



Interpreting Clinical Trials

Practical guide to understanding
medical & clinical literature

Introduction

"*Interpreting Clinical Trials*" is a workshop to equip pharmaceutical and medical personnel with insight to make their own critical assessment of clinical literature in published journals and as it is presented in marketing material.

At the end of the workshop they will know what information is required to make an informed assessment about the content of a published clinical trial or scientific paper. They will be able to look for bias and to determine the clinical relevance of the results within the context of the trial design, what information is provided and how the results are presented.

Pharmaceutical sales representatives

By understanding and critically assessing clinical literature, pharmaceutical sales representatives will be able to

- Make better use of detailing material and clinical studies when addressing members of the medical profession.
- To insightfully discuss strengths and weaknesses of published information.
- To confidently address objections and inaccurate claims made by competitors.

Medical professionals

The aim of the workshop for doctors and other medical staff is to assist them in understanding trial design and statistical analysis, identify bias and interpret the results from a more practical and clinical point of view.

CPD accredited

"*Interpreting Clinical Trials*" has been accredited for CPD ethics and general points, and CPD accreditation will be arranged as necessary.

Practical examples to illustrate concepts

The workshop is practical and uses examples from published literature and marketing material to illustrate the concepts.

Flexible to suit your time and needs

The workshop can be tailored according to specific needs and time constraints, but a minimum of 3 hours is required for a detailed explanation of the important concepts.

- 1-2 hour presentation for conferences or meetings: This time allows for a brief overview and explanation of basic statistics. In this hour, simple commonly misunderstood principles are discussed, or specific topics requested by the client.
- Full morning presentation (3 - 4 hours): Most of the topics below are covered.
- Full day workshop, covering the topics below and a workshop discussion reviewing a selected clinical trial, or specific trials selected by the client. Question worksheets are supplied for discussion.
- "*Interpreting Clinical Trials*" is included by various pharmaceutical companies as a regular part of their formal sales representative training program.

Trials supplied by the client prior to the workshop will be included to illustrate the principles where requested and relevant.

Workshop content

1. Publication format
2. Types of study design in the context of evidence-based medicine: randomised; observational; case-control; cohort; 'real-life'; meta-analysis
3. Principles of trial design & how they influence interpretation of the results
4. Definitions of misunderstood terms
5. Statistics and measures of effect and significance
 - Means & medians
 - P values & confidence intervals
 - Measures of risk and outcome: risk; odds; hazard; effect size; regression; survival
 - N values
 - Statistical vs. clinical significance
6. Presentation of data
 - Number needed to treat / harm
 - Determining the applicability of results to individuals and populations
 - Graphs and tables & misleading presentation of data
7. Follow-up of trial results
 - Data analysis: Intention-to-treat; weighting; censoring
 - Dealing with missing data: imputation
 - Duration of follow-up
8. ROC curves
9. Review of relevant studies provided

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Comments about the workshop

Have been to lectures/presentations with a similar end goal and always learn something new, BUT the difference here is the presenter has a bona fide medical background and is not merely an epidemiologist, which makes the info more real and clinically relevant! Thank you.

Oncologist

Enlightened me to a lot of misconceptions regarding clinical trials and influenced me to read clinical trials comprehensively.

Oncologist

Excellent overview. Biostats for dummies!

Oncologist

Very informative detailed discussion with excellent examples, making it easy to understand.

Sales representative

Extremely detailed. He managed to break it down to simple terms especially for a rookie rep. Its critical info and has inspired me to read more to better my analysis.

Sales representative

Enjoyed his presentation style, sense of humour and his ability to simplify data we often need to use.

Sales representative

Dr Webb has a way of simplifying complex data. He is able to impart his expertise effectively to his audience, with ease, humour and intelligence. He has managed to target exactly what is relevant in clinical trials.

Haematologist

An excellent presenter. Made such a 'usually boring' topic into an exciting, informative one which will impact greatly on the way I read and interpret journal articles regarding clinical trials. A yearly booster course would be awesome!

Haematologist

Highly interactive and very pertinent to interpreting articles related to pharmaceuticals. Highly enjoyable.

Haematologist

Simplified reading and interpretation of statistical data and graphs.

Haematologist

I find it frustrating and irritating when representatives from different companies present similar trials with conflicting results. Now I understand why results may differ and what to ask the reps in the future.

General Practitioner

Brilliant knowledge!

Sales representative

I will be able to respond to queries with confidence.

Sales representative

It made clinical trials less scary for me. I certainly would enjoy more training, it was too much to take in in one day.

Sales representative

It has really changed my interpretation of trials. I would like more of this training to polish my interpretation skills.

Sales representative

First time I have had this explained properly.

Sales representative

I feel more confident with understanding clinical papers and discussing their relevance in influencing my clients.

Sales representative

I thought some of us would know this, but I never understood its practical application before.

Sales representative

When faced with a medical publication, do you immediately assess the methods and results with confidence? Or are you more likely to jump to, and believe, the conclusion? If you are, or if you lack confidence in assessing the quality of evidence, then this workshop is for you.

David Webb combines his experience working in the pharmaceutical industry and medical training with a colourful, entertaining style of presentation, to demystify study design, core statistics and data analysis.

Essential CPD for practicing clinicians!

Dr Myles Connor

Consultant neurologist, Borders General Hospital, Melrose, UK; Honorary Senior Lecturer, Department of Clinical Neurosciences, University of Edinburgh; Honorary Senior Lecturer, Bute Medical School, St Andrews University, UK; Honorary Senior Researcher, School of Public Health, University of the Witwatersrand, Johannesburg.

Dr David Webb BSc(Hons) MBBCh N Cert Ex Sci

After leaving clinical practice, Dr Webb joined the pharmaceutical industry, first with Glaxo Wellcome and later Bristol Myers Squibb. During that time he was responsible for training, medical marketing, CME presentations for doctors and pharmacists, and facilitating phase II and III clinical trials. He started his own medical marketing company in 1999, specialising in medical marketing, medical writing and training. He is also the medical editor for Medspec Publishing, the South African representatives for the New England Journal of Medicine and Oxford Press Medical Journals.

