



CISCRP

Center for Information & Study on
Clinical Research Participation

Content Offerings: Digital & Print

Contact Us:

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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



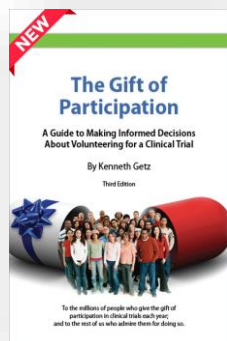
Webinar: Postpartum
Depression (PPD) & Clinical...



Basics of Clinical Trial
Participation



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



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

www.ciscrp.org

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Patient Diversity Media Campaign: English & Spanish Editions

Autumn Campaign 2020

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

La enfermedad no discrimina.

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

La diversidad en la investigación clínica nunca ha sido más importante. Y con más voluntarios, los avances médicos pueden llegar a ser aún mejores. Visite medicalheroes.org para obtener más información.

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

Merck, Pfizer, Bristol Myers Squibb, Biogen, Novartis, Amgen, AstraZeneca, Boehringer Ingelheim, Eisai, GSK, Janssen, Johnson & Johnson, Kowa, Kyowa Hakko Kirin, Lilly, Merck, Novartis, Pfizer, Sanofi, Takeda, Vertex, and others.

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

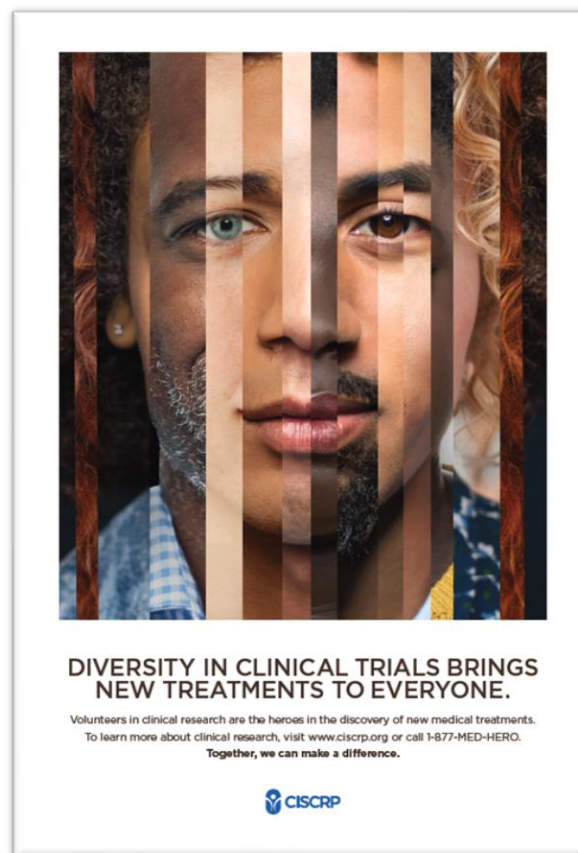




Patient Diversity Media Campaign: English & Spanish Editions



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
 - 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



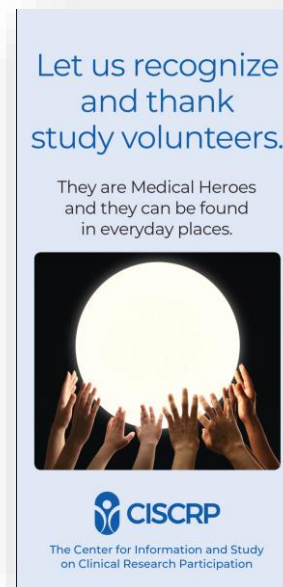
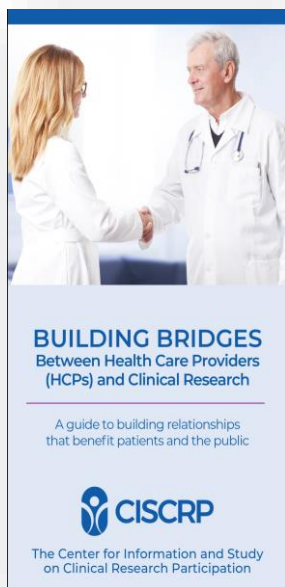
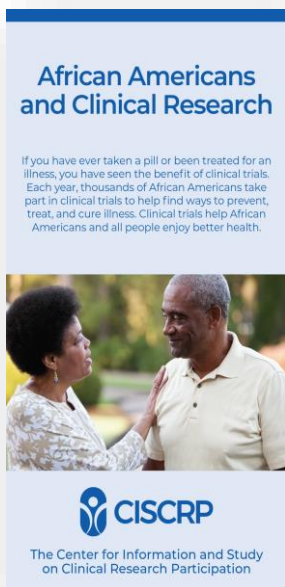
[View here](#)





