

# STRATEGIC PLAN 2017-2020

## **Background**

eviDent seeks to enhance the clinical outcomes of dental practice and improve patient care by providing the means for dental practice based research and a platform for dissemination of evidence based clinical knowledge.

eviDent is generously supported by the Australian Dental Association Victorian Branch Inc and the Oral Health Cooperative Research Centre (located at the Melbourne Dental School), who are committed to the pursuit of better community oral health.

This strategic plan seeks to build on achievements to date and define our goals and objectives, as well as outline our key actions over the next four years.

To achieve our vision, our plan is built on four strategic goals:

1. Continuous improvement
2. Communication
3. Sustainability
4. Excellence.

We look forward to implementing the following strategy, which will be overseen by the eviDent Foundation Board.

# STRATEGIC PLAN 2017-2020

Vision	Facilitating dental practice based research for better oral health			
Mission	Improve the oral and dental health of Australians.			
Strategic Goals	<b>Continuous Improvement:</b> Realise the potential of eviDent	<b>Communication:</b> Strengthen the eviDent team	<b>Sustainability:</b> Enhance the community and stakeholder support	<b>Excellence:</b> Deliver excellent education, development and training
Objectives	Grow the research network in a sustainable manner	Maintain a network of practitioners and academics that facilitates learning, encourages self reflection and accelerates change	Plan for financial sustainability	Pursue highest level research protocols and standards
	Improve patient outcomes by translating and disseminating research findings to clinical practice	Disseminate information to educate current and future dental care providers and the wider community	Nurture relationships with stakeholders to improve oral health care	Provide oral health care innovation
	Facilitate research in practices and support practitioners involved in research	Establish infrastructure to facilitate continuing project dialogue	Develop and implement a succession plan to ensure Board and committee membership reflects the partnerships between practitioners and academics, as well as general membership in the network and the profession at large	Improve oral health outcomes for the community by translating research into clinical practice and informing policy
	Develop leaders and foster leadership opportunities	Plan for additional administrative support	Raise the profile of the network	Disseminate information both within the broader dental profession and other health professions

# STRATEGIC PLAN 2017-2020

<b>Values</b>	<b>Education</b> Expand the evidence base for oral health care by increasing the capacity to conduct practice relevant research	<b>Collaboration</b> Fostering cooperation and interdependence between oral health care providers, research partners and stakeholders	<b>Service</b> Drawing on the clinical expertise of our members to contribute to the community by improving oral health and encouraging changes to health policy and patient care	<b>Integrity</b> Conducting high quality research ensuring respect for participants and confidentiality of data
---------------	--	--	--	--

## Action Plan

Strategic Goals	Objectives	Key Actions
<b>Continuous Improvement</b>	Grow the research network in a sustainable manner	Develop a project bank to match to funding opportunities as they arise
		Cultivate relationships with new and existing stakeholders
		Facilitate national expansion of the eviDent network
		Strengthen our research agenda
		Continue to develop and support collaborative research networks to share expertise and resources
	Improve coordinated care	Identify interdisciplinary projects to maximise innovative practice and improve referral pathways
		Advocate to influence health policy using evidence based research findings
	Facilitate research in practices and support practitioners involved in research	Develop research infrastructure to generate relevant, practical and timely research findings
		Where appropriate, embrace digital technology for rapid dissemination of information
	Develop leaders and foster leadership opportunities	Develop and implement systems for succession planning
		Invest in professional development for staff, Board and Committee members and Network members
		Undertake annual Board assessment and develop Board capabilities
		Develop a diversity strategy to ensure views of key stakeholders are adequately represented

# STRATEGIC PLAN 2017-2020

Strategic Goals	Objectives	Key Actions
<b>Communication</b>	Maintain a network of practitioners and academics that facilitates learning encourages self reflection and accelerates change	Share research findings with members, the dental profession, policy makers, donors and the public
		Continue to encourage practitioner/ academic researcher relationships and dialogue with a view to building research capacity to produce and use evidence in a timely manner
	Disseminate information to educate current and future dental care providers and the wider community	Invest in and enhance our digital presence, including web and social media resources
		Develop evidence based clinical practice guidelines for use by practitioners, funding agencies, patients and others
		Increase opportunities for networking, training, seminars and supporter events
		Develop and implement health promotion material
<b>Sustainability</b>	Plan for financial sustainability	Train DPBRN members in grant seeking and writing
		Investigate new revenue sources
		Develop an investment strategy
		Develop and implement a fundraising strategy
		Identify funding opportunities that align with our research agenda
		Advocate for increased government funding for health research to reflect the economic burden of oral diseases
		Use resources responsibly and strategically
		Empower community members to fundraise for eviDent
		Recruit and employ staff
	Nurture relationships with stakeholders to improve oral health care	Identify, maintain and develop relationships with potential and existing funding providers and donors
		Develop a donor engagement and management strategy
Understand the current and future needs and motivations of our stakeholders		

# STRATEGIC PLAN 2017-2020

Strategic Goals	Objectives	Key Actions
		Engage and empower volunteers effectively and sustainably
		Inspire people to include in their Will a bequest to the Foundation
		Develop formal agreements with Universities and other key stakeholders as appropriate
		Strengthen and enhance relationships and engagement with key stakeholders to demonstrate the impact their support and donations can have
		Foster relationships with like-minded organisations
	Raise the profile of the Foundation	Increase awareness and understanding of the significance of the Foundation
		Develop and implement a marketing and communications strategy
<b>Excellence</b>	Pursue highest standards in research, practice, governance and operations	Continue to ensure excellence in research governance
		Work collaboratively with all stakeholders to ensure internationally recognised research is achieved
		Maintain accurate records for projects
		Create an environment that fosters reflective practice
	Provide oral health care innovation	Expand the evidence base for clinical decision making and for the development of public health policy
	Improve oral health outcomes for the community	Respond to practitioner and patient needs by approving relevant projects that are easily implemented within dental practices or by eviDent members
		Gather information regarding prevalence and incidence of oral and dental diseases
		Test and evaluate the effectiveness of strategies for the prevention and management of oral disease and conditions
	Conduct research in areas of unmet need	

# STRATEGIC PLAN 2017-2020

Strategic Goals	Objectives	Key Actions
	Reduce the evidence practice gap in a timely manner	Develop an approach to facilitate knowledge management and transfer into clinical practice in partnership with stakeholders
		Establish a publication plan for each project



## Our logo

The eviDent logo reflects the unique opportunity with a dental practitioner's mouth mirror examining the mouths of so many patients each year. The collegiate and unified approach to data collection and analysis from multiple practices to combine and produce evidence based research findings presents a powerful tool to support and encourage reflective practice and improve oral health and dental practice for patients and the practitioners who treat them.