EVIDENCE-BASED MARKETING

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EVIDENCE-BASED PRACTICE

- The goal of EBP is the integration of:
  1) clinical expertise/expert opinion,
  2) external scientific evidence, and
  3) client/patient/caregiver perspectives

- to provide high-quality services reflecting the interests, values, needs, and choices of the individuals we serve.

- Expertise and expert opinion come from your training, mentors, experience

- Integration of client perspective comes from active listening, proper assessment, motivational interviewing, rapport-building, mutual goal setting

- But what about external scientific evidence? Do you use that? How?

WHY EBM (EVIDENCE-BASED MARKETING!!)

- Using your expertise, the existing scientific evidence, and understanding of your target population to communicate and foster collaboration with other providers!

  - Primary care doctors
  - Specialists
  - Mental health practitioners
  - Nurses
  - Administrators
  - Disease/diagnosis-oriented non-profit organizations
  - Other integrative health providers

STATE OF THE YOGA EVIDENCE

- The evidence is promising and growing rapidly in recent years, but:
  - Small sample sizes
  - Inadequate control groups
  - Inconsistent interventions
  - Diverse outcomes and measurement tools

EVOLUTION OF EVIDENCE

- PubMed search of:
  - yoga
  - arthritis

<table>
<thead>
<tr>
<th>Year</th>
<th>RCT</th>
<th>Review</th>
<th>All</th>
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<td>1</td>
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<tr>
<td>2001-2005</td>
<td>2</td>
<td>0</td>
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<td>2006-2010</td>
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<td>11</td>
<td>10</td>
<td>38</td>
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<tr>
<td>TOTAL</td>
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GATHERING EVIDENCE

- PICO question
  - Population
  - Intervention
  - (Control)
  - Outcome(s)

- Consider Filters
  - Publication date
  - RCT or Review articles
  - Core clinical journals

- Use MeSH terms (medical subject headings)
  - Consider other relevant keywords and use of *
ABSTRACT SCREENING

- Not all are even on topic
- What type of paper is it?
- What will a clinician care about?
  - Title of article
  - Recent
  - Reputable or recognizable journal (Impact Factor)
  - Type of study (pilot, RCT)
  - Sample Size
  - Institution/Authors

FULL TEXT

- Get the full text
  - Open access (try multiple sources)
  - Subscription
  - Affiliated institutions (alma matter, local university, Robin Hood acquisition)
- Read it!
  - Consider the intervention
  - Read the discussion
  - What did they conclude?
  - Know enough to talk about it briefly and to cite it appropriately

STATISTICAL SIGNIFICANCE!

- P<.05
- Confidence interval that doesn’t cross:
  - 0 for mean comparison
  - 1 for ratios

COMPONENT #1: POPULATION

- Don’t talk down to them or explain medical conditions
- Who is this for?
- What problem will you help them to solve?
  - Time
  - Attention
  - Challenging patients
  - Modified activity
  - Lifestyle guidance

COMPONENT #2: INTERVENTION

- Explain components of yoga therapy in culturally appropriate ways
  - Physical poses
  - Breathing practices
  - Relaxation techniques
  - Mindfulness and meditation
- Think from a safety perspective
  - Images of gentle poses with “real people”
  - Mention any processes that will help to allieviate their concerns
  - What will you do to keep the clinician informed without burden?

COMPONENT #3: OUTCOMES

- Bullet points for each concept
- Name a potential benefit and CITE IT PROPERLY
- Use only high quality evidence and understate the findings
  - Might
  - May
  - Could
  - Associated with
  - Early evidence suggests
COMPONENT #4: EXPERTISE

- Biography
  - What qualifies you to work safely and effectively with their patients?
  - Do not refer to lineages or yogalebrities. Name relevant credentials, experience.
- Headshot
  - Look professional and personable
  - High quality photo
- Contact information
  - Name of business
  - Location
  - Phone number (what does your voicemail say?)
  - Email (not “yogacutie@aol.com”)

CULTURAL CONSIDERATIONS

- Messaging
  - Avoid words like “proven” or “cure.”
  - Think integratively and be respectful/deferential
  - Don’t overstate the strength of existing evidence
  - Avoid sanscrit, jargon, lingo
  - Be formal, clinical, professional
  - Communicate within the medical paradigm
    - Think in terms of physical and/or mental health
    - One cannot “breathe into the toes.”
    - Avoid discussion of life force or life energy
  - Be careful about discussion of spiritual matters
  - Stay within scope
    - Ie. Don’t recommend dietary supplements or herbs

CULTURAL CONSIDERATIONS

- Design
  - Design something that looks like it is written for doctors
  - No lotus flowers or tie-dye
  - Conservative color and font choices
  - High quality images, paper, printing
  - Consistent margins

COLLABORATION OPPORTUNITIES

- Refer professionally and appropriately to others and they will reciprocate
- Utilize services of like-minded clinicians and expand your network
- Communicate with other providers as needed
  - Don’t bombard them
  - Don’t ask their permission (ie. Signature)
  - Do ask for considerations/contraindications
  - DO provide RELEVANT progress notes
  - Send correspondence with the client
- Make Friends
  - Don’t underestimate the office staff
  - Lecture/client/workshop venues
  - Volunteer locally
  - After hours space rental
  - Free sessions

SPECIALIZE

- Know your client population
  - Find out where they go for information
- Know the current science
  - Subscribe to relevant journals
  - Follow relevant scholars on ResearchGate
  - Attend scientific meetings (match free morning yoga for attendees)
- Find your non-profit
  - Volunteer
  - Attend events
  - Make a small annual donation
  - Gift bag giveaways (class pass, information, discounted session)

COMMON GROUND

- Do no harm
- Best interest of client/patient
- Healing professions
- Complementary skills and strengths
- How can we work together toward mutual understanding, respect, and fruitful collaboration?