

The Center for Information and Study on
Clinical Research Participation (CISCRP)

Content Offerings

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Content Offerings Include

- Print and digital collateral
- Website and video content
- Infographics and FAQs
- Custom content development

All with clear and direct messaging
to educate, inform and engage your audience.

NEW

The Gift of Participation

A Guide to Making Informed Decisions About Volunteering for a Clinical Trial

By Kenneth Getz

Third Edition

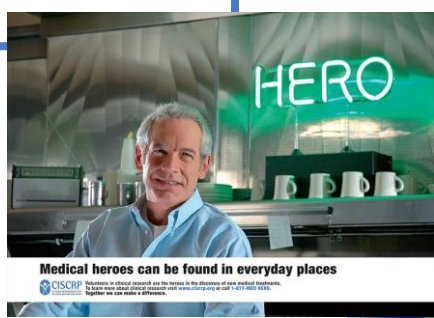


To the millions of people who give the gift of participation in clinical trials each year; and to the rest of us who admire them for doing so.

Visit CISCRP's Store
to Purchase
www.ciscrp.org

Content Offerings

- Brochures, flyers, FAQs, patient stories, books, book chapters, videos, interactive pages, infographics, posters, and more
- Website & Video Content development, review or enhancement
- New brochure development
- Language translation for brochures; Medical Hero buttons



www.ciscrp.org

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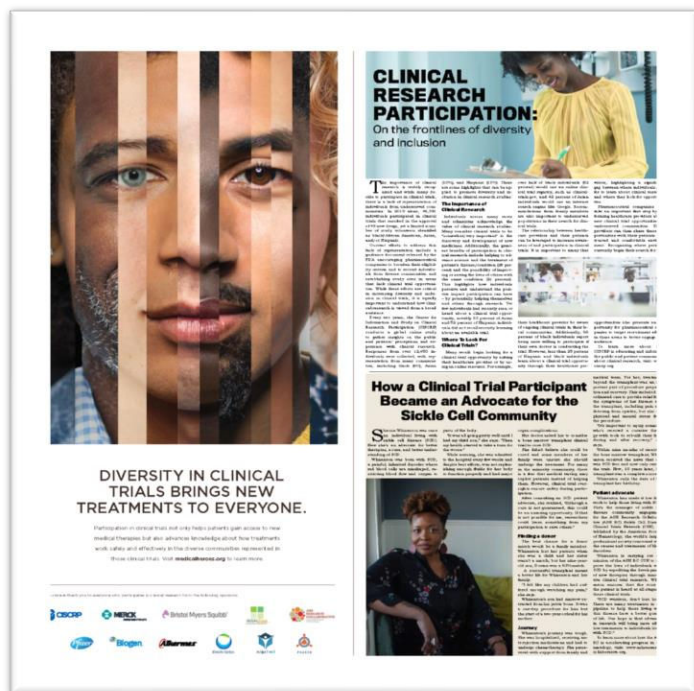




Patient Diversity Media Campaign

Spring Campaign 2020

<https://www.ciscrp.org/services/patient-diversity-campaign/>



CISCRP partners with 5 leading publishers reaching diverse, minority communities to circulate an educational spread that includes 2 compelling articles and a full-page, 4-color advertisement highlighting the importance of patient diversity in clinical studies. Next campaign is October.

