Science | Health | Equity

Translating Policy, Patient-Centered Outcomes Outside the Institutional "Bubble"

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Centivox Media Group
Relatable. Reliable. Effective.

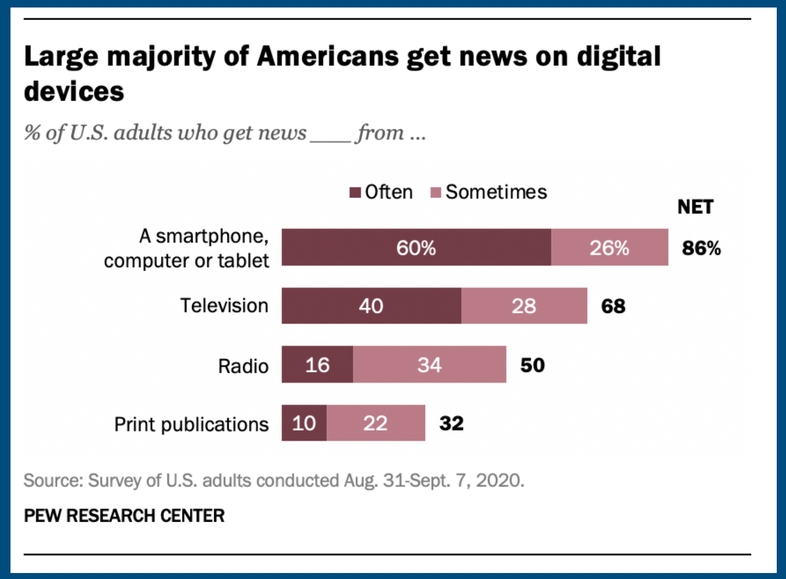
The Big Problem

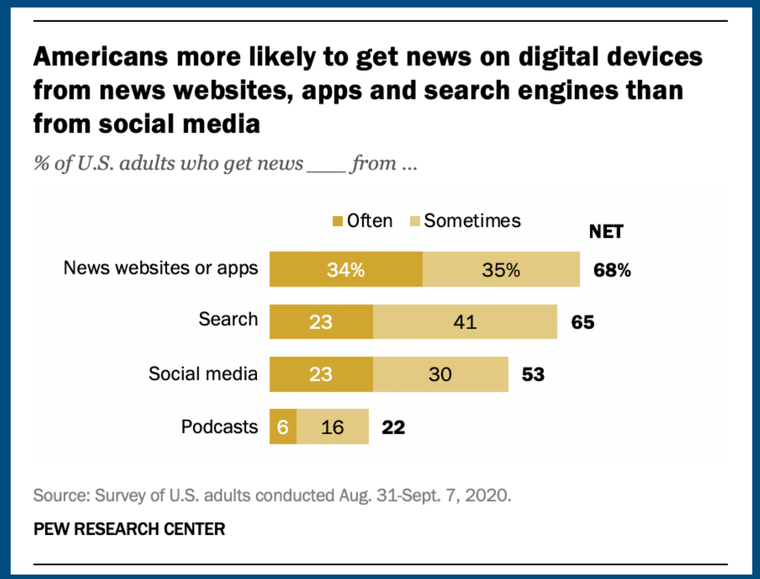
- Research/Academia like to see practical uses of their research
- Research and outcomes goals are for the promise, implementation, and execution of “better health” for the nation
- **Disconnect:** Research/Academia tend to talk within the confines of their “bubble”. Does not translate to spaces and places for where we want to see change in the first place

