

# Clinical Trials in Otitis Media Research in Australia

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- Decision making is a complicated process
- Use clinical trials to answer ‘concrete problems’
- Overview of OM clinical trials in Australia

# Hmmm...I can't decide



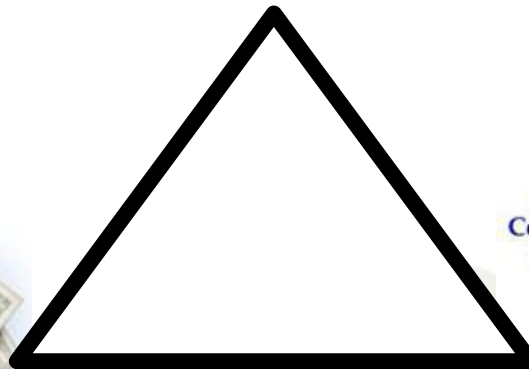
# Buying a car.....



- Price
- Specific features
- Test drive
- Car reviews
- Recommendation
- General knowledge
- Local industry
- Previous experience

my   
choice

CHOOSE WHAT'S RIGHT FOR YOU.



# Decision making is complicated



# 'Poor Economics'

“This shift from looking for universal answers to concrete problems was helped along by a new tool: randomized control trials, which give researchers a chance to implement large-scale experiments designed to test if interventions work.

It is possible to make very significant progress against the biggest problems in the world, through the accumulation of a set of small steps, each well thought out, carefully tested and judiciously implemented.”

<http://pooreconomics.com>

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# Understanding OM with confusion...





# Normal ears (aerated ME)



Michael Saunders FRCS

# OME (fluid behind TM)

Michael Saunders FRCS



Michael Saunders FRCS



# AOM (fluid plus bulging TM)

Michael Saunders FRCS



# CSOM (ME draining pus)



# What improves outcomes?

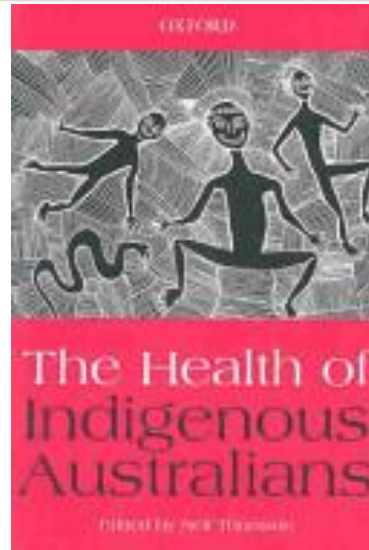


*"My question is: Are we making an impact?"*

# Health information on the Internet

Nell Thomson and Patricia Marshall

an annotated bibliography  
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