

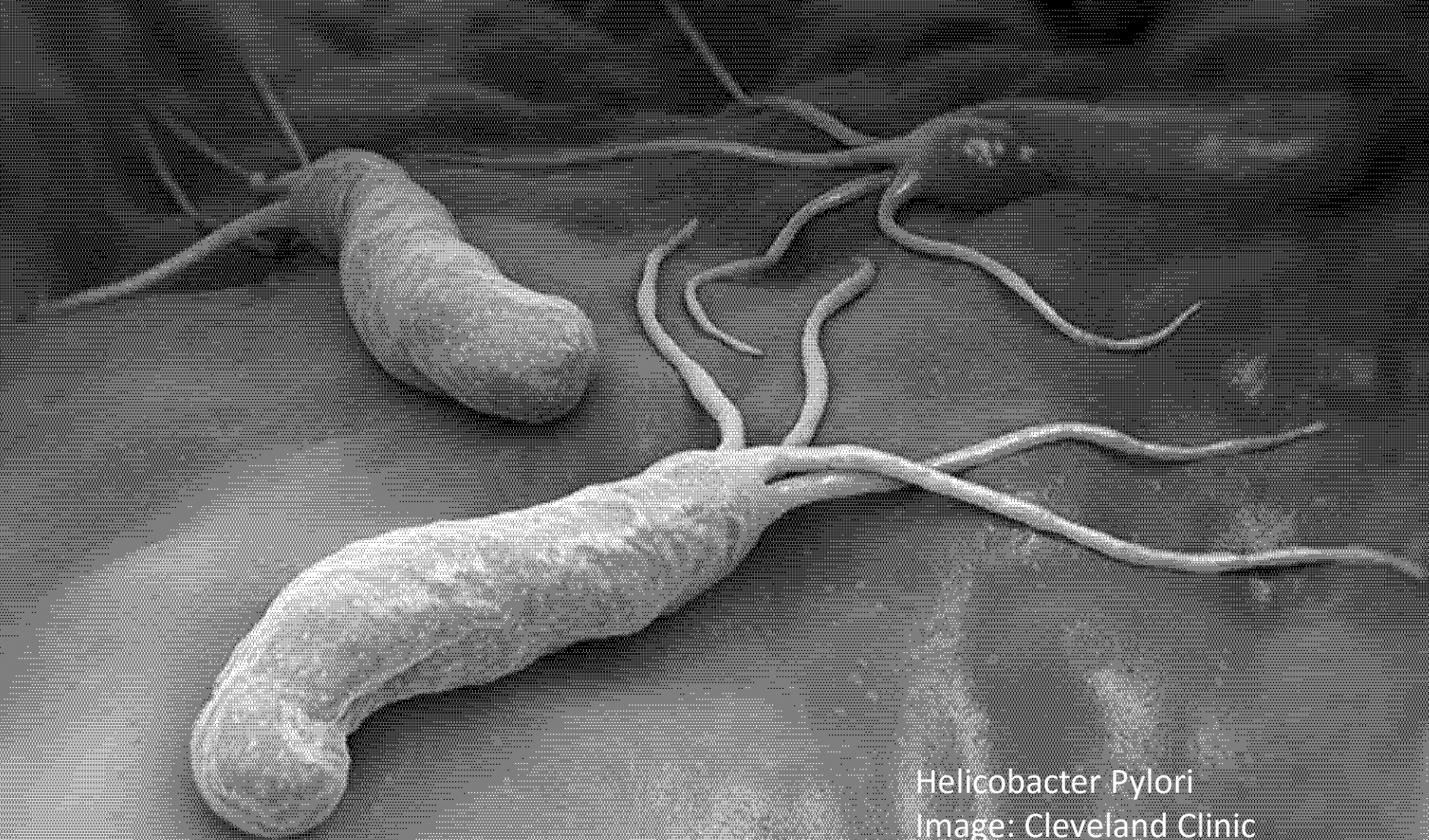
Communicating Your Research – Impact and Significance



1981



Photo: Pinterest



Helicobacter Pylori
Image: Cleveland Clinic



Photo: nobelprize.org

1984

Tagamet®
\$1,000,000,000/yr

Zantac®
\$1,000,000,000/yr

Endoscopy
\$1,000,000,000/yr



Image: istockphoto.com

Problem solved,
right?

