



# CISCRP

Center for Information & Study on  
Clinical Research Participation

## 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.**

## Our Campaigns



CLINICAL TRIALS SUPPLEMENT, USA TODAY



PATIENT DIVERSITY CAMPAIGN

### Medical Hero Stories



Medical Hero  
Spotlight: Rachel

### Infographics



Clinical Research  
Participation

### CISCRP Videos



Recognizing  
Research  
Professionals  
Who Participated  
in COVID-19 Trials

LEARN MORE

### Brochures



African  
Americans and  
Clinical Research

LEARN MORE

### Brochures



Should My Child  
Participate

LEARN MORE

### Brochures



Should I  
Participate

LEARN MORE



Webinar: Postpartum  
Depression (PPD) & Clinical...

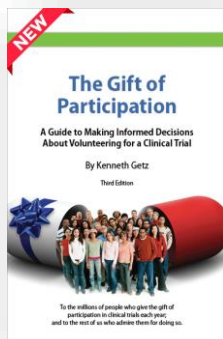


Basics of Clinical Trial  
Participation





Visit CISCRP's Store  
to Purchase  
[www.ciscrp.org](http://www.ciscrp.org)



- 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

[www.ciscrp.org](http://www.ciscrp.org)

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## La enfermedad no discrimina.

La diversidad en la investigación clínica nunca ha sido más importante. Y con más voluntarios, los avances clínicos pueden llegar a ser aún mejores. Visite [medcalheroes.org](http://medcalheroes.org) para obtener más información.

Un sincero agradecimiento a todos los que participan en la investigación clínica de las siguientes organizaciones:

## El Poder de las Colaboraciones y Asociaciones Comunitarias para Lograr la Diversidad en la Investigación Clínica

En la actualidad, la diversidad en la investigación clínica es una necesidad. Sin embargo, la investigación clínica tradicionalmente ha sido dominada por personas blancas, jóvenes y con seguro médico. Esto puede limitar la efectividad de los tratamientos y la comprensión de la enfermedad. Las asociaciones comunitarias pueden ayudar a reclutar a una población más diversa y a mejorar la comunicación entre investigadores y pacientes.

Las asociaciones comunitarias pueden ayudar a:

- Reclutar a una población más diversa.
- Mejorar la comunicación entre investigadores y pacientes.
- Proporcionar apoyo emocional y práctico a los pacientes.
- Facilitar el acceso a los servicios de salud.

## Ayudar a proteger a los Estados Unidos significa desarrollar una vacuna segura y efectiva.

En Pfizer estamos trabajando en partnership con nuestro socio BioNTech para desarrollar una vacuna segura, efectiva y rápida a la aprobación de la FDA que ayude a protegerlos de la COVID-19.

Estamos comprometidos con asegurar que individuos de diferentes razas y etnias tengan la oportunidad de participar en nuestro ensayo clínico para evaluar si la vacuna funciona para todos.

También nos comprometemos a que cualquier vacuna que desarrolláremos sea accesible y accesible sin importar sus ingresos o código postal.

Estamos todos unidos en este esfuerzo.