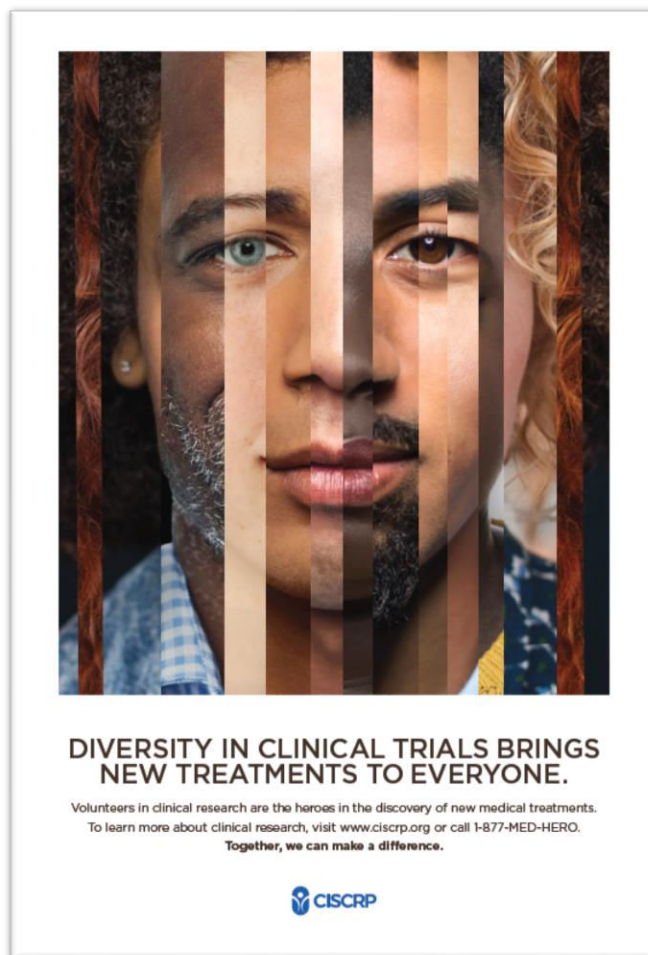
Visit CISCRP's store

to purchase this dynamic poster that powerfully illustrates the importance of diversity in clinical research.

