

**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

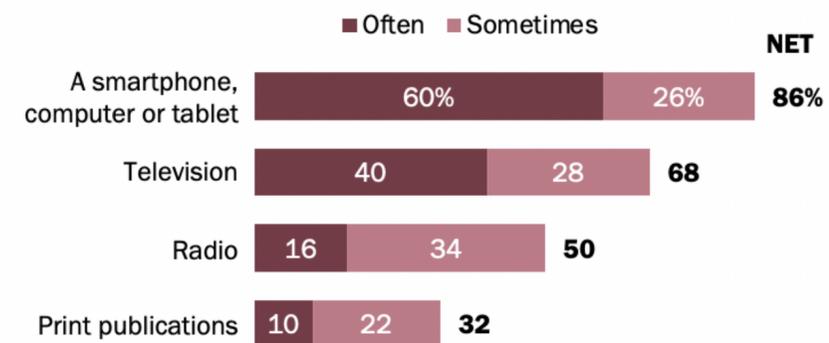
- *Available “good” information is not always effectively communicated.*
- *Communities are skeptical of messengers.*
- *Mis/disinformation seep in and fill gaps.*



# The Big Problem

## Large majority of Americans get news on digital devices

% of U.S. adults who get news \_\_\_\_ from ...

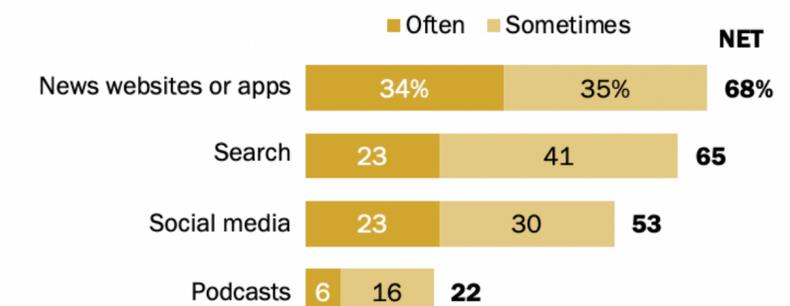


Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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## Americans more likely to get news on digital devices from news websites, apps and search engines than from social media

% of U.S. adults who get news \_\_\_\_ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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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*