## English & Spanish Editions



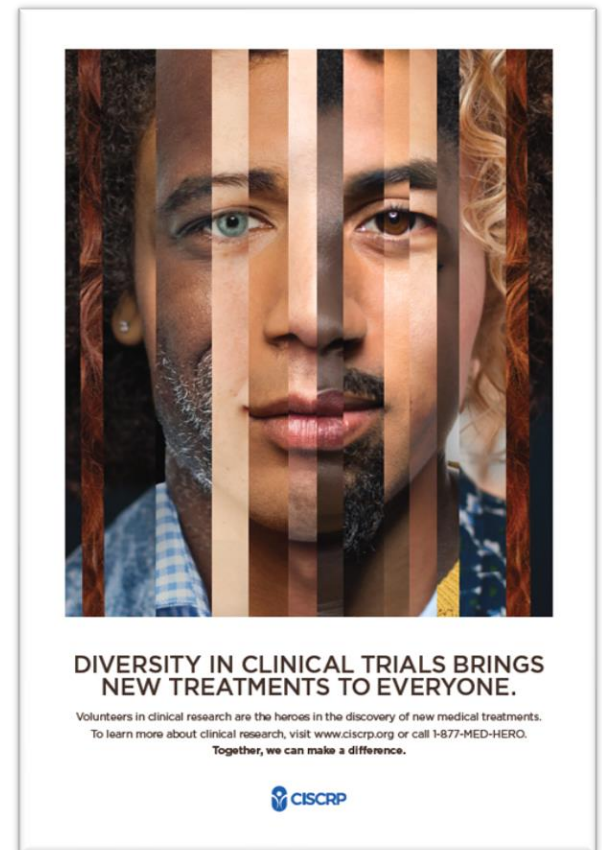




# Patient Diversity Media Campaign: English & Spanish Editions



## Posters Available For Purchase







# 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](https://futureofpersonalhealth.com)
  - Published on CISCRPs 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**



[View here](#)

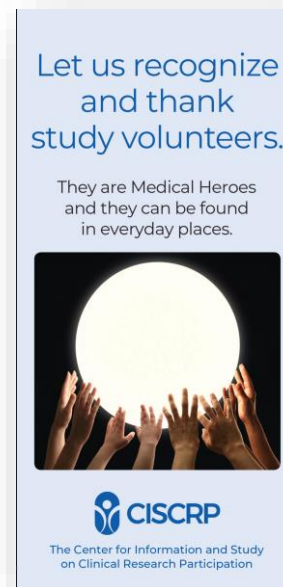
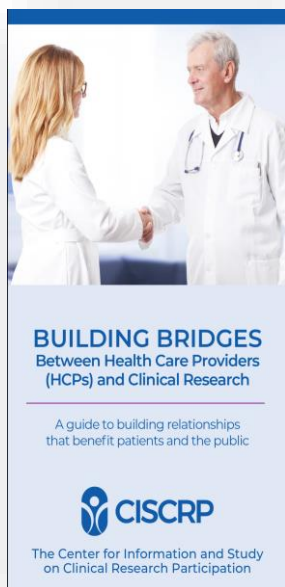
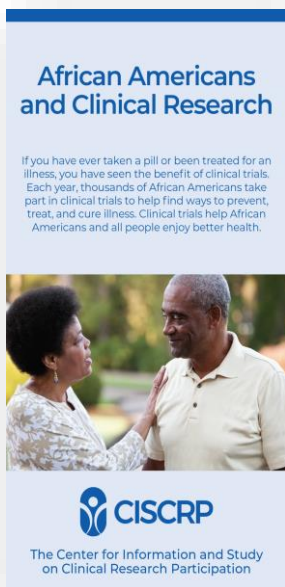






# Content Offerings: Brochures

IRB Approved;  
Multi-lingual  
Versions Available



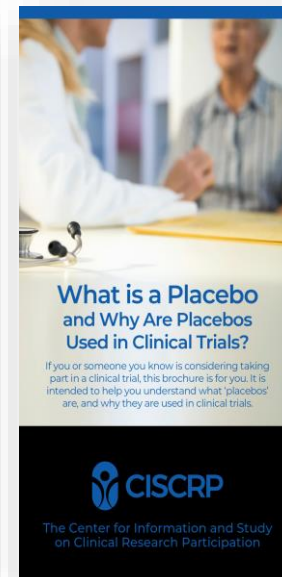
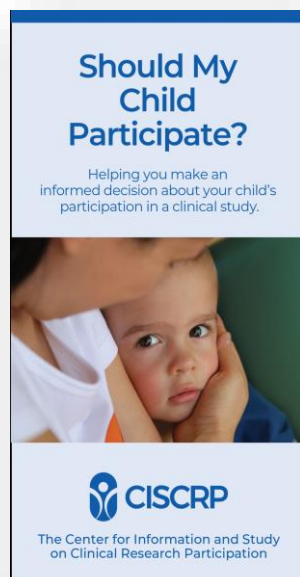
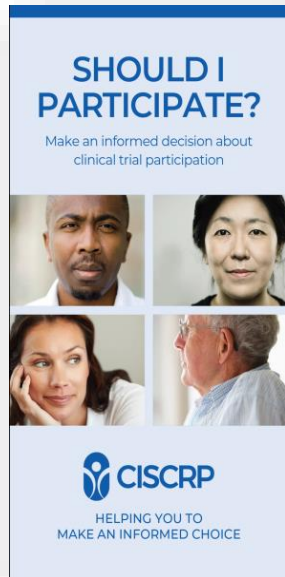
[Click here to view brochures.](#)





