

STOP wasting your brains



**Designing, managing and communicating research
to achieve positive impacts in the real world**

QUEST Seminar on
Responsible Research
Berlin, 17 February 2026

Till Bruckner
Karolinska Institutet &
TranspariMED
tillbruckner@gmail.com

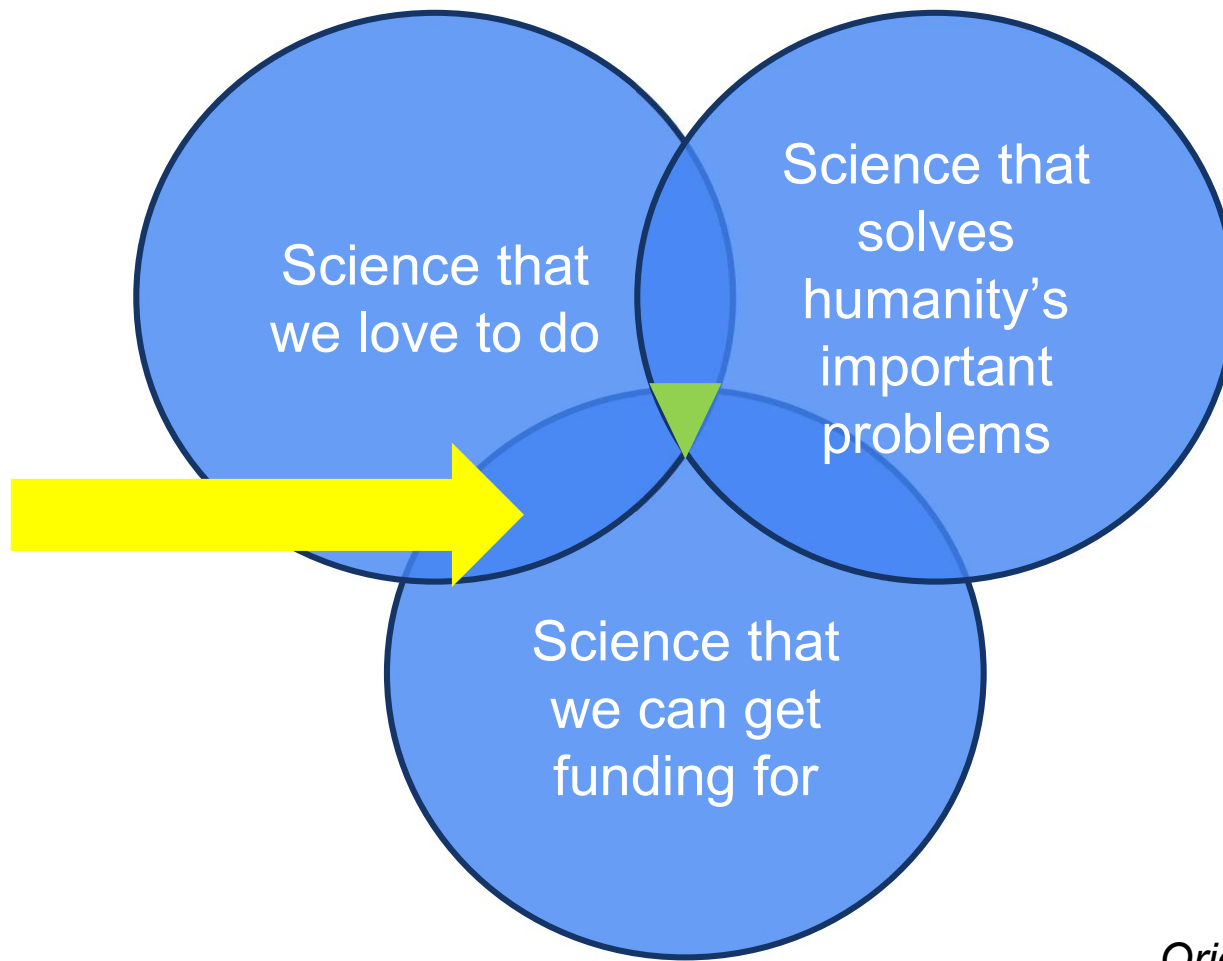


Presentation structure



Design ➡ Management ➡ Communication

Design: Is our research useful?



Original chart by Gustav Nilsson

Design: Useless endpoints

ARTICLES | MARCH 22 2022

Early Discontinuation, Results Reporting, and Publication of Pediatric Clinical Trials **FREE**

COHORT

4,657 pediatric trials

KEY ENDPOINTS

Only 23.5% of completed trials reported results, and 38.8% were published within 3 years of completion.



