



## National Dental Practice-Based Research Network Speaker's Bureau Talking Points

- Thank you for your interest in the National Dental PBRN speaker's bureau. We count on our dedicated members to help the Network grow by sharing the benefits of membership with others. As part of the speaker's bureau, your outreach to fellow practitioners and other colleagues is key to attracting engaged and excited new members.
- When speaking to potential members, you should always cover several things in your remarks. Below is a suggested framework of discussion to accompany the PowerPoint provided to you, as well as the video should you choose to use it. Following the suggested framework and the provided materials will help you make a connection between the Network and your audience.
  - **Introduce the Network.** Explain what the Network is, what it does, and why the work is important.
  - **Explain what being a member means.** Describe the different levels of participation and the benefits of joining.
  - **Outline ways to stay engaged.** Give your audience information about the options to become involved in—the research activities and Network communications.
  - **Studies.** Share information about current and upcoming studies.
  - **Video.** If you are using the video about how to conduct a study, show it at this point in your presentation. If you have conducted a study in your office, give a brief overview of your experience following the video.
  - **Next steps.** Clearly define the next steps for anyone wishing to become a member.
- Remember, you are raising awareness and visibility on behalf of the Network. Sharing a personal story about your experience as a member is a great way to demonstrate your passion for the Network.
- Should someone ask a question and you are unsure of the answer, follow up with a regional coordinator from your area.

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*Regional Coordinator Name*

*Contact Information*



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### **Introduce the Network.**

- The National Dental Practice-Based Research Network is funded by a grant from the National Institute of Dental and Craniofacial Research, which is part of the National Institutes of Health.
- The Network is a group of dental practices joined together to investigate questions in the real world of daily clinical practice to produce real world evidence for the prevention and treatment of oral diseases.
- The Network connects basic and clinical researchers to community-based practices and patients in the real world where most health care is received.
- By starting in the community, we hope to more expeditiously produce results that are relevant to daily practice and advance the profession of dentistry.

### **Explain what being a member means.**

- Three levels of membership: informational (receive latest news and study results); limited (participate in questionnaire studies); and full (questionnaire studies and in-office research).
- Not just for practitioners—hygienists, academic faculty, students, and the like are encouraged to join.
- The Network gives us the opportunity to improve patient care, and move dentistry as a profession forward.
- You get to engage with other dental professionals on the members-only forum.

### **Outline ways to stay engaged.**

- Submit your own ideas for studies and help develop study designs.
- Give input on data collection forms and data collection.
- Give presentations at the local, regional, or national level.
- Co-author journal articles/abstracts.
- Participate in quick polls.



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**Current/upcoming studies.** *Contact your regional coordinator prior to your presentation to get the latest study information.*

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**Next steps.**

- Go to the website at [NationalDentalPBRN.org](http://NationalDentalPBRN.org).
- Fill out the questionnaire about you and your practice.