The Current Reality

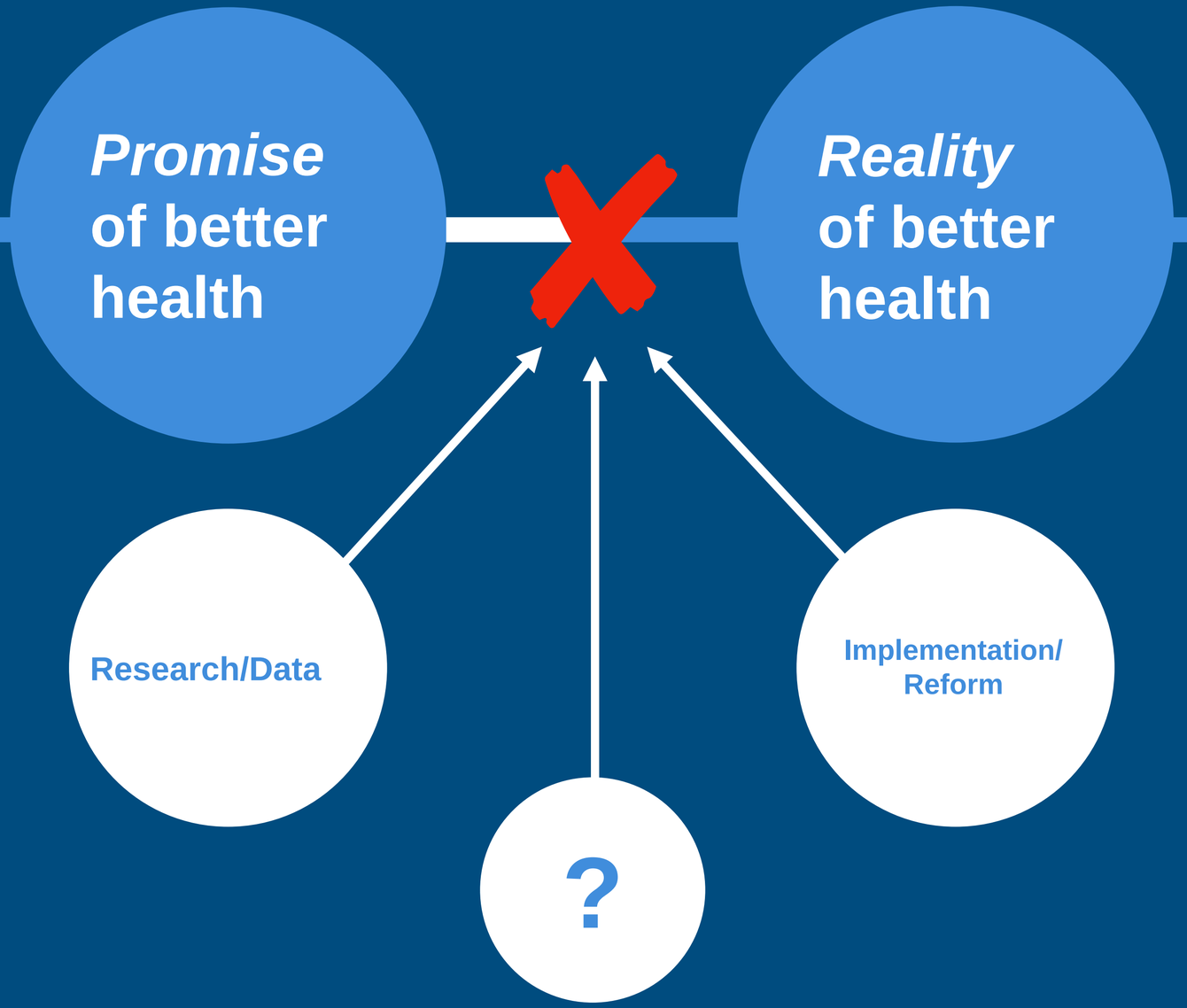
- ***Available “good” information is not always effectively communicated.***
- ***Communities are skeptical of messengers.***
- ***Mis/disinformation seep in and fill gaps.***

The Big Problem





So…


Promise of better health
Reality of better health
Research/Data
?
Implementation/ Reform

What’s really blocking ***progress?***

The lack of…

The lack of…

Change happens when people

- **KNOW the truth,**
- **FEEL the truth, and**
- **SPEAK their minds.**

THE BIG QUESTION

How do we translate the policy, science and research to a nation of informed, passionate people so we can move forward?

The Vision: When….

- ***Everyone has access to evidence-based, data-driven information.***
- ***Every community has respected agency to advocate for resources, supports and change.***
- ***Everyone has authentic opportunity to thrive.***

If we could have…

Trusted messengers who are…

- ***Relatable:*** **Look, live, and sound like the target audiences, and...**
- ***Reliable:*** **verified experts in their fields, then...**

Then we can…

- Empower the public with evidence-based, scientific information
- Increase public awareness, shift expectations
- Move decision-makers
- Contribute community’s advocacy

CENTIVOX
MEDIA GROUP
IS LOOKING
FOR YOU.
MAKE YOUR EXPERTISE HEARD.

