Communicating Your Research – Impact and Significance
1981
1984
Tagamet®
$1,000,000,000/yr

Zantac®
$1,000,000,000/yr

Endoscopy
$1,000,000,000/yr

Source: http://discovermagazine.com/2010/mar/07
Problem solved, right?

Nope, the response to the journal articles came up crickets!
Dr. Marshall came to the U.S. . . .

NIH and FDA bypass traditional, slower deliberative process and fast-track technology transfer from Dr. Marshall’s findings

"Guinea-Pig Dr. Experiments on Self and Cures Ulcer"
The Nobel Prize in Physiology or Medicine 2005

Barry J. Marshall, J. Robin Warren

The Nobel Prize in Physiology or Medicine 2005 was awarded jointly to Barry J. Marshall and J. Robin Warren "for their discovery of the bacterium Helicobacter pylori and its role in gastritis and peptic ulcer disease"
POs have goals for their portfolio just as you have goals for your research

• Take an interest in the PO’s portfolio beyond the grant you seek
• If you have three key messages you’d use to describe your research to a technical review panel, be sure to translate those into three key messages that describe what those mean for the world outside of your field of expertise
• Write for your reader
“It is vital that the NIH makes information about the scientific projects that we fund available to the public and Congress in a way that clearly relays the value and potential impact of the research on public health.”

“You can help us achieve this goal by clearly communicating the intent and value of your research using clear, succinct, professional language in titles, abstracts, and statements of public health relevance in your NIH grant application.”

https://grants.nih.gov/grants/plain_language.htm