

Building a Research Practice

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Disclosures

- none

Why Integrate Clinical Research?

Novel treatment and therapies help patients

Benefits for patients and practice-cutting edge treatments

Augment Dermatologists existing practices, while integrating naturally within established workflow

Research arm=extension of doctor's care

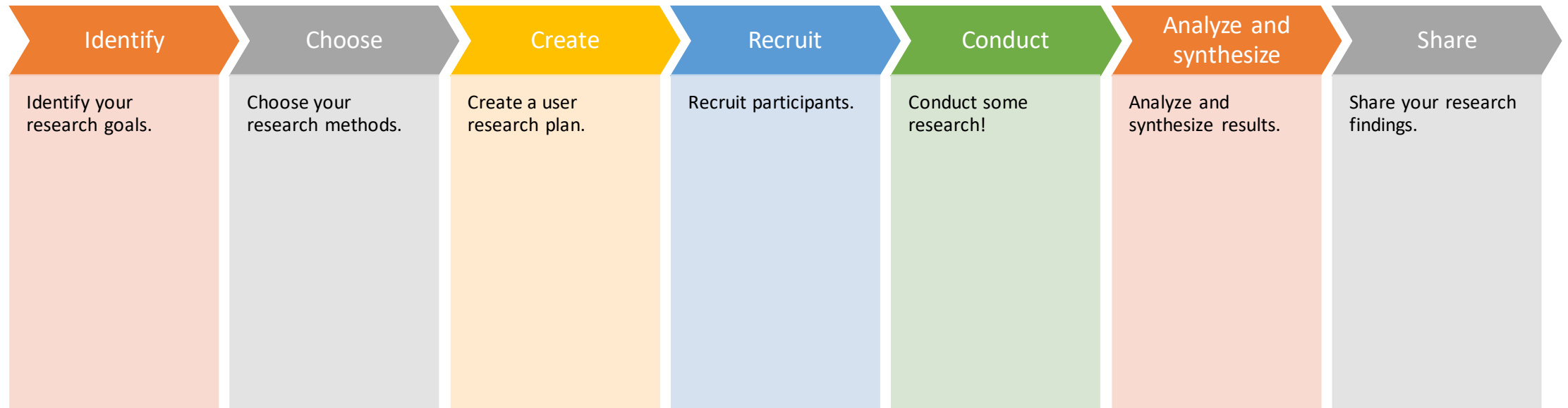
Researchers at the forefront of new drug discovery and technologies

All Clinical Research Studies retention 70%, but within our practice and dermatologists in general 90% retention

EHR and AI stratification helps identify candidates

450,000 current clinical trials enrolling

Outline



Step One: Research Goals

- Figure out what types of research are interesting to you
- Reach out to another doctor/mentor to start as a second site for them to observe how process plays out
 - Get a few research projects under your belt
 - Ask lots of questions of your mentor
- Get your name on pharmaceutical company websites
- Look at your practice and types of conditions/diagnoses/patient interests (aesthetic, medical, surgical) of your database

Step Two: Research Methods



Stage of product development company comes to you with (discovery, concept validation and testing, launch, and post-launch)

Phase I-IV



Research questions you're trying to answer



Type of data you need to round out your inquiry (qualitative or quantitative, attitudinal or behavioral)



Conclusions:

Will you write this paper?

Do you have a statistician?

Will you publish this paper?

Step Three: Create a Research Plan

Title: Investigator Initiated vs Company Creates

Team: single site, multi-site, who is primary

Goals: you create or company does

Methodology: photography, equipment needed for study

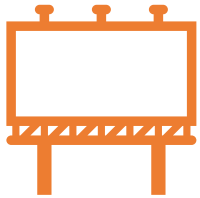
Participants, ease of recruitment, diversity

Schedule of visits: how often, how long each visit takes, actions for each visit

Create a Budget, or review a supplied budget

Next steps: publication, presentations, abstracts

Step Four: Recruit Subjects



Outside advertising?

***consider adding additional fee in budget**



Post notices in exam rooms



Look to Database

Run constant contact

Run approved ads on social media

Hire company to run ads if budget allows

Staff members to share with friends (share constant contact, social media posts)

Step Five: Perform the Research

Designate a Clinical Research Coordinator for each study(may carry more than one)

Schedule Site Initiation Visit for all research staff

Schedule patients for study

Coordinate with your patient schedule to grade or treat

- Verify if PI must grade or NP or PA can perform
- Do you have to have backup PI

CRC enters data in designated Electronic Data Capture System

Head Research Coordinator submits invoice to Sponsor

Follow up with invoice payment

Final sign off dates

Step Six: Analyze and Synthesize Results



CREATE MANUSCRIPT
IF DESIGNATED IN
BUDGET



OR REVIEW
MANUSCRIPT IF MULTI-
SITE STUDY



SUBMIT MANUSCRIPT



PUBLISH MANUSCRIPT

Step Seven: Share Results



**SPEAK ON PODIUM ABOUT
STUDY**



**SUBMIT ABSTRACT TO
CONFERENCE**

Summary



Learn:

what to do
what not to do,
how to technically do it right



Start small **with multisite study,**
then expand



Hire great staff



**Do great work and you will get
more**

Don't overpromise
Don't take on projects you can't fill
Take charge, oversee your projects

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