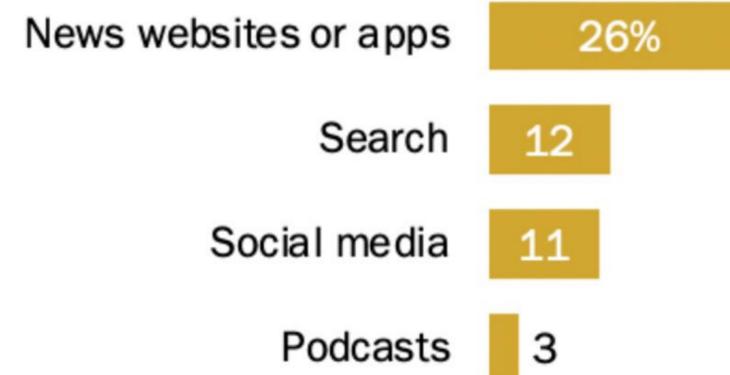


# Important to note...

## News websites most preferred way to get digital news

### **News websites most preferred way to get digital news**

*% of U.S. adults who prefer \_\_\_\_ for getting news*



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

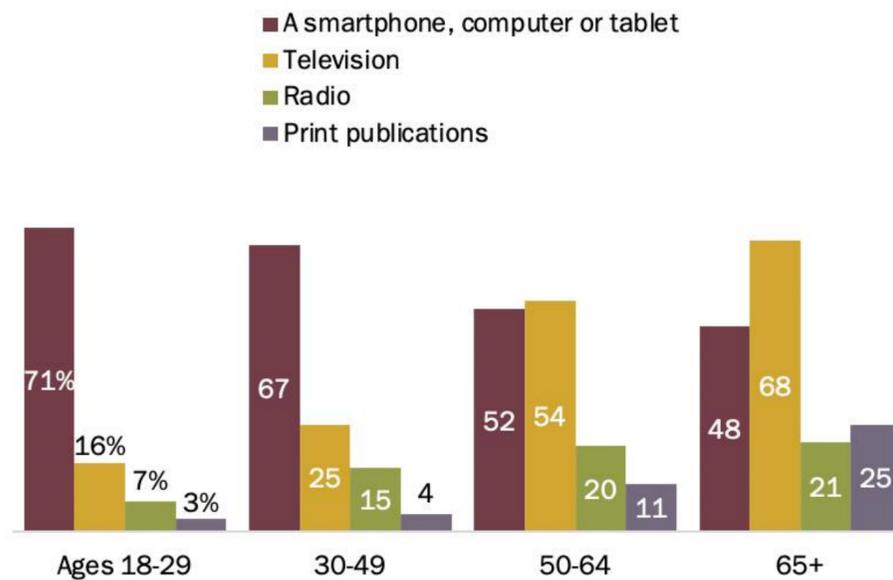
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# Important to note...

## Those under 50 turn more frequently to digital devices for news

% of U.S. adults who get news *often* from ...

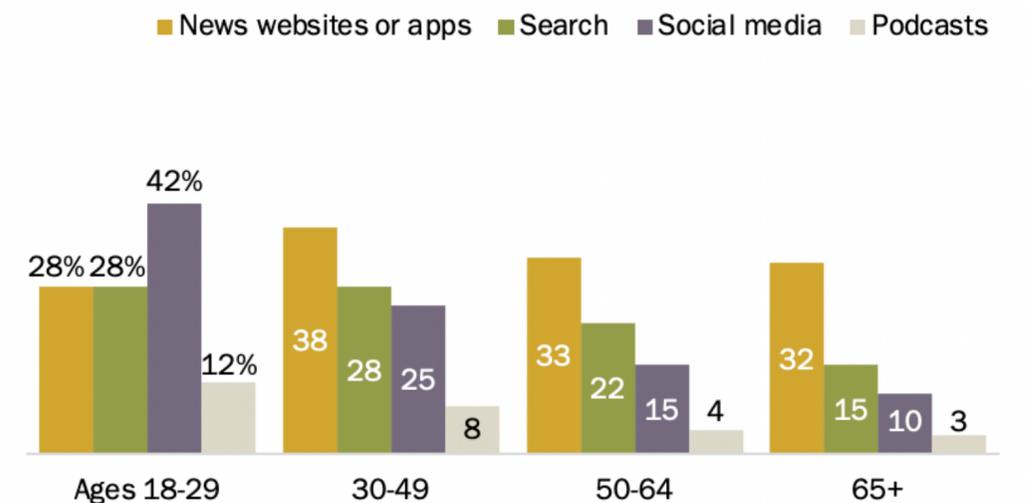


Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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## Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news *often* from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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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*

Specialty Location Racial Identity Gender

**My Filters**

Specialty  
none selected

Location  
New York  
California  
Texas

Racial Identity  
none selected

Gender  
none selected

Manisha Sharma MD, FAAFP  
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**Ebony Hilton MD**  
Medical Dir., Co-Founder  
GOODSTOCK Consulting  
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CentVox Media Group  
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**Ebony Jade Hilton MD**

Charlottesville, VA

Director and Co-Founder  
GCH Consulting, LLC

Biologist / Critical Care Physician  
University of Virginia

Twitter Handle  
LinkedIn Handle  
Add to Shortlist  
Add to Contact List

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim inceptos elit. Phasellus et ultrices neque ornare aenean euismod elementum nisi quis. Proin fermentum leo vel orci porta non pulvinar neque laoreet. Morbi tristique senectus et netus et malesuada fames. Auctor augue mauris augue neque gravida in fermentum et sollicitudin.

**Frequently Appears On:** Massa ultrices mi quis hendrerit dolor magna.

**Topic Topic:** Habitasse platea dictumst quisque sagittis purus sit. Ribus nec feugiat in fermentum posuere urna. Nisi vitae suscipit tellus mauris a diam maecenas sed.

**Topic Topic:** Suspendisse sed nisi lacus sed. Vivamus congue eu consequat ac.

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Hilton  
Amy Thogmartin  
Ebony Jade Hilton MD

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50,000  
thvax.org



## 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”.**



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Thank you!  
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