Design: Useful endpoints

Original Article

Result dissemination from clinical trials conducted at German university medical centers was delayed and incomplete

Cities	Number of trials	Published <24m after CD	%
Aachen	80	31	39%
Berlin/Charité	422	183	43%
Bochum	76	32	42%
Bonn	129	64	50%

Design: Useful endpoints

Süddeutsche Zeitung

In Deutschland erforscht, im Nirwana versunken

29. Dezember 2019, 18:39 Uhr | Lesezeit: 3 Min.



Design: Useful endpoints

Kleine Anfrage

der Fraktion der CDU/CSU

Gesundheitsforschung in Deutschland – Datennutzung, Veröffentlichung von Ergebnissen und Transparenz in der klinischen Forschung

6. Welche Erkenntnisse hat die Bundesregierung bezüglich der Aussage von Daniel Strech, Vizedirektor des QUEST Center for Transforming Biomedical Research am Berlin Institute of Health (BIH) an der Charité Berlin, dass zahlreiche klinische Studien, die von deutschen akademischen Institutionen gesponsert und zwischen 2014 und 2017 abgeschlossen worden waren, auch fünf Jahre nach Studienende ihre Ergebnisse nicht veröffent-



ement: Das akademische Boot

KPI: % of project time spent communicating with non-academics



We saw our challenge as getting researchers to think about communications from the very beginning of their projects.

Our aim was ongoing policy engagement, with their final research report as just one tool.

In the absence of a communications strategy, the submarine submerges.

<https://wonkcomms.net/defying-gravity-why-the-submarine-strategy-drags-you-down-e9c73cb31cdf>