100 Voices

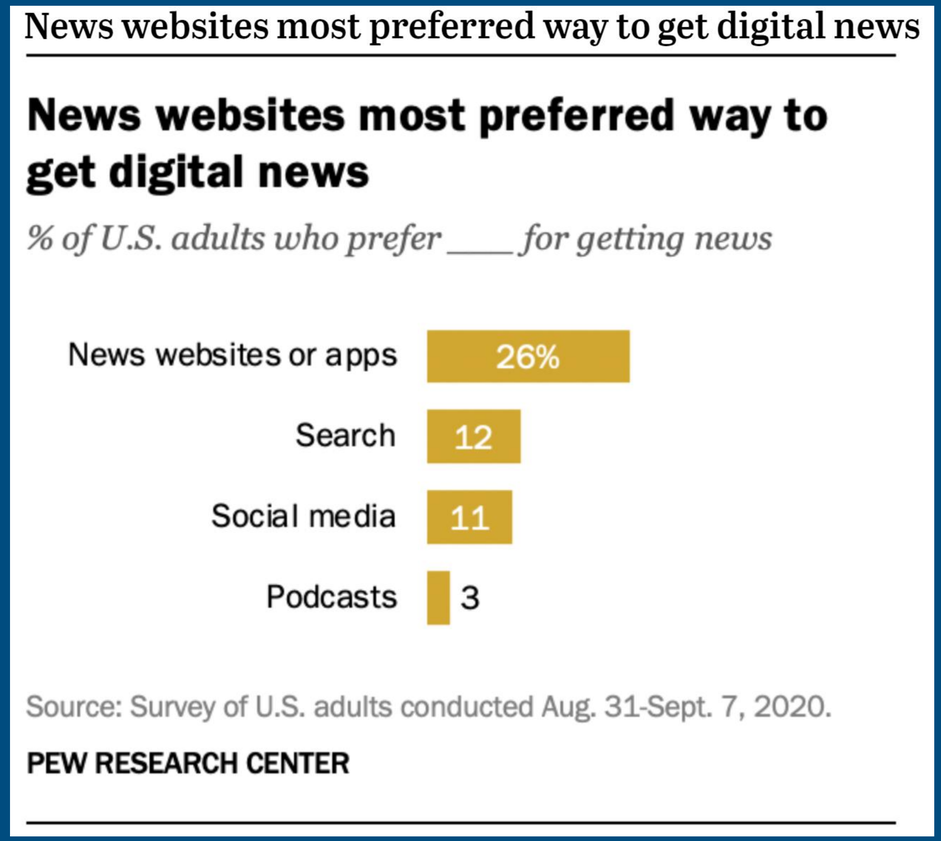
- Curated community of trusted science, health and equity experts ***outside*** of structured institutions.
- Representation across specialties, demographics and geographies.
- Commonality – commitment to equity & evidence-based, data-driven foundation

Connect to powerful platforms

Get heard and seen

- **Digital, network and cable television**
  MSNBC, CNN, BNC, NBC News NOW, CBSN, Yahoo! Finance, BBC, etc.
- **Local and community channels**
  Local papers and newswires, Protect Our Care, Courier Newsroom, etc.
- **Print & digital publications**
  NY Times, Boston Globe, TIME, Slate, CNN.com, The Nation, etc.
- **Podcasts, social media events and appearances**
  In the Bubble, WBLS FB Live, Katie Couric IG, CBS42 Nexstar, etc.
- **Speaking engagements, keynotes, expert**
  Grand Rounds, panel events, expert advising and consulting

