

Scientific/Educational Workshop

Workshop title

Getting the most out of the exhibit hall: how to ask for the evidence

Workshop organizer

Stephen Sprigle (Georgia Institute of Technology)

Speakers

Stephen Sprigle,
Sharon Sonenblum
Matthew J Major

Workshop goals

To describe the challenges of product performance evaluation

Abstract

Many products out there are “great” for your clients, even “the best” for your clients. They are advertised as being cooler, lighter or faster. But as the stakeholders who prescribe, purchase, pay for, or use these products, we have a responsibility to ask manufacturers what they mean by cooler, lighter, faster, etc. We should feel comfortable asking manufacturers and their representatives how they know – what testing has been done to show their product is different. Furthermore, just because a difference can be measured, does the difference matter for your client? This workshop will present and discuss how clinical research is applied to product evaluation and how stakeholders can evaluate the research and, therefore, evaluate the claims. This workshop will use examples of product claims both from within and outside rehabilitation and help participants break down the claims and assess their value. We will discuss the pros and cons of both bench testing and human subject trials and how each can be useful in assessing performance.