Management: Staying on the surface



**STUDY
PROTOCOL**

**COLLECT
DATA**

**ANALYSE
DATA**

**DRAFT
PAPER**

**PUBLISH
PAPER**

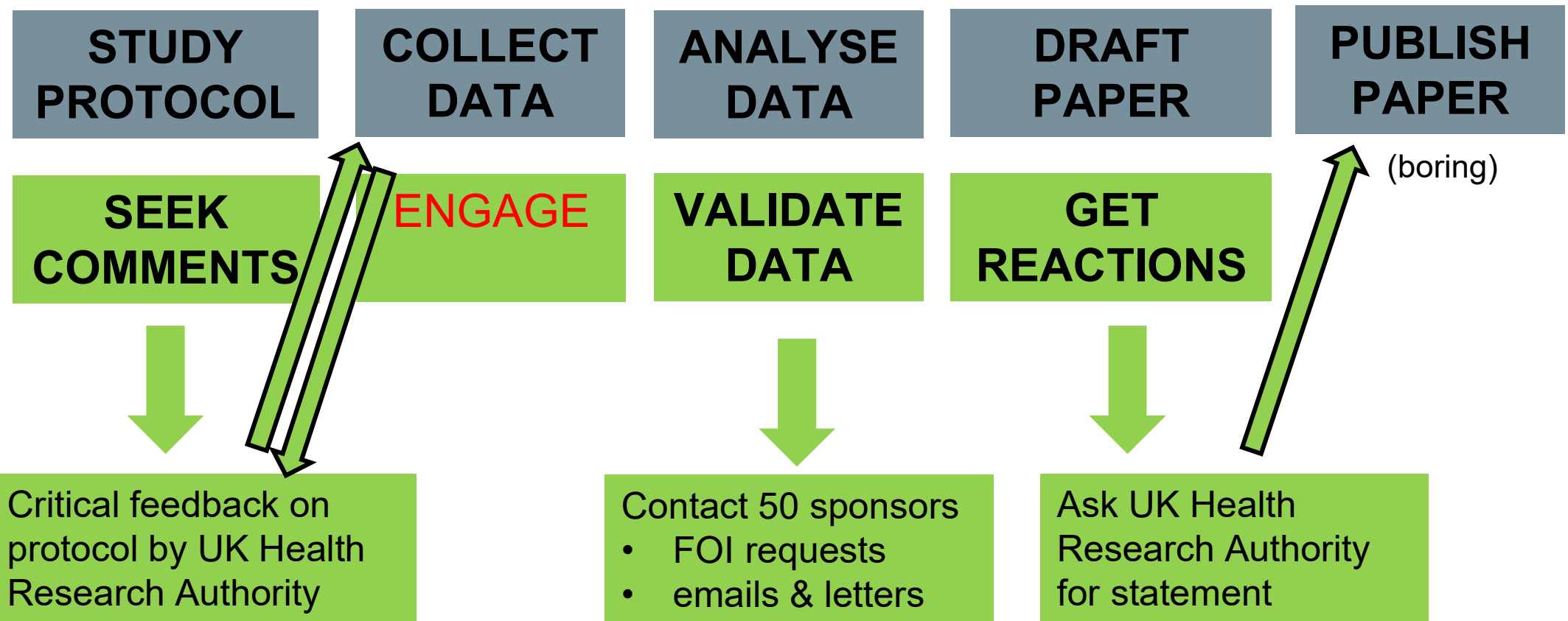
**SEEK
COMMENTS**

ENGAGE

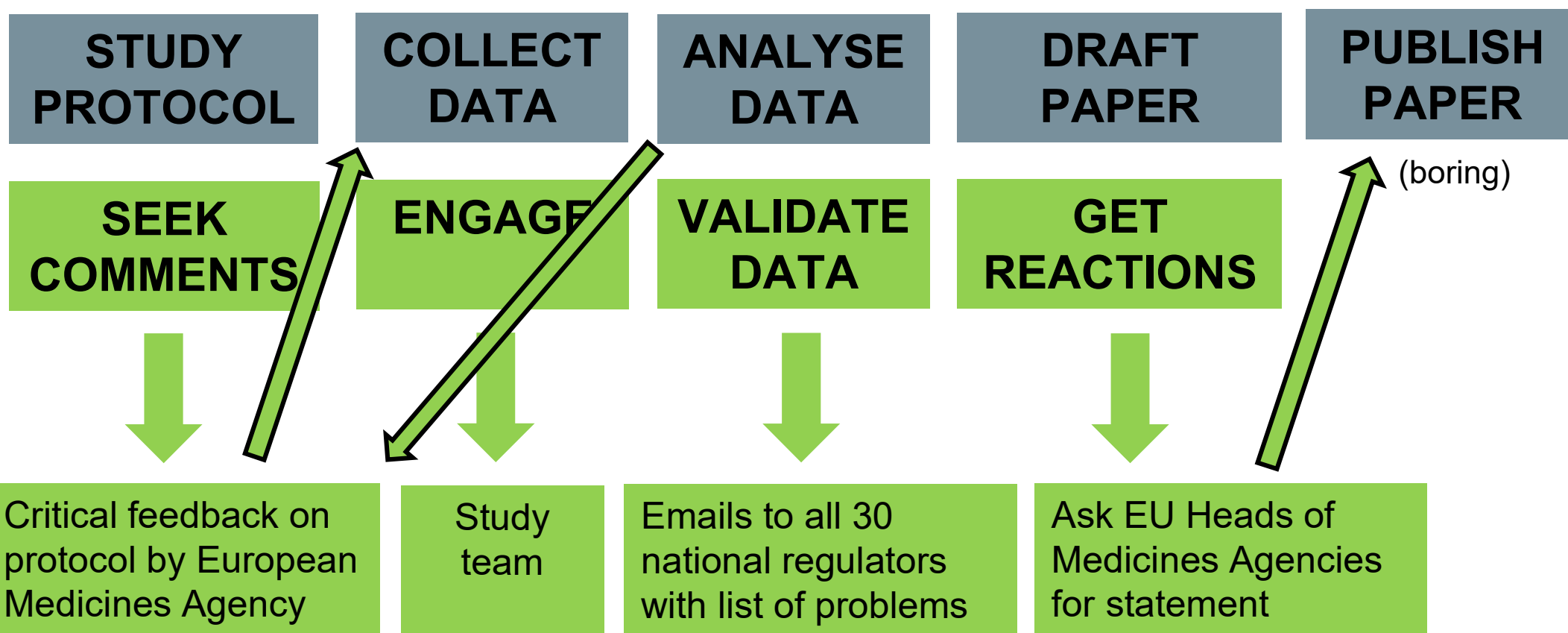
**VALIDATE
DATA**

**GET
REACTIONS**

Management example 1: UK trial registration



Management example 2: European trial reporting



Management: Less is more... fun



	I: "First Blood" (1982)	II: "Rambo: First Blood Part II" (1985)	III: "Rambo III" (1988)	IV: "Rambo" (2008)
Number of bad guys killed by Rambo with his shirt on	1	12	33	83
Number of bad guys killed by Rambo with his shirt off	0	46	45	0
Number of bad guys killed by Rambo no matter how attired	1	58	78	83
Number of bad guys killed by accomplices of Rambo acting on their own	0	10	17	40
Number of good guys killed by bad guys	0	1	37	113
Total number of people killed	1	69	132	236

