



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) & 15-minute Flash Webinar programs

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



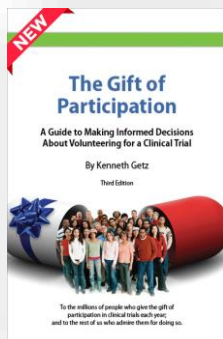
Webinar: Postpartum
Depression (PPD) & Clinical...



Basics of Clinical Trial
Participation

