

To the Editor: Bridging the Gap between Research and Practice

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New National Institutes of Health policies call to bridge the gap between research and practice.¹ A review of the literature and interviews concluded that many types of existing health care organizations could provide assistance with multiple approaches.¹

I would like to report an initiative from the 2011 American Association for Cancer Research (AACR) meeting.

The mail from Bethyl Laboratories began with “Breaking news - AACR update.” Then: “Dinner and a Drink on Bethyl Laboratories. Bethyl Laboratories (Booth 1259) will be having three (3) drawings per day during AACR. Winners will receive \$50 VISA gift cards.”

I tried to investigate the basis of this “winning-winning” concept. The AACR website indicates that “the AACR welcomes support from corporations that share its mission to prevent and cure cancer and that are interested in helping to defray the costs of presenting this important international meeting. . . Numerous benefits are provided in recognition of their generous financial assistance. . . For a complete list of support opportunities as well as an outline of the many benefits of support, please contact . . .”

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A manager of meetings at AACR indicated to me that “(the AACR) does not charge exhibitors to hold events . . . (but) only charges for their booth space.” The basic price is \$3300 for an in-line space. “All booth activities and booth giveaways are required to be approved by a predetermined deadline.” However, I cannot obtain details from the president, the president-elect, or the corporate relations officer.

Barry et al² noticed in 2000 that everyday challenges to professionalism are commonly encountered, and that there was room to grow on this issue. A decade later, at the AACR meeting, the challenge occurred 3 times a day for 3 days at booth 1259.

Bob Goodman launched a different initiative to promote evidence-based medicine; sadly, too many doctors may be too much deprived to implement it.³

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References

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