Important to note…



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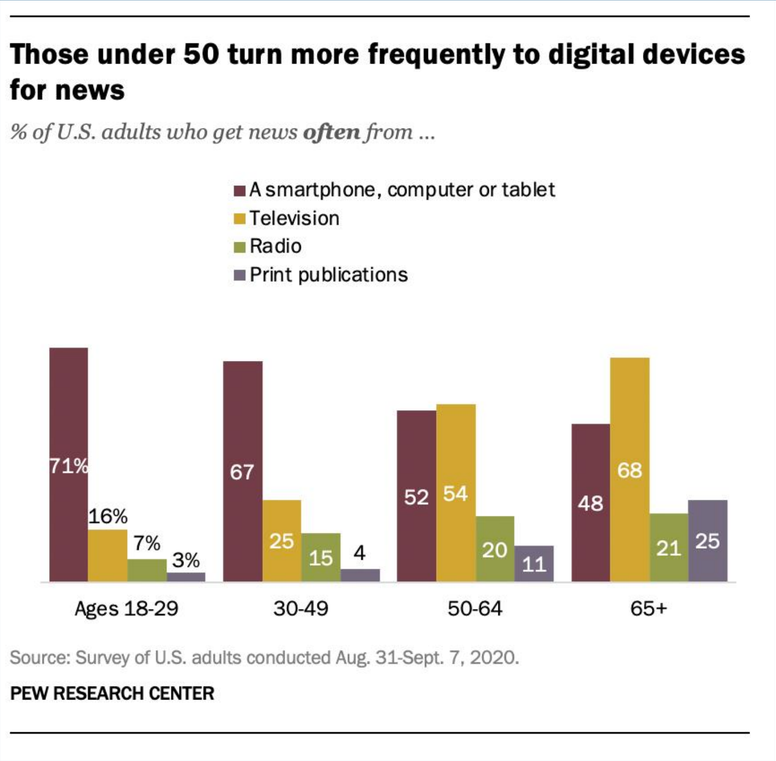
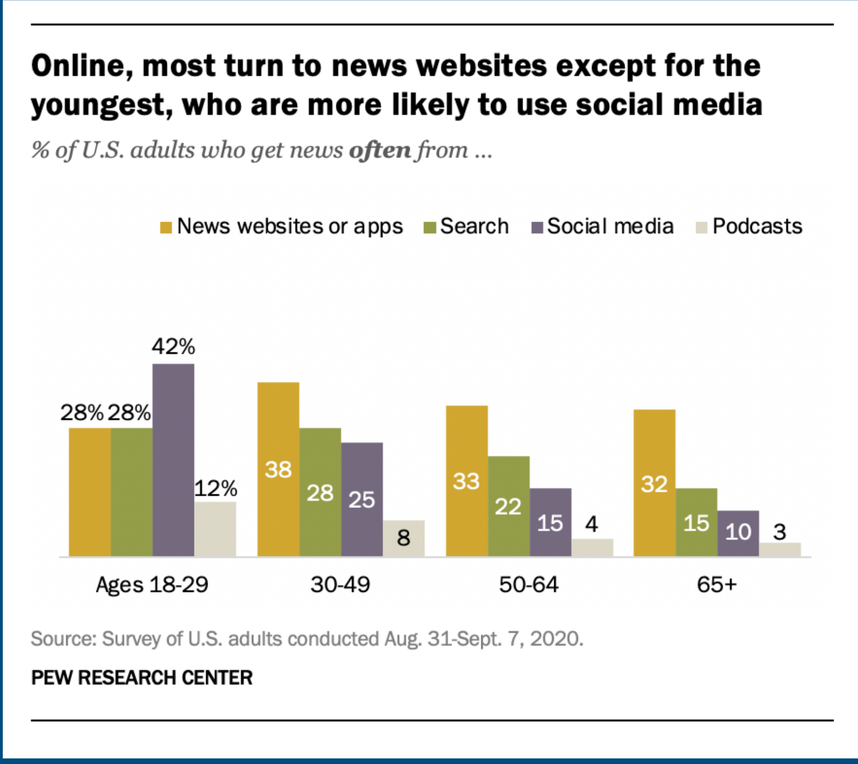




How CentiVox Connects the Dots:

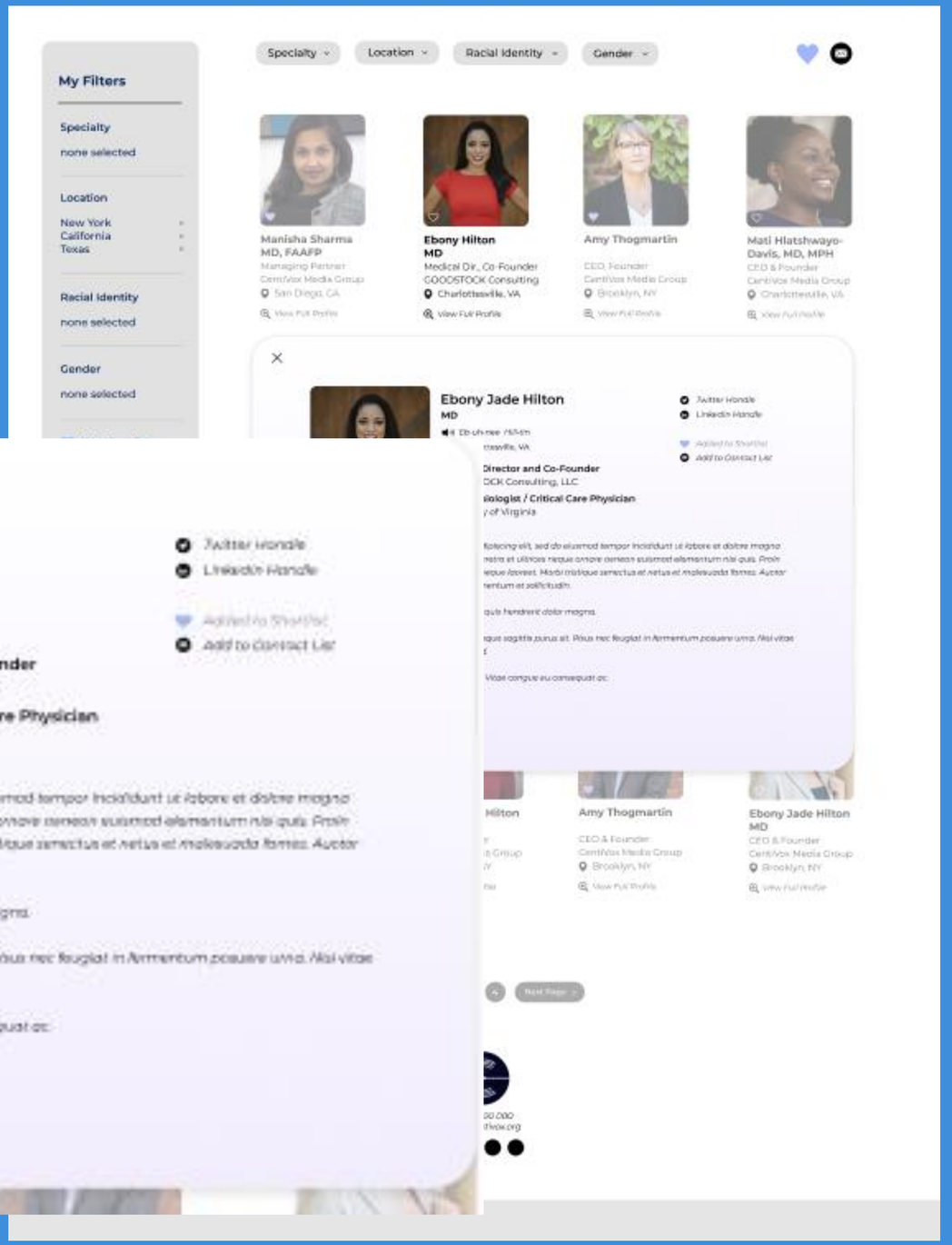
- **Community – Safe Space**
  Shared spaces and events for collaboration, knowledge sharing, support
- **Visible web presence**
  Publicly-available web-based profile in searchable database
- **Professional development -> 10 CMEs**
  Advocacy via media, messaging development, audience identification, platform targeting, technical training, Op-Ed training, social media training
- **Media and communication platform access**
  Strategic prioritization and pitching, CentiVox Account bookings, CentiVox Pitch Program & Op-eds
- **Amplification & Promotion**
  Network recognition and access, social media, etc

CentiVox to date

- **Total CentiVox Media Bookings since March 2021: ~800**
- **Number of Unique Experts: 105**
- **51% Women, 49% Men**
- **78%** POC (Black, South Asian, East Asian, Middle Eastern & Latinx)
- **11** various medical specialties, **20** different U.S. states

Network profile

get seen



Things AHRQ can do to support and translate PCOR and evidence to non-medical audiences

Influence – Interagency push on training experts in communications longitudinally *outside* formal “success” measures of journal publications (AAMC, ACGME, MPH/MPP/MPA programs)

Invest - in researchers and research that are relatable, reliable, and effective (intentionally seek, prioritize, and fund)

Build - DEIB workforce pipeline within research community in leadership positions – not just staff

Things AHRQ can do to support and translate PCOR and evidence to non-medical audiences

- **Develop** - PR strategies for communicating with journalistic partners with every publication or deliverable.
- **“Broaden the coalition, broaden the reach”** – take a page from organizing 101. Bring cross-sector collaborators from other industries to help translate the work.
- **Continue to create platforms of “exchange of ideas”.**

ACKNOWLEDGEMENT AND SPECIAL THANKS:

- Robert Rock, MD – Family and Social Medicine

- Amy Thogmartin, MS – CEO and Founder, CentiVox Media Group

Thank you!

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