Management: Less is more... impact



Pediatric trials study: 4,657 pediatric trials = 466 hours

EU trials study: 206 trials + contact 30 regulators

UK registration study: 126 trials + contact 50 sponsors



Communication: Policy asks

Ensuring that
the results of
all clinical
trials are
posted in
France

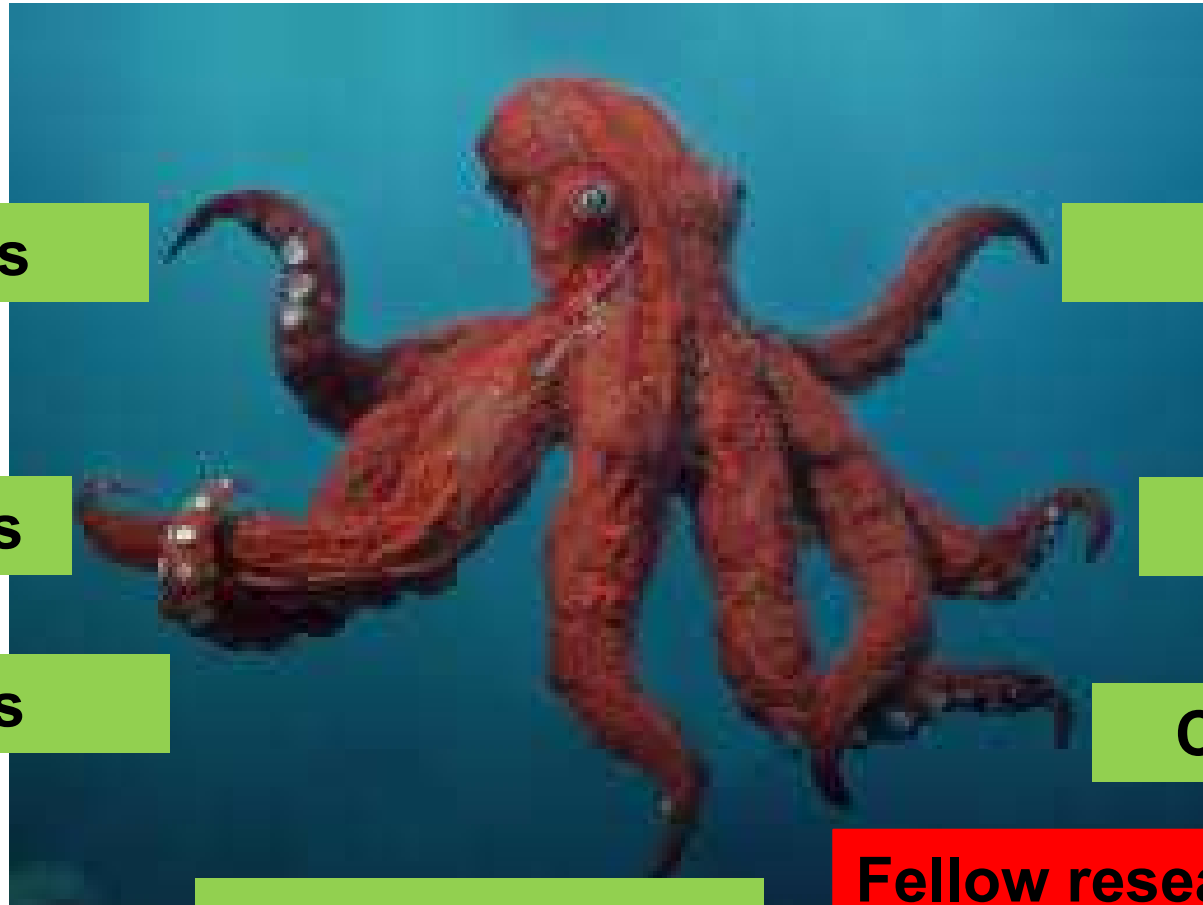
Working Group on
"Transparency and
publicising of health
research results"

EXAMPLE RECOMMENDATIONS

For French **Ministries of Research and Health:**

- **Inform the scientific community** that...
- **Via legislation**, make it mandatory to [report trials]...
- **Send each sponsor a report that includes a list of their trials with unposted results...**
- **Make the indicators for each sponsor public...**

Communication: Who is relevant for impact?



Journalists

NGOs

Patient groups

Regulators

Funders

Civil servants

Politicians

Fellow researchers

Question: What approaches have YOU used?



Till Bruckner: tillbruckner@gmail.com