Content Offerings: Brochures

IRB Approved;
Multi-lingual
Versions Available

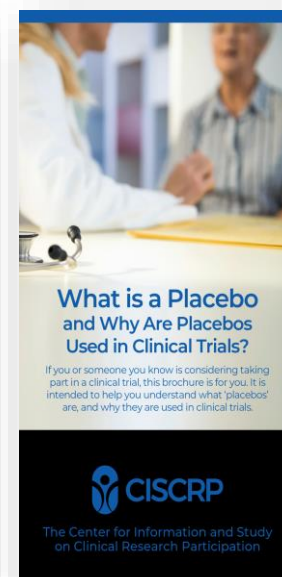
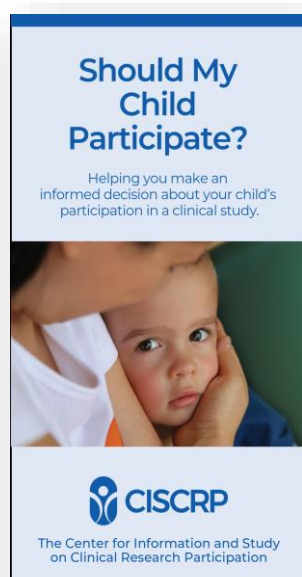
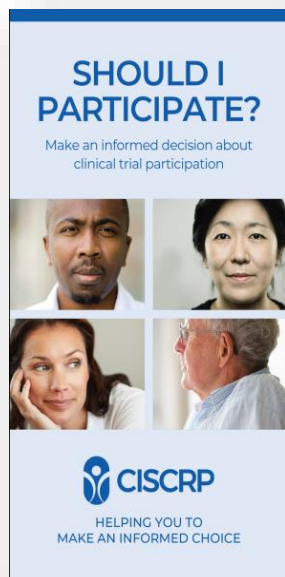


[Click here to view brochures.](#)



Content Offerings: Brochures

IRB Approved;
Multi-lingual
Versions Available




[Click here to view brochures.](#)




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**

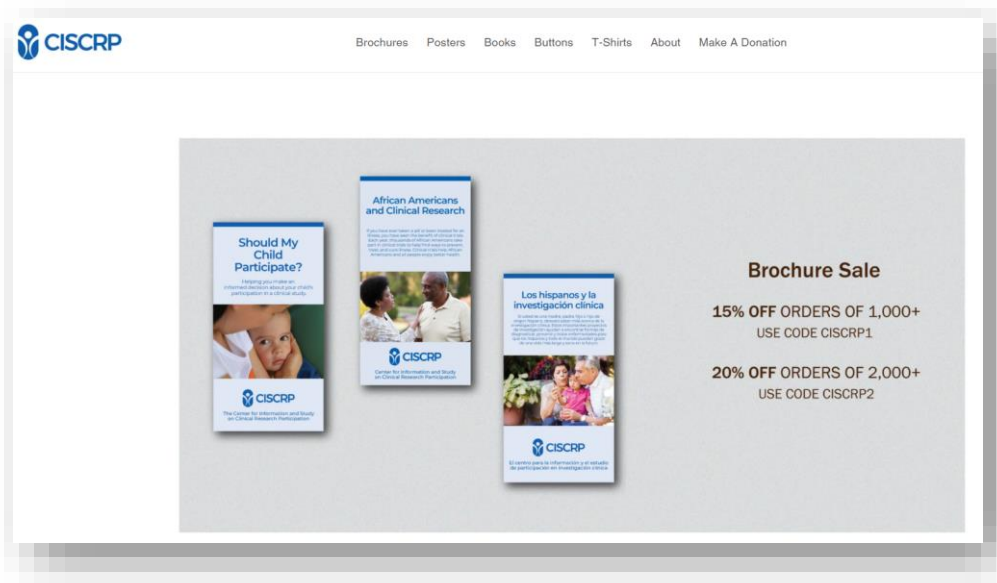
LE AYUDAMOS A TOMAR UNA DECISIÓN INFORMADA