# Content Offerings: Brochures

IRB Approved;  
Multi-lingual  
Versions Available



[Click here to view brochures.](#)

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# 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

 **UACR**  
UKRAINIAN ASSOCIATION FOR CLINICAL RESEARCH

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.





 **CISCRP**

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

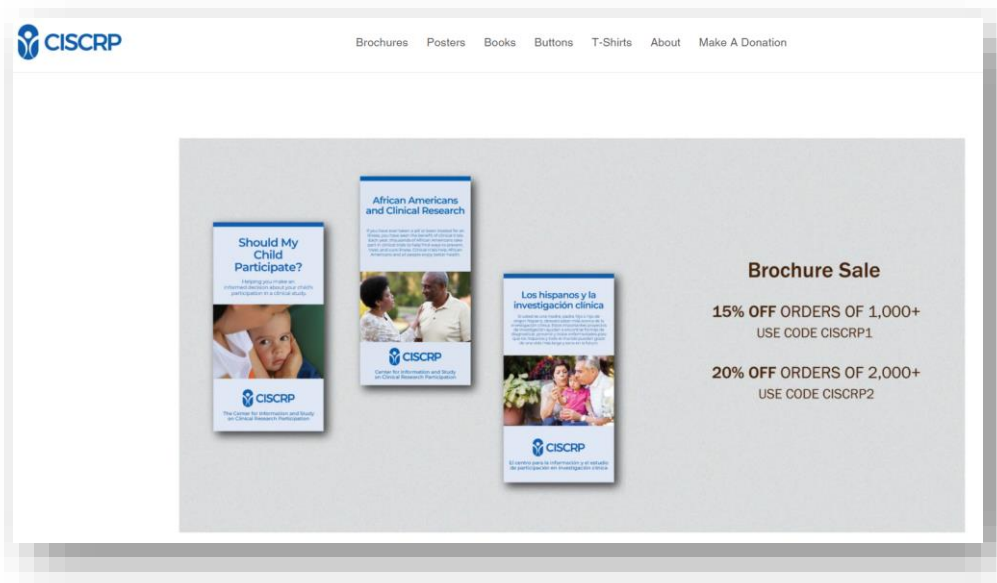
**Spanish**





# Content is Customizable

[Visit CISCRP's store](#) to review our entire catalog of compelling educational content.



