

Editorial

Understanding Clinical Research: Public Perspective

Clinical research is an integral system of health and biomedical development that requires broad range of unique interdisciplinary steps. Due to critical nature of this process, the research must follow a scientific rationale, standardized study protocol, and good clinical practice guide. Clinical Research involves a cycle of events starting from preclinical animal testing to various stages of drug development before they are introduced in the market for mass consumption. Broadly, the clinical research focuses on its three main categories:

- Clinical Efficacy and Therapeutic Interventions
- Disease Pattern and Differentiation
- Drug Discovery and Pharmacology Techniques.

Clinical research trial leads to esoteric and complex data that require specialized professional learning to observe and infer. A traditional presentation of complex and abstruse data usually alienates the public and nonscientific community from evaluating the research outcome. Study participants (nonscientific population) is the integral component of clinical research by voluntarily participating in the clinical trials and thus should be actively involved in all the fundamental step of research process including data understanding.

Data interpretation in public perspective point of view can be accomplished only if presented in the easier and understandable format. The clinical research data decoding can be accomplished by the five following methods:

1. Data Analytical Technology
2. Sectional Fragmenting of Data
3. Real-time Clinical Research Analysis
4. Developing Visual Integration Tools
5. Developing Mobile Applications.

In clinical trials and research evaluation, it is very critical to make the common public educate and be a deciding factor in choosing the right drug or treatment of their choice based on absolute understanding of research data. This will not only lower the hyped publicity of few pharmaceutical companies that are gaining the market profits through media and advertisement but also will provide an opportunity to actively involved in new drug development or clinical therapeutic process.



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