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



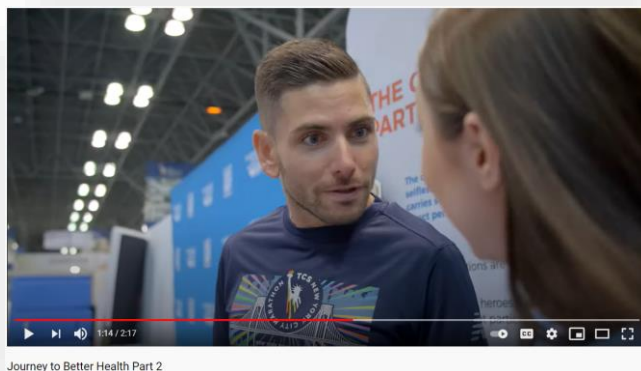
The Clinical Research Team is Similar to a Sports Team



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.

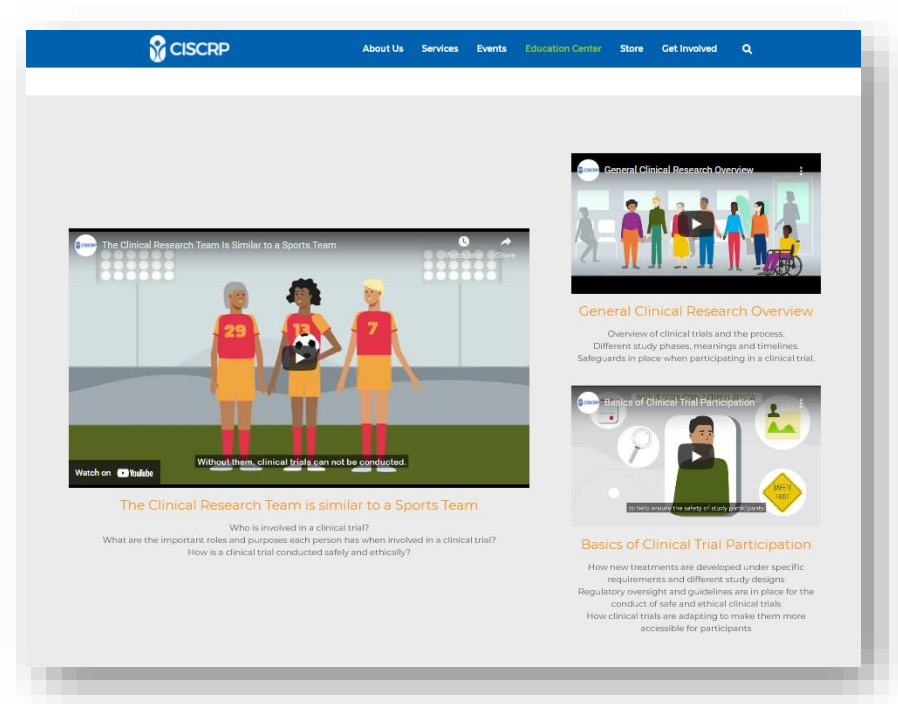


Educational Video Series

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

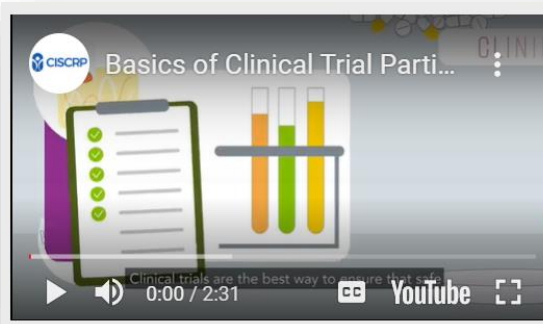
Animated and Live Action Videos About Clinical Research

