

Strengthening Relationships with External Partners



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ITHS

Institute of Translational Health Sciences
ACCELERATING RESEARCH. IMPROVING HEALTH.

Learning Objectives

By the end of this session, you will be able to:

- Identify common partners in clinical research operations
- Recognize different communication styles and expectations
- Identify situations that can impact your relationships with your partners
- How to take a proactive role in establishing strong relationships
- Understand best practices for maintaining strong, successful relationships


All The Moving Parts

- Sponsor Companies and Representatives
- Clinical Research Offices (CROs) and Monitors
- Institutional Service Areas
 - Lab
 - Infusion
 - IDS
 - Radiology
 - Pathology
 - CRBB
 - Clinic Staff/MAs/Schedulers
- Internal Team and Colleagues
 - Schedulers
 - Medical Assistants

Keeping The Engine Running

- What is Communication?

- com·mu·ni·ca·tion

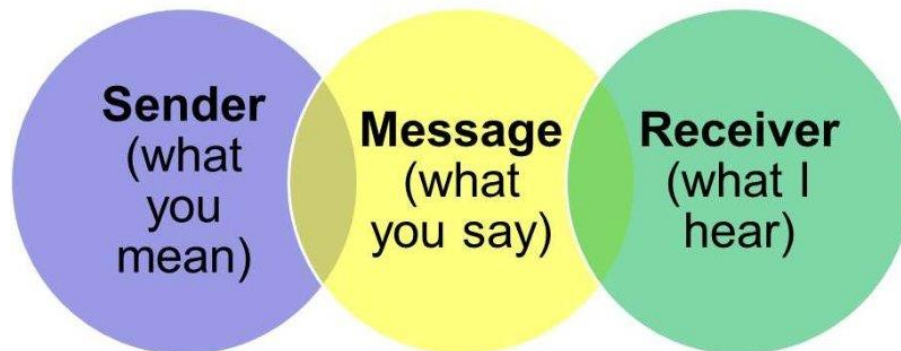
/kəˌmyʊnəˈkɑːʃ(ə)n/ 

noun

1. the imparting or exchanging of information or news.
"direct communication between the two countries will produce greater understanding"
synonyms: transmission, conveyance, divulgence, disclosure; [More](#)
2. means of connection between people or places, in particular.