www.ciscrp.org

English and Spanish Campaign

Poster Available For Purchase

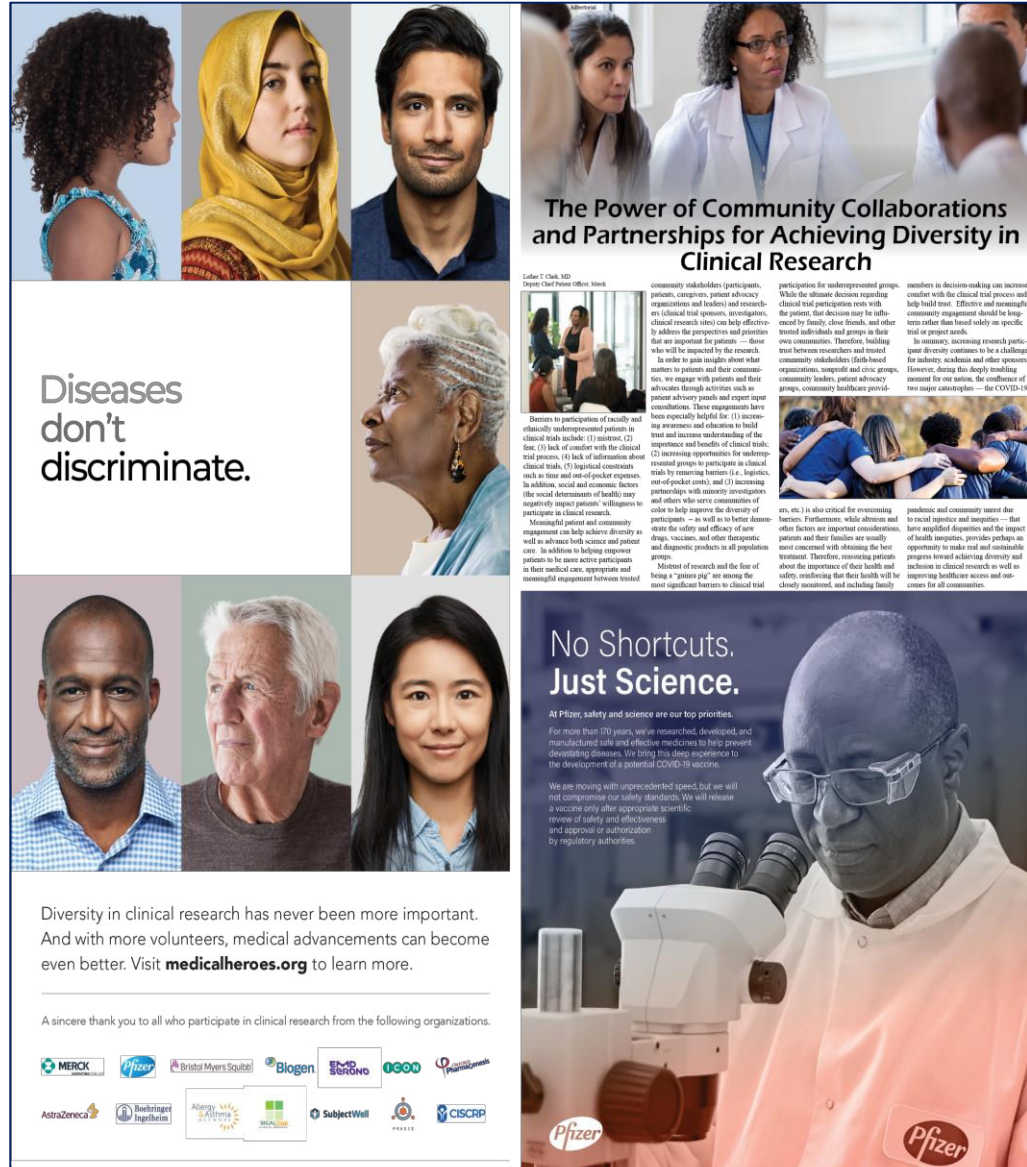




- Same 5 newspapers:
 - print & digital
- Plus, 4 additional news websites
- Full-page, 4-color ad promoting diversity and inclusion within clinical trials participation
- Opportunity to sponsor with article, advertisement and/or logo placement on full-page Patient Diversity ad
- 2021 Campaign Details Will Be Available December 2020

<https://www.cisrnp.org/services/media-awareness/>

www.cisgrp.org





Clinical Trials Supplement, USA Today

- Clinical Trials Supplement insert published in USA Today
 - Print circulated in New York, Chicago, Philadelphia, Los Angeles, Phoenix and Houston
 - Circulation/Reach:
 - Print: 75,000 Readers | Digital: 1M+ Readers
 - Bonus Distribution:
 - 10K Readers in Media Planet Health & Wellness eNL
 - 10K Readers in Custom Clinical Trials eNL
 - Digital Edition:
 - Hosted on Media Planet Website, futureofpersonalhealth.com
 - Published on CISCRCs website, <https://www.ciscrp.org/services/usa-today-supplement/>
- Campaign Overview
 - Full-page, 4-color 'Thank You' to Medical Heroes advertisement
 - Cover story and interview with patient who has participated in a clinical trial
 - June campaign features Shanelle Gabriel, a Lupus survivor
 - Sponsored articles that are educational and informative
 - Sponsored advertisements
- Next Campaign: December 2020
 - **Commitment Date: October 30, 2020**



<https://www.ciscrp.org/services/usa-today-supplement/>





Content Offerings: Brochures

IRB Approved;
Multi-lingual
Versions Available

African Americans and Clinical Research

If you have ever taken a pill or been treated for an illness, you have seen the benefit of clinical trials. Each year, thousands of African Americans take part in clinical trials to help find ways to prevent, treat, and cure illness. Clinical trials help African Americans and all people enjoy better health.



The Center for Information and Study on Clinical Research Participation



BUILDING BRIDGES Between Health Care Providers (HCPs) and Clinical Research

A guide to building relationships that benefit patients and the public



The Center for Information and Study on Clinical Research Participation



DEBUNKING COMMON MYTHS ABOUT CLINICAL TRIALS (STUDIES)



The Center for Information and Study on Clinical Research Participation

Let us recognize and thank study volunteers.

They are Medical Heroes
and they can be found
in everyday places.



The Center for Information and Study on Clinical Research Participation

What You Need To Know Before Participating PARTICIPANT BILL OF RIGHTS



The Center for Information and Study on Clinical Research Participation

SHOULD I PARTICIPATE?

Make an informed decision about
clinical trial participation



HELPING YOU TO
MAKE AN INFORMED CHOICE

Should My Child Participate?

Helping you make an
informed decision about your child's
participation in a clinical study.



The Center for Information and Study on Clinical Research Participation

Taking part in a clinical trial.

Every year millions of people make the courageous decision to participate in clinical research. Study participants form a partnership with researchers and health professionals, and play an important role in advancing knowledge about the nature of diseases and how to treat them.

What follows are questions that you should consider before choosing to participate in a clinical research study.



The Center for Information and Study on Clinical Research Participation



What is a Placebo and Why Are Placebos Used in Clinical Trials?

If you or someone you know is considering taking part in a clinical trial, this brochure is for you. It is intended to help you understand what 'placebos' are, and why they are used in clinical trials.



The Center for Information and Study on Clinical Research Participation

Los hispanos y la investigación clínica

Si usted es una madre, padre, hijo o hija de origen hispano, deseará saber más acerca de la investigación clínica. Estos importantes proyectos de investigación ayudan a encontrar formas de diagnosticar, prevenir y tratar enfermedades para que los hispanos y todo el mundo puedan gozar de una vida más larga y sana en la futuro.



