



Agency for Healthcare Research and Quality
Advancing Excellence in Health Care

Booz Allen Hamilton

Communicating your Research Findings: Publications and Messaging

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Diffusion Objectives

- Convert scientific studies to information with real-world application and use
- Multiply yourself/work by leveraging your knowledge and expertise in multiple formats (print, broadcast and electronic)
- Encourage use, reuse and referral of your knowledge and expertise



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Research Diffusion Success Formula

Q.R. + Q.L. + M.F. =
BIG Results



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Ultimate Outcome

What is YOUR Ultimate Outcome?



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YOUR Print Strategy

- Article/s (e.g., trade publications, association newsletters)
- Chunking Concept
- Advertising & Advertorials (e-announcement/card)
- “How-To...”, “Top 5 Tips for...” etc.
- Book Potential?



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YOUR Pitch Strategy

- Idea (20-30 words)
- Audience Appeal (20-30 words)
- Fascinating Facts/Interesting Anecdotes (20-30 words)
- Photos/Illustrations (15-20 words)



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YOUR Audio & Video Strategy (including broadcast)

- Tele-Seminars & Webinars
- Radio & TV interviews (e.g., NPR's *Science Friday*)
- Recorded Expert Roundtable Discussion
- Speaking Engagements (e.g., Associations, Think-Tanks)



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YOUR Digital Strategy

- Website (hyperlinks)
- Listservs, Discussion Forums
- Testimonials and Referral Network
- E-Report (instant download, easy to update)
- SEO (Search Engine Optimization)
- Ezine (online newsletters)



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YOUR Combination Strategies

- Joint Ventures
- Cross-Promotion
- Co-Marketing



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YOUR Mini-Strategy

