

Communications Strategy

John Finkle, MD
GlaxoSmithKline

Scientific Output

- Primary Research From Registry
- Guidelines
- White papers regarding best practice
- Standards/Definitions

Issues

- Who is going to perform research and establish guidelines, write white papers?
- Who will control and govern data?
- Who will have access to data?
- Who will make strategic decisions to use data?
 - Industry, Academia, Regulators, Professional Societies, Collaborative Organizations e.g, CSRC
 - Combination of above
 - Prevention of duplication of work/effort

Information Dissemination

- Publications; preengaging various journals, websites, etc.
- Presentations at scientific meetings
- Think tanks – such as today may be a mechanism to review what is known, identify gaps, plan strategy to move forward to improve safety/efficacy/drug and development.
- Incubators – such as CRSC can promote strategies.