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



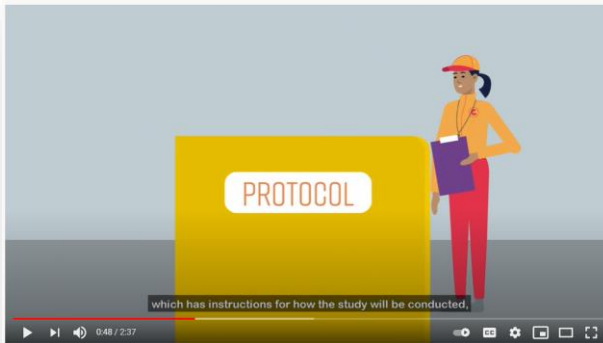
# Content Offerings: Videos



General Clinical Research Overview



Basics of Clinical Trial Participation



The Clinical Research Team is Similar to a Sports Team

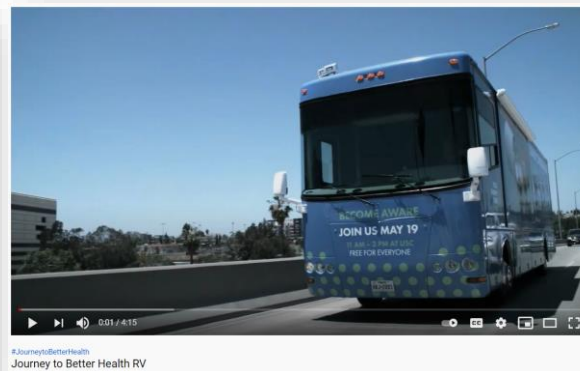
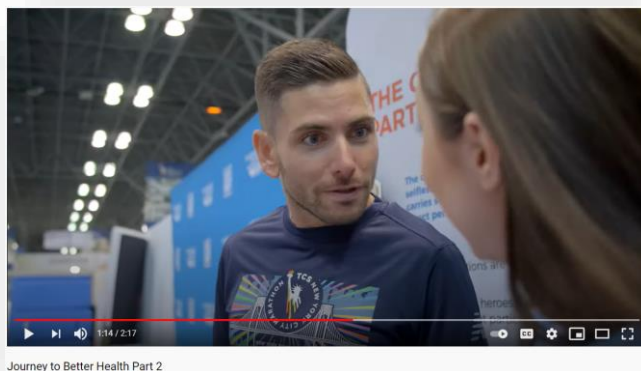


Informed Consent and eConsent

**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.**



# Content Offerings: Videos



The Impact Clinical Trials Have on All of Us



Nuestro Mundo y los Ensayos Clínicos



Slipping Through Screening



Making Cents of Clinical Trials

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



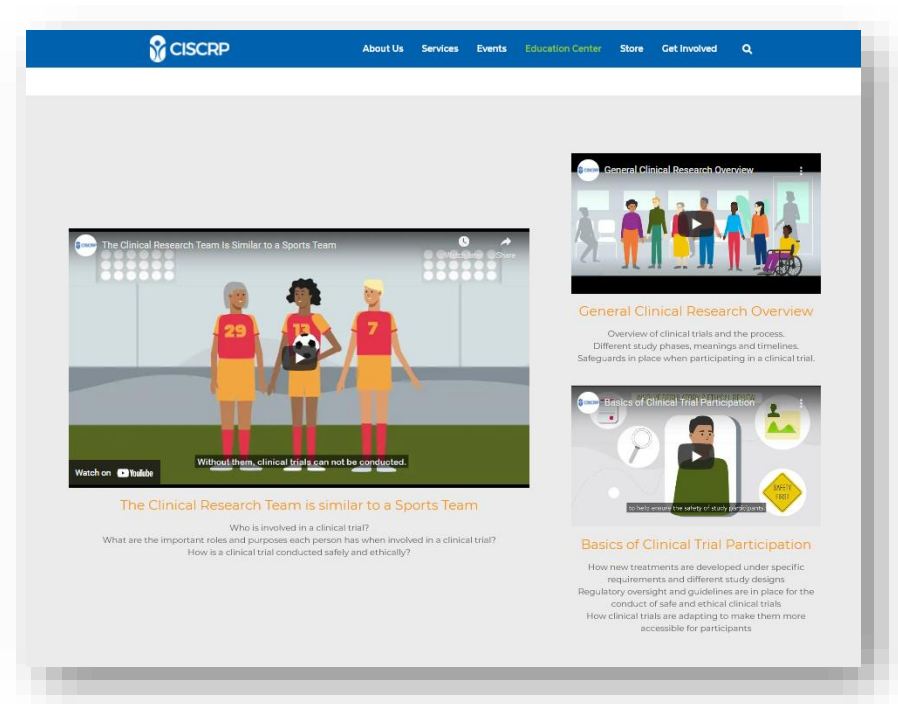


# Educational Video Series

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

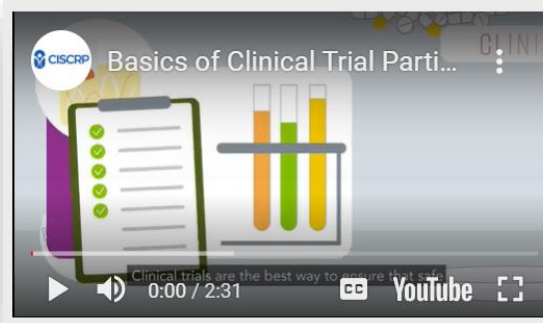
## Animated and Live Action Videos About Clinical Research

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





# 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

## WOW

Webinars On Wednesdays



30 to 60-minute format

QUICK As A...

