

*Please join us for an AADOCR Missouri Section scientific presentation  
as part of Kansas City University's Research Symposium*

# A Story of Effectiveness as Told by EHR

Presented by:  
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**Thursday, April 3, 2025 | 4:00 – 5:00 PM**  
Kansas City University  
J-Lecture Hall

Zoom: <https://kcuconferencing.zoom.us/j/86423567410#success>

**Description:** The Electronic Health Record (EHR) is a part of our lives as providers and patients. The data are collected for patient care, but the great volume of health data we now have can allow for exploration of multiple patient care improvement paths. We can use patient data to monitor and improve care, evaluate program outcomes, explore rare diseases and assess the effectiveness of an intervention. This presentation will define effectiveness research, how EHR data fits into the assessment and the pros and cons of using EHR in research. This will be told through the story of prescription toothpaste.

**Education Objectives:**

- Understand the difference between efficacy and effectiveness research.
- Understand the benefits and pitfalls of using electronic health records in data.
- Understanding of ways to think through issues when efficacy and effectiveness research do not show the same results.