Research Content Review Process

The following process should be followed for the submission and evaluation of Research stories originating from the Pediatric Institute:

1. Pediatric Institute research scientists submit story ideas by filling out a Research Content Intake Form and sending it to researchstoryideas@choa.org, a dedicated Outlook folder that will be accessible by Melinda Mathis and the Children's Public Relations team.

2. Melinda Mathis will review the forms based on Children's Research strategic objectives and whether projects meet criteria established in the Research Communications Guidelines. Melinda will share updates with Dr. Lucky Jain on a regular basis.

3. Melinda Mathis will bring viable intake forms to standing weekly meetings with Stacy Heilman, Clint Joiner and Liz McCarty. This group will take the first pass at prioritizing potential stories on an ongoing basis.

4. The Pediatric Institute Operations Team will review and approve prioritized stories on a monthly basis.

5. The Children's External Comms team will insert approved stories into an editorial calendar that details timing, audience and channel for dissemination. The goal is to produce three priority research stories per quarter. (Note: If a relevant paper publication is timely and aligned with research priorities, editorial calendar exceptions may be granted.)

Research Content Intake Forms will be made available via Careforce Connection (Children's intranet), choa.org/emory and emory.edu. The form aims to gather key information and includes the following questions for researchers:

*   What is the name of the project/device/technology/drug/treatment that is being developed?
*   What stage of development is the project in?
*   In **layman's terms**, what is this project aiming to solve?
*   How will children be impacted by this project? How many kids do we anticipate will be impacted?

- Are there any bench-to-bedside patient stories that will help illustrate this project?
- How is the project being funded?
- Are there any conflicts of interests or existing relationships that we should be aware of?
- Name all individuals/institutions involved (*i.e.*: Children's, Emory, GT, etc.)
- When is the anticipated commercialization date, if any?
- Will this device /technology/drug require FDA clearance or approval?
- Who from the Pediatric Institute or Pediatric Technology Center operations team will be the liaison if additional information or coordination is needed?
- Who are all the individuals who will need to review and approve this content?