## FLASH webinar

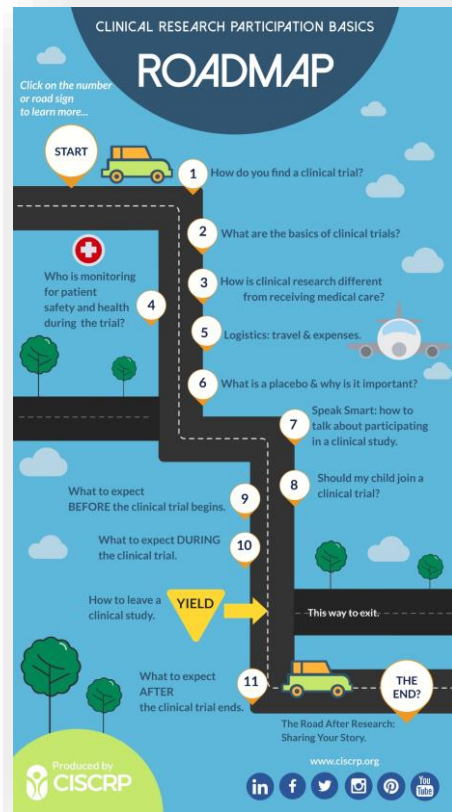
15 MIN INDUSTRY DEEP DIVE



15-minute format

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.





Click on infographic for full view.

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

We also help you **identify and find speakers.**



**Moderator**  
Christian Rubio,  
VP of Strategic  
Advancement,  
Global Genes



**Panelist**  
Dr. Jahannaz Dastgir, DO  
Director, Pediatric  
Neuromuscular Program,  
Goryeb Children's  
Hospital



**Panelist**  
Melanie Havert,  
Project Manager,  
Rare Patient Voice, LLC



**Panelist**  
Jenn McNary,  
Founder & Patient  
Advocate,  
One Rare



**Presenter**  
Stephanie Loomer,  
Project Manager,  
CISCRP

Click on the image to learn more.

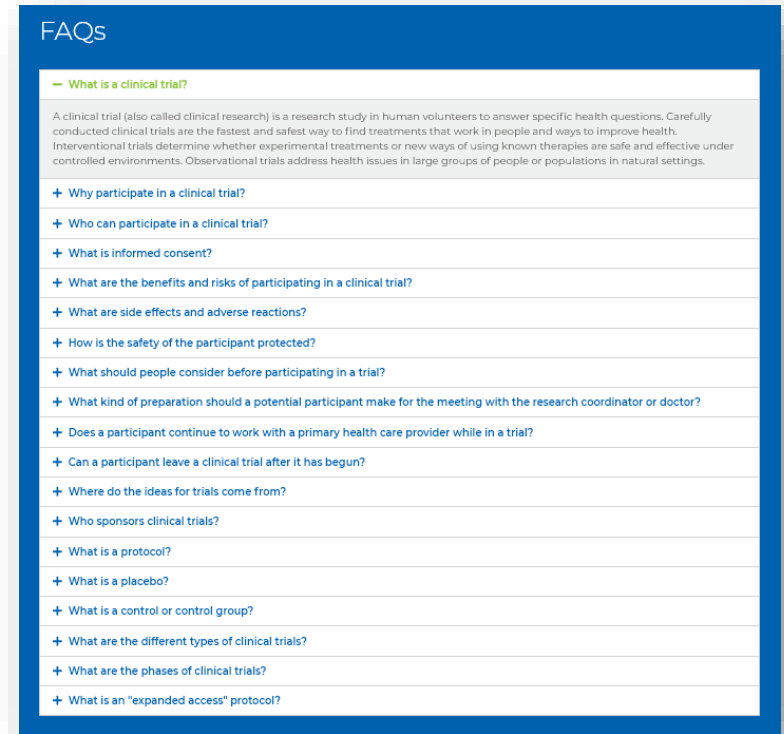


## Interactive Infographic



Click on the image to learn more.

## FAQs



Click on the image to learn more.







## EDUCATION CENTER & COLLABORATIONS:

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