Practitioner Engagement in the South Texas Oral Health Network PBRN: A Network Analysis

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BACKGROUND

- A Practice-Based Research Network (PBRN) is an organization comprised of community clinicians and researchers (1,2).
- PBRNs serve as the bridge between research and community, providing relevant information to both dental practitioners and the community.
- The STOHN PBRN, supported by IMS CTSA, has evolved over the years to support dentists and dental hygienists in research (3).
- Our aim is to identify what methods encourage practitioner engagement and retention in the PBRN.

METHODS

- Review recruitment, engagement, and retention methods used in STOHN.
- Quantify the methods used.
- Retrospective analysis was conducted to review prior studies, network activities, level of engagement, and participation from members in publications and presentations.
- Descriptive statistics were used to determine the average number of members involved in research activities.

RESULTS

- Recruitment has grown exponentially, N=263.
- Dentists, n=160; Dental Hygienists, n=29; Specialists/Non-Practicing, n=14.
- Physical mail has had a 0.3% (n=44) success rate for recruitment.

CONCLUSIONS

- Maintaining a high level of engagement is important to PBRN infrastructures and shows more member interaction.
- Different activities highlight which are more appealing to members and which need improvement.
- Recruitment tactics need to further be explored (presenting at local organizations, tabling, community events, etc.).

CITATIONS

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