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...

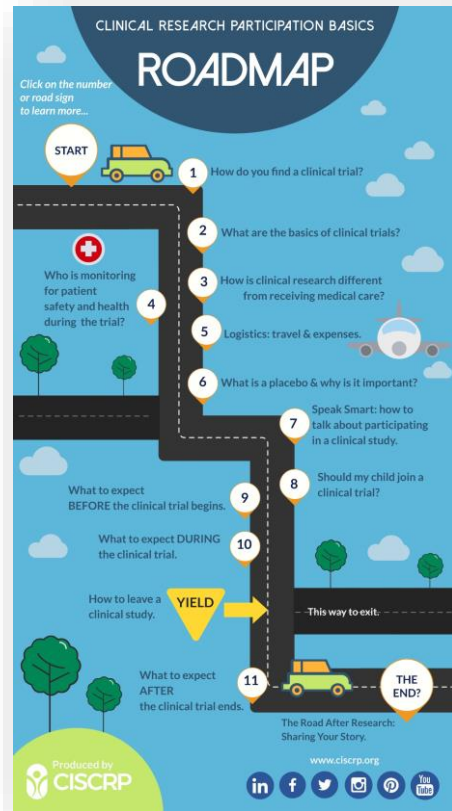
FLASH webinar

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

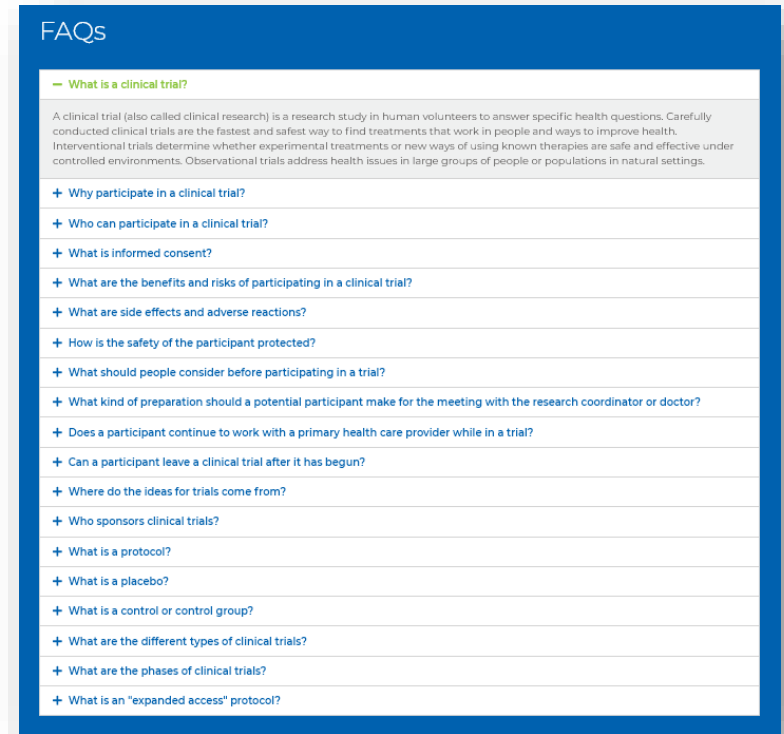
Click on the image to learn more.

Interactive Infographic



Click on the image to learn more.

FAQs



Click on the image to learn more.



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