

# 2016 Learning Engagement Conference

Thursday, October 13th, 2016

## Patent Engagement Bootcamp II – Lessons from International Children’s Advisory Network (iCAN)

Kim Kimminau & Cheryl Jernigan – Present

Brittany Zschoche – Notes

1. Introduction to iCAN
  - a. **Kim: Obtain Charlie’s slides**
2. Diabetes emoticon app:
  - a. <https://itunes.apple.com/us/app/diabetes-emoticons/id1069436636?mt=8>
3. Connect on social media
  - a. <https://www.facebook.com/icanresearch/>
  - b. <https://twitter.com/iCANResearch>
  - c. <http://www.icanresearch.org/>
  - d. <https://www.instagram.com/icanresearch/>
4. Contact Megan to connect your site (children’s hospital); reps can get hours
5. Role of education
  - a. Youth are citizens of the world
  - b. Build brand awareness of iCAN so researchers and clinicians can utilize
    - i. Marketing forthcoming
      1. If they don’t know, they can’t use
6. Innovation
  - a. What do kids think about innovation?
7. GPC Patient Engagement
  - a. We don’t have a video that explains what we are, as partners in the process
  - b. Akin to video, need an elevator speech
    - i. Why should people come to us?
  - c. Need a marketing team
    - i. E.g., UTSW doesn’t have marketing team for research, but hired consultants, focus groups for MyChart use
  - d. Rural areas: school nurses provide input
8. ADAPTABLE
  - a. Clinical study to involve 100k patients
  - b. Goal: assess baby vs adult dose of aspirin to reduce future cardiovascular disease / incidents
  - c. Clinicians have no clue about which is better: 81mg v 325mg
  - d. A number of issues with the recruitment design