El centro para la información y el estudio de participación en investigación clínica







Some Multi-Lingual Examples

SHOULD I PARTICIPATE?

Make an informed decision about clinical trial participation





 **CISCRP**


HELPING YOU TO MAKE AN INFORMED CHOICE

ЧИ ПОТРІБНО МЕНІ БРАТИ УЧАСТЬ У КЛІНІЧНОМУ ДОСЛІДЖЕННІ?

Приймайте усвідомлене рішення щодо участі у клінічному дослідженні



 **CISCRP**
The Center for Information and Study on Clinical Research Participation

 **УКРАЇНСЬКА АСОЦІАЦІЯ КЛІНІЧНОГО ДОСЛІДЖЕННЯ**

МАТЕРІАЛИ CISCRP ДОПОМОЖУТЬ ВАМ ЗРОБИТИ ЗВАЖЕНИЙ ВИБІР

Ukrainian

DOIS-JE PARTICIPER ?

Prendre une décision éclairée pour une participation à un essai clinique




 **CISCRP**


VOUS AIDER À PRENDRE UNE DÉCISION ÉCLAIRÉE

French

Should My Child Participate?

Helping you make an informed decision about your child's participation in a clinical study.





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The Center for Information and Study on Clinical Research Participation

¿Mi hijo debe participar?

Le ayudamos a tomar una decisión informada sobre la participación de su hijo en un ensayo clínico.



 **CISCRP**

LE AYUDAMOS A TOMAR UNA DECISIÓN INFORMADA

Spanish



Content is Customizable

Visit CISCRP's store to review our entire catalog of compelling educational content.

<https://cisgrp-educational-resource-store.myshopify.com/>

Add your organization's logo to an existing piece of content, or work with us to develop your own original messaging.



Content Offerings: Videos

Multi-lingual versions available

www.cisr.org





Educational Video Series

CISCRP helps to fill knowledge gaps and addresses
a critical need for
centrally produced educational videos
about clinical research participation
and affiliated topics.

These short, objective, high-quality videos
provide impactful information
from subject matter experts
in a relatable, straightforward manner.

CISCRP coordinates production and
provides an integrated marketing strategy
for maximum impact.



Educational Video Series

Animated and Live Action Videos About Clinical Research

Participation in new educational series to address key knowledge gaps among the general public and patient communities



General Clinical Research Overview

Launched June 19, 2020



How Ongoing Clinical Trials Are Adapting

Coming Soon



Emerging Clinical Trial Models

Coming Soon

FindingTreatmentsTogether.org



Website & Video Content

CISCRP can review and enhance existing website and video content and adapt existing print or digital collateral for these platforms.

We can also work with you to develop new, original website and video content.



Webinars

CISCRP works with you to develop, promote and host **educational webinars** that inform patients and their families about participating in clinical research, and **empower patients** to become their own best advocates in the process.

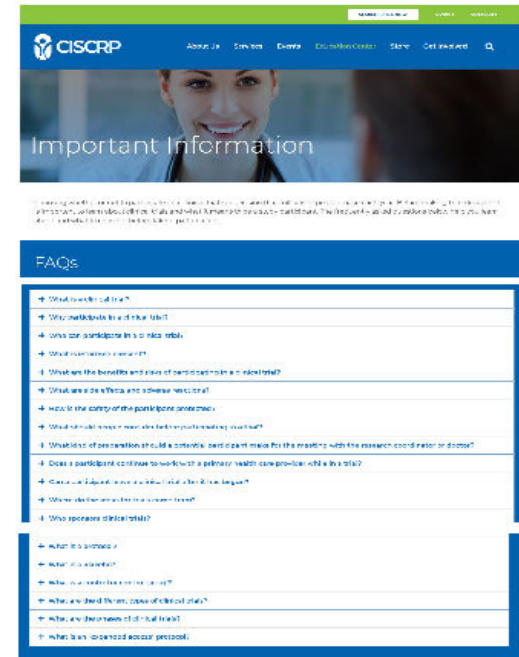
We also help you identify and find speakers.

We offer Bundled Package Programs that include webinars and print or digital brochures.

Interactive Infographic



FAQs



<https://www.ciscrp.org/education-center/important-information/>

<http://0393122.netsolhost.com/primer/index.php#>

www.facebook.com/CISCRPpage

www.twitter.com/CISCRP

www.instagram.com/CISCRP

www.linkedin.com/company/CISCRPpage

EDUCATION CENTER & COLLABORATIONS:

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