



Research Strategy

One of Fifth Sense's key long-term objectives is to promote, support and facilitate research into the senses of smell and taste, disorders relating to them, and potential treatments for such conditions. This document provides a brief outline of our strategy for developing our involvement in research.

Our Aims

Promote: Raise awareness of current and future research projects undertaken in and around the areas of smell and taste, and their outcomes, to the Fifth Sense membership and wider public.

Support: Champion research projects related to smell and taste and assist researchers in designing their ethics and grant applications via the Fifth Sense [PPIR](#) Panel. Provide Fifth Sense members with the opportunity to participate in studies.

Facilitate: Identify research priorities through a [Priority Setting Partnership](#) with Fifth Sense members, clinicians and researchers, thus helping directing future research towards areas that matter to patients. Fund research projects via grants awarded by a Fifth Sense Research Panel.

Research Strategy

Fifth Sense's long-term strategy for developing its involvement in research is centered on changing the perception of the role that the sense of smell, particularly, plays in our lives. Through educating society on the importance of the senses of smell and taste we can then raise awareness of related disorders, the impact they can have on sufferers, and why further research is needed in this area in order to better understand such conditions and find new ways of treating them.

The second part of our strategy is around the identification and creation of opportunities that can potentially generate revenue which can be used to fund research. Given the lack of awareness and understanding of smell and taste-related disorders that exists within the NHS and the current view within NHS research funding bodies that this is a low priority area, Fifth Sense intends to build relationships with commercial organisations to whose existence the senses of smell and taste are paramount and who therefore may have an interest in supporting research.

Phase one (complete)

- Creation of research section on Fifth Sense website, informing its membership and the wider public of opportunities to be involved in current and future research studies, and disseminating project outcomes
- Appoint volunteer Research Coordinator from Fifth Sense membership
- Research Coordinator to recruit PPIR Panel of 10 members, of whom 2-3 can be called upon remotely at any one time to review ethics applications and grant applications by researchers. Areas they will be asked to feed back on include, but are not limited to, the following:

- lay summaries
 - feasibility of recruitment and participation of patients/public in research studies
 - direct patient involvement in research, i.e. steering committees
 - dissemination of outcomes to a wider audience
 - specific PPI sections
- Research Coordinator to take responsibility for reporting on PPIR activities including current/forthcoming project updates, requests for participation from members and research outcomes to Fifth Sense membership, through its website, blog, newsletters and other means, for example webinars and podcasts

Ongoing

- Increase level of engagement with potential commercial partners with a view to developing income streams that can be used to fund research projects.
- Build on existing relationships and seek to develop new ones with researchers/clinicians who are interested in undertaking research into smell and taste-related areas

Phase two

- Planning for Fifth Sense's National Smell and Taste Survey
- Continue to develop growing Fifth Sense membership's participation in research projects
- Establish Priority Setting Partnership (PSP) which will engage with members to collect [treatment uncertainties](#) and agree a ranked top 10 questions for research to address
- Hold first PSP event to agree the above
- Through the PSP process, Fifth Sense will have a list of research priorities, as agreed by members' representatives and clinicians. We can then continue to engage with researchers with a view to implementing research in these priority areas

Phase three

- Our planned National Smell and Taste Survey will result in a mass of qualitative and quantitative data on smell and taste disorders across the UK population which can be used to publicly demonstrate the extent of such problems, the need for future research, and also as the starting point for research projects themselves. We anticipate that the increased public exposure will also create further income-generation opportunities for Fifth Sense, income that can then be used, in part, to fund further research.
- Establishment of Fifth Sense Research Panel, consisting of Fifth Sense members, clinicians, researchers and scientists. This will review funding applications for suitability prior to awarding money in the form of grants.