

Designed to introduce or refresh on the principles of critical appraisal and familiarise sales and marketing professionals with evidence and key selling messages on forthcoming new product launches and/or highlight exciting breakthroughs in clinical research. These are often conducted in conjunction with other sales training or as part of sales cycle briefings or new product sales conferences.

**Evident Education uses Assessor™ as its competency assessment and pharmaceutical testing standard.**

### Course Outline - Two Day Program

#### Day 1

Introduction to Evidence-Based Medicine (EBM) [what happens without evidence?, evidence and sales & marketing strategy, the impact of evidence on your customers, evidence of what? assessing the evidence, the correct message].

The numerical language of evidence [cross-sectional and longitudinal measures of outcome: measures of incidence and prevalence, hypothesis testing in comparing two groups: odds ratios, relative risk, hazard ratio, risk difference, p values, confidence intervals and statistical power. Statistical versus clinical significance]. Levels of evidence: the relationship between study design and quality of evidence [experimental versus observational studies: the problem of confounding]. An introduction to randomised controlled trials. Observational study designs: (cohort, case-control, cross-sectional, ecologic studies, and case series. Strengths and weaknesses of each study design]. Randomised Controlled Trials (RCTs): design and conduct.

#### Day 2

What can go wrong in randomised controlled trials? [Selection bias. Lack of generalisability. Performance bias. Loss to follow-up. Ascertainment bias.] Problems in the analysis: intention-to-treat versus efficacy analyses, repeated testing, small trials]. "The correct message". Assessing the quality of RCTs. Principles of Critical Assessment: assessing the validity, results and generalisability of RCTs. Step-by-step example: the evaluation of a RCT utilising a critical assessment worksheet. Examples of specific biases.

### Scheduled Courses & Registration 2012

**For further course details and registration form:**  
<http://www.evidentgrp.com>

