ESETT Investigator Meeting

Meeting The EFIC Regulations EOS PD

September, 2019

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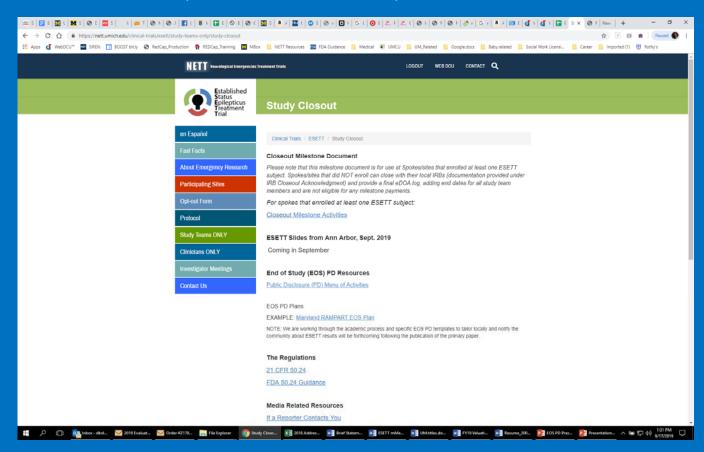


Outline

- EOS Public Disclosure
 - o Resources
 - ESETT website
 - Milestone document (section c. part 2)
 - o EOS PD activities conducted for prior EFIC trial
 - o Capturing EOS PD events in WebDCU
 - o To the FDA
- Your PR Office and the media

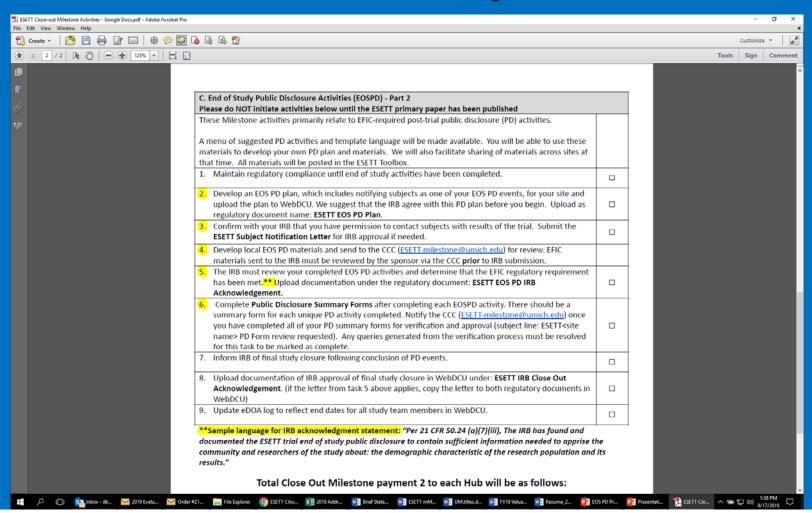
EOS PD Resources

www.esett.org Study Team ONLY > Study Closeout



EOS PD Resources

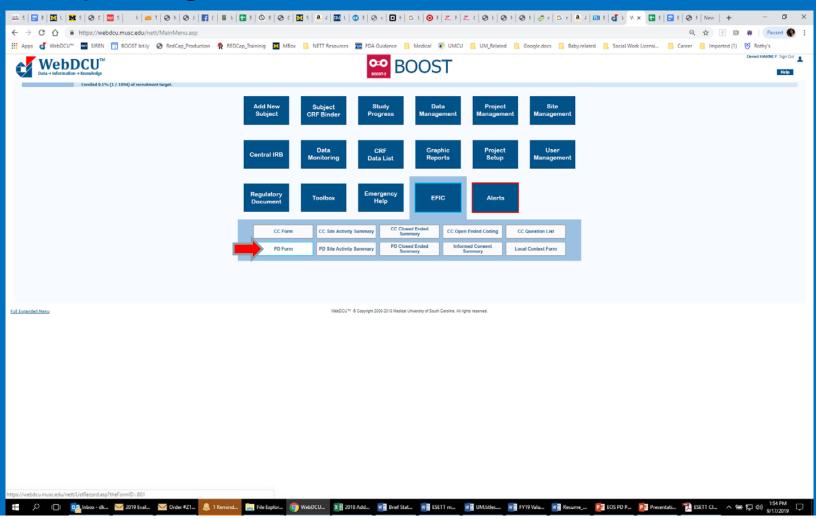
EFIC tasks – Milestone Google doc.



