

What's the Evidence?[®]

COMPETENCY TRAINING AND CERTIFICATION IN GOOD EVIDENTIAL PRACTICE (GEvP)



evident
education

A UNIQUE AND VALIDATED TRAINING PROGRAM DESIGNED TO DEVELOP SUSTAINABLE COMPETENCY IN EVIDENCE, FUNDAMENTAL TO THE PHARMACEUTICAL & LIFE SCIENCES INDUSTRY

What's the Evidence?[®] is an internationally industry recognised and accredited high impact training series delivered by the Evident Education of qualified senior lecturers. Evident Education's training is delivered in two main formats:

- 1. Public Workshops in 1 day (core) & 2 day (complete) programs**
- 2. In-House Customised Workshops in 1/2 day (conference), 1 day (core) & 2 day (complete) programs**

Both formats include 3 months access to the **What's the Evidence?[®] Online** suite of modules:

- Introduction essential evidential concepts
- Study designs and errors & biases
- Statistical inference & analyses
- Critical Appraisal of published research

A Wide Industry Need

Whilst many industry practitioners confess familiarity and general appreciation of commonly used evidential terms & practices this does not necessarily translate into core competency. Epidemiology is not a common qualification within the pharmaceutical industry with most learning their evidence-based skills "on the job". In recognising the fundamental importance of Good Evidential Practice or GEvP, Evident Education believes that there is a wide-based industry need for vocational training in the theory and practical application of scientific evidence. This combination Workshop and E-Learning program is uniquely designed to achieve improvements in the **Assessor™** competency measure of GEvP.

Skills Development & Industry Application

What's the Evidence?® combination training is designed to give participants the core technical skills fundamental to many professional functions in the life sciences industry including:

- > For **regulatory, health outcomes and clinical research** personnel requiring the core technical skills to assemble a new study protocol, product registration or pricing application and to respond to evaluation queries.
- > For **marketing and medical information** personnel who need to interpret and communicate the evidence in relation to product efficacy & safety in support of product claims.
- > For **sales representatives** to obtain the technical skill and confidence in discussing and presenting the evidence.

In-House Customisation

As industry practitioners we can offer the advantage of providing highly customised programs that incorporate client studies and materials **to deliver maximum learning impact and relevancy.**

Features & Benefits include:

- > **Content Customisation** - Chosen clinical papers ensure learning interest and professional relevance.
- > **Focus on key points of relevance** - Explanation of the underlying evidence to key learning points of commercial or scientific relevance.
- > **Sales conferences & product launches** - Condensed high impact 4 hour training programs.

Assessment & Certification Award

The **Assessor™** 30 minutes On-line measurement tool provides a validated methodology to assess training improvement outcomes and provide internal competency standards.

This means that the proficiency levels obtained can be readily referenced to industry norms and used as a recognised measure of professional competency.

Evident Education issues internationally accredited certificates of attainment upon completion of post training assessments.

Certificates are awarded to participants achieving the appropriate merit results:

- > Certificate of Proficiency (65%)
- > Certificate of Advanced Proficiency (75%)

Evident Education training is delivered through senior lecturers from reputable tertiary institutions and research centres as well as leading Industry practitioners.

NB: **What's the Evidence?® (Core) 1 Day** and **What's the Evidence?® (Conference) 1/2 day** workshops include condensed versions of the above topics.



Program Outline **What's the Evidence?**[®] [WTE]: 1- 2 Day Workshops plus 3 months access to WTE OnLine Series

Day 1

Introduction to Evidence-Based Medicine (EBM)

What happens without evidence? Evidence of what? Assessing the evidence and its relevance and strength of application in support of claims and the impact of evidence on your customers.

The numerical language of evidence

Measures of outcome in individual and groups. Ways to express incidence including survival analysis. Comparing two groups (Effect measures –risk ratio, odds ratio, absolute risk, number needed to treat, hazard ratio; Precision of the estimate of the effect-confidence Intervals, statistical significance p, Hypothesis testing, Statistical power, Statistical versus clinical significance.

Study designs: the building blocks of evidence

Answering the basic question: is treatment A or B better? The hierarchy of evidence and the relationship between study design and the quality of evidence, experimental versus observational studies and the ever present problem of confounding. Strengths and weaknesses of the major study designs including:

- An introduction to randomised controlled trials (RCTs): design, types and conduct
- Observational study designs: cohort, case-control, cross sectional, ecologic studies, and case

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 followed by practice exercises in critical appraisal.

Day 2

Builds on Day 1 to further explore the key principles in more depth and to reinforce learning through further practical workshop exercises. The second day course assumes that attendees have a working knowledge of the principles of critical appraisal obtained from day 1 and is designed to provide participants with a sound appreciation and working application in performing critical appraisals of published RCTs and Observational studies.

E-Learning Modules - What's the Evidence?[®] Online Series

These e-learning modules provide self paced learning or refresher courses in the core competencies covered by the 1-2 day WTE workshops and are divided into four modules of 6 parts of approximately 90 minutes each.

To access What's the Evidence?[®] online demos:

For Medical Affairs: ([download](#))

For Sales Representatives: ([download](#))

Module 1: Introduces essential evidential concepts and language, nature and importance of evidence and its relevance to the respective profession

Module 2: Study Design types and limitations, errors and biases (in two parts)

Module 3: Statistical inference and analyses

Module 4: A systematic approach to critical appraisal of published research (in two parts)



evident
education



To get your science working hardest for you, contact the evidence specialists.

Registration & Scheduled Courses

To register in this program please visit the following website address www.evidentgrp.com

About Evident Education

Evident Education is an advisory and training group of related businesses whose core competencies involve mastery of the evidence.

Evident Education operates in four areas of business focus:

- Scientific Advisory Services
- Vocational Training in Good Evidential Practice or GEVP
- Evident Communications

EUROPE, NORTH AMERICA, CANADA

5 Wigmore Street
London W1U 1HY
United Kingdom
Telephone: +44 870 262 6699
Email: enquiries@evidentgrp.com

ASIA-PACIFIC

Level 32, BT Tower, 1 Market Street
Sydney NSW 2000, Australia
Telephone: +61 2 9517 3937
Email: enquiries@evidentgrp.com

AFRICA

West Tower, 2nd Floor,
Nelson Mandela Square
Maude St. Sandown
Johannesburg 2146
Telephone: +27 110 837 415
Email: enquiries@evidentgrp.com