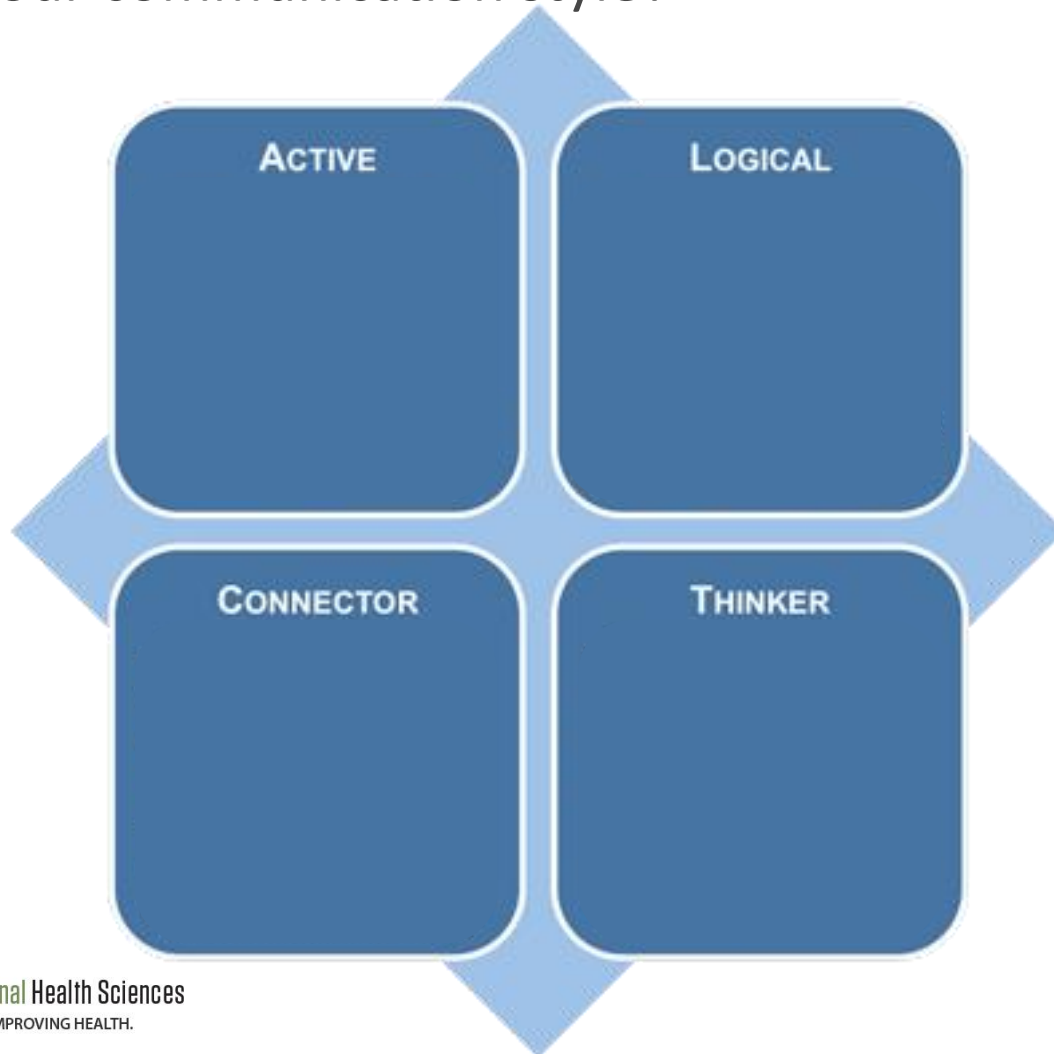
- Tools for Communication

- Email, telephone calls, intranet messaging, ticketing systems, in person conversations, texts, pages, notes, etc.
 - There are many different ways to communicate, and most people have a particular method they prefer above all others.



Keeping The Engine Running

- What is your communication style?



Breakdown – Time to Talk Shop!

DISCUSSION TIME!

Take a few moments at your table to discuss times where you felt there has been a communication breakdown, a difficult interaction or relationship, or a chronic issue that has affected the workflow of you or others.

Identify what you think caused this situation.

Identify how this situation was resolved.

Identify what you would have done differently, if given the option.



00:04:00



00:00:00



00:00:00



00:00:00



00:00:00



TIME IS UP!

Breakdown – Time to Talk Shop!

DISCUSSION TIME!

Common Communication Breakdowns

1. Poorly structured or unclear communication
2. Out of date or out of context information
3. Personality conflicts
4. Not being team players
5. Not having interest or stake in the work
6. Misunderstandings or lack of understanding regarding workflow
7. Fear of conflict/confrontation.

Preventative Maintenance & Cruise Control

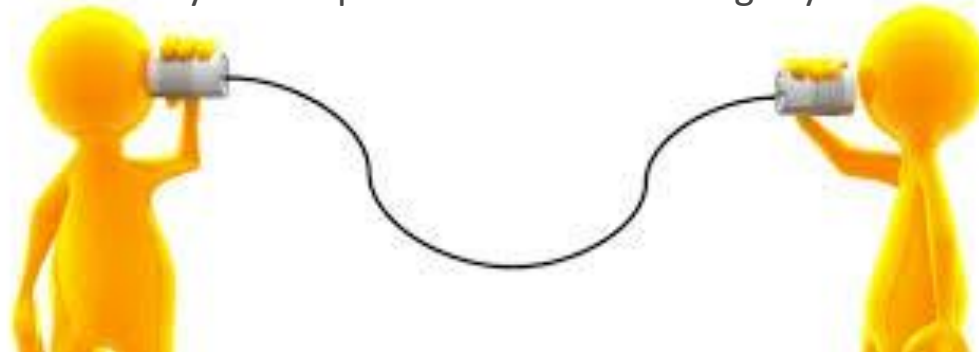
1. Be clear about knowledge and experience
2. Introduce yourself clearly and your role
3. Be familiar with policies. Know where to look them up.
4. Speak to senior staff or more experienced staff on their experiences/resources
5. Be considerate of others workflow/understand how their processes are affected by your needs
6. Be aware of issues and trends, do the problems you're having occur in other groups/teams too?
7. Do people know how to contact you/are you available?

Preventative Maintenance & Cruise Control

8. Workflow documents/checklists
9. Familiarize yourself with FDA guidelines/GCP
10. Know your institutions policies
11. Don't give conflicting information
12. Document using ALCOA-C principles (attributable, legible, contemporaneous, original, accurate, and complete)
13. Update your service areas as needed i.e., updated Investigator Brochures to go to IDS and updated lab manuals go to the lab.
14. Stay informed and keep others informed as the study progresses.

Preventative Maintenance & Cruise Control

- Exceptional communication is the end-goal of any interaction, and we can characterize this in a few ways. Exceptional communication should be:
 - Concise and timely
 - Relevant to the subject matter, without too much “fluff”
 - Accurate information
 - Easy to understand
 - Not emotionally charged or biased
 - Clearly convey any responsibilities or action items
 - Provide answers to any direct questions without ambiguity



Roadside Assistance

Who can you reach out to?

What are your resources for relationships?

Tools/sessions/seminars/etc.

Make a new friend today!

Patient safety network

Good documentation, ALCOA-C