Nope, the response to the journal articles came up crickets!

1985

Dr. Marshall came to the U.S. . . .



+



=

“Guinea-Pig Dr. Experiments on Self and Cures Ulcer”

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



The Nobel Prize in Physiology or Medicine 2005

Barry J. Marshall, J. Robin Warren

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The Nobel Prize in Physiology or Medicine 2005



Photo: C. Northcott
Barry J. Marshall
Prize share: 1/2

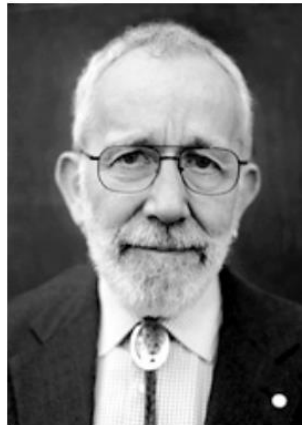
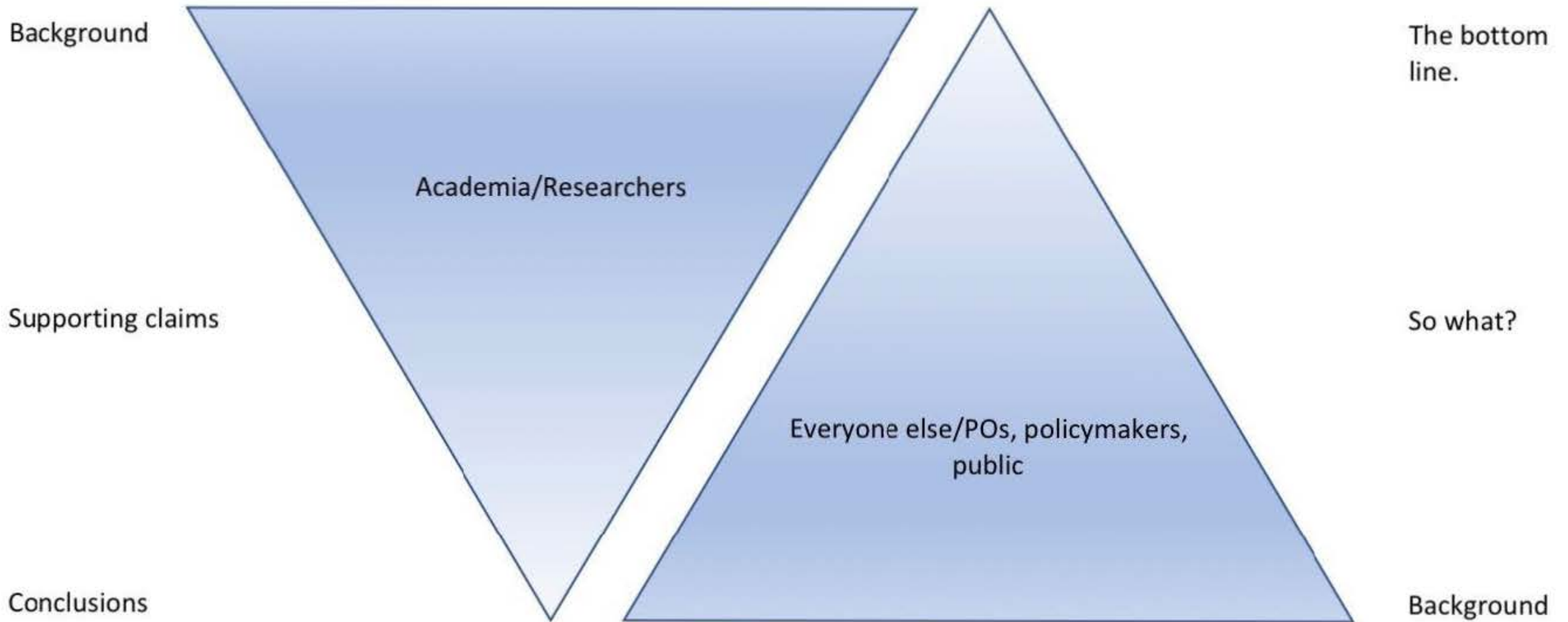


Photo: U. Montan
J. Robin Warren
Prize share: 1/2

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"*

2017



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