

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

	Clinical Trials	RCT	Review	All
Before 2000	2	1	1	3
2001-2005	2	0	6	10
2006-2010	3	1	2	9
2011-2015	11	10	9	38
TOTAL	18	12	17	60

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 mater, 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 alleviate 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
 - ▶ I.e. 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/demo/workshop onsite
 - ▶ 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 (teach 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?