A Case Study: Technical Assistance Agreement for Studying Access to Cardiac Care in New Jersey

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Technical Assistance Agreement for Studying
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Objectives:

- Follow the overall process of establishing an agreement

- Better understand the elements of a technical assistance agreement through example

- Learn about steps to take once the agreement has been negotiated
Opportunity to Negotiate

- Establish credibility in the field
- Take action to promote your work
Make a Good Impression

- Go above the requirements to establish your position as an expert

  - Assemble a good team of investigators
  - Show you know the important background information
  - Give concrete methods and potential results
  - Be organized in your presentation
Communication is Key

- Listen closely .... React later
- Understand the politics
- Try to be accommodating whenever possible
- Use “listen and play-back” techniques
- Be patient
- Do not take anything for granted
Negotiation Process

Solidify your position

- Use examples of previous agreements
- Value your work and stand your ground
- Respond quickly
Considerations For Academic Institutions

- Ownership/use of data
- Publication rights
- Censorship of results
- Time lines
Processing the Agreement

- Allow plenty of time and follow process through carefully
Accomplishing Tasks in Agreement

**Establish the basis for future work**

- Keep in good communication
- Deliver the products on time
- Exceed the requirements, especially if first agreement
- Respond to changing requirements within limits of contract
- Express interest in follow-up work
Maintaining Relationship After Agreement

- Keep in contact
  - Go to meetings
  - Give presentations
  - Make sure they are still satisfied with your deliverables
Overall Process

- Establish credibility (expert status)
- Promote your work
- Communicate your interest
- Negotiate carefully, patiently
- Make sure all signatures are obtained quickly after negotiation
- Make sure there is successful completion
- Maintain contact and interest during and after agreement period