Content Offerings: Digital & Print

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Content Offerings Include

- Print and digital collateral
- Website and video content
- Infographics and FAQs
- Custom content development
- WOW (Webinars on Wednesdays) program

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

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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
- Webinar programming
Patient Diversity Media Campaign: English & Spanish Editions

Autumn Campaign 2020

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.

Campaigns May & October

English & Spanish Editions

Click [here](#) to view
Patient Diversity Media Campaign: English & Spanish Editions

Diseases don’t discriminate.

Diversity in clinical research has never been more important. And with more volunteers, medical advancements can become even better. Visit medicalheroes.org to learn more.

CISCRP

Posters Available For Purchase

DIVERSITY IN CLINICAL TRIALS BRINGS NEW TREATMENTS TO EVERYONE.

Volunteers in clinical research are the heroes in the discovery of new medical treatments. To learn more about clinical research, visit www.ciscrp.org or call 1-877-MED-HERO. Together, we can make a difference.

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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 CISCRIPTs website. View here.

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
- Sponsored articles that are educational and informative
- Sponsored advertisements

Campaigns: June and December

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Content Offerings: Brochures

Click here to view brochures.

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Content Offerings: Brochures

SHOULD I PARTICIPATE?
Make an informed decision about clinical trial participation

Should My Child Participate?
Helping you make an informed decision about your child’s participation in a clinical study.

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.

Click here to view brochures.

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

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Some Multi-Lingual Examples

SHOULD I PARTICIPATE?
Make an informed decision about clinical trial participation

CHA POTRÉBNO MÉNÍ BRATI UČASTЬ
UCH KLÍNICHNOMU DOSLEDŽENÍ?
Приймайті усвідомлене рішення
щодо участі у клінічному дослідженні

CHICRCP
HELPING YOU TO
MAKE AN INFORMED CHOICE

DOIS-JE PARTICIPER ?
Prendre une décision éclairée pour une participation à un essai clinique

CISCRP
The Center for Information and Study on Clinical Research Participation

VOUS AIDER À PRENDRE UNE DÉCISION ÉCLAIRÉE

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Should My Child Participate?
Helping you make an informed decision about your child's participation in a clinical study.

¿Mi hijo debe participar?
Le ayudamos a tomar una decisión informada sobre la participación de su hijo en un ensayo clínico.

CISCRP

MATERIALES CISCRP DOPOMOGUТЬ
VAM ZROBITI ZV'YAZHENNYI VIBR

Ukrainian

French

Spanish
Content is Customizable

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

Add your organization’s logo to an existing piece of content, or work with us to develop your own original messaging.
Content Offerings: Videos

Brief.
Informative.
Objective.
Click on each video to view.
Multi-lingual versions available.

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Brief. Informative. Objective. Click on each video to view. Multi-lingual versions available.
Content Offerings: Videos

Brief. Informative. Objective.
Click on each video to view.
Multi-lingual versions available.

Every one of us, at some point in our lives
Cada uno de nosotros, en algún momento de nuestras vidas
Tell all
Tell a little
Making Cents out of clinical trials
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.
Animated and Live Action Videos About Clinical Research

Addressing key knowledge gaps among the general public and patient communities.

Click on each video to view.

General Clinical Research Overview
Basics of Clinical Trial Participation
Clinical Research Team: Like a Sports Team
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.
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.
Webinars

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

We also help you identify and find speakers.

Click on infographic for full view.

Click on the image to learn more.
Interactive Infographic

Content Offerings

FAQs

Why participate in a clinical trial?
- What are the benefits and risks of participating in a clinical trial?
- What are side effects and adverse reactions?
- How is the safety of the participant protected?
- What should people consider before participating in a trial?
- What kind of preparation should a potential participant make for the meeting with the research coordinator or doctor?
- Can a participant continue to work with a primary care provider while in a trial?
- Where do the ideas for trials come from?
- Who sponsors clinical trials?
- What is a placebo?
- What is a control or control group?
- What are the different types of clinical trials?
- What are the phases of clinical trials?
- What is an "expanded access" protocol?

Click on the image to learn more.
EDUCATION CENTER & COLLABORATIONS:

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