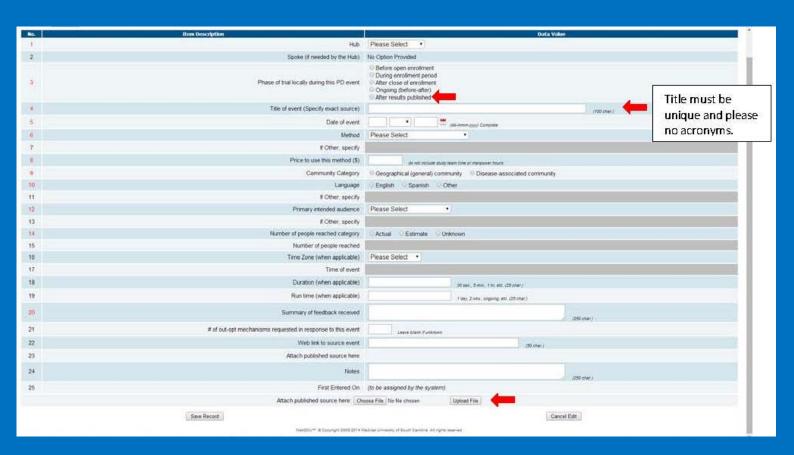
EOS PD Activities Conducted for RAMPART

| | EOS PD | | |
|-----------------------|---------|------------|--|
| METHOD | % used | % reached | Examples |
| Online post | 26% | 44% | Online releases: local radio, tv and newspaper, institution newpaper, YouTube, and other online media sites, e.g., news-medical.net, Sci Guru, Newsedge, BrainTalk Communities, etc. |
| Online post | 2070 | 44 70 | |
| Presentation | 14% | < 1% | Grand rounds, community groups, conferences, etc. |
| Email circular | 12% | 1% | Internal employee & department email groups |
| Newspaper | 10% | 44% | Local newspapers |
| Mailing | 10% | < 1% | Local community groups reached during CC |
| Material distribution | 7% | < 1% | E.d waiting rm., outpatient neurology clinic, national conferences, religious organizations |
| Radio announcement | 5% | 4% | PSA |
| Website article | 4% | <1% | NETT, institution & department websites |
| Letter to subjects | 4% | n/a | |
| Newsletter | 3% | 4% | Local epilepsy, TBI, chapter newsletter |
| T.V. | 2% | 2% | Local news station |
| Press release | 2% | 6% | To media outlets |
| Social media | 1% | none given | Twitter & fb |
| Billboard | <1 % | none given | Public transit |
| Total | n = 277 | 5,734,475 | |

Capturing EOS PD events in WebDCU

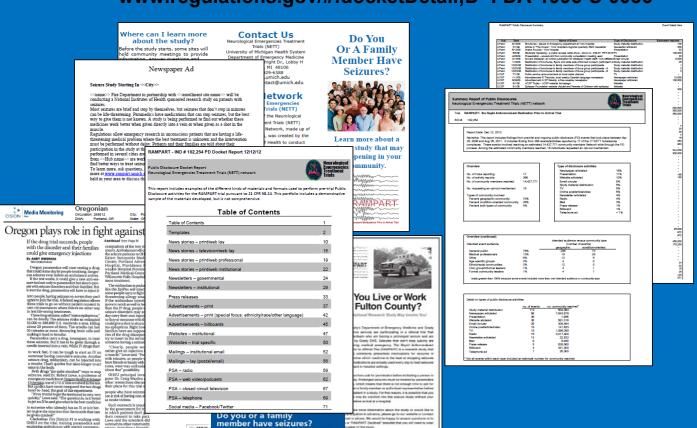


Capturing EOS PD events in WebDCU



To the FDA Docket!

www.regulations.gov/#!docketDetail;D=FDA-1995-S-0036



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Press - How to

Contact your PR Office now

- Learn who your PR person is
- Let them know the study results are forthcoming

Media resources available at esett.org

- If a reporter contacts you
- Guidelines for support staff
- Tips for working with the news media

Press: Cont.

Notify the CCC & sponsor at esett-milestone@umich.edu when:

- you have given a statement to a reporter, or
- you become aware of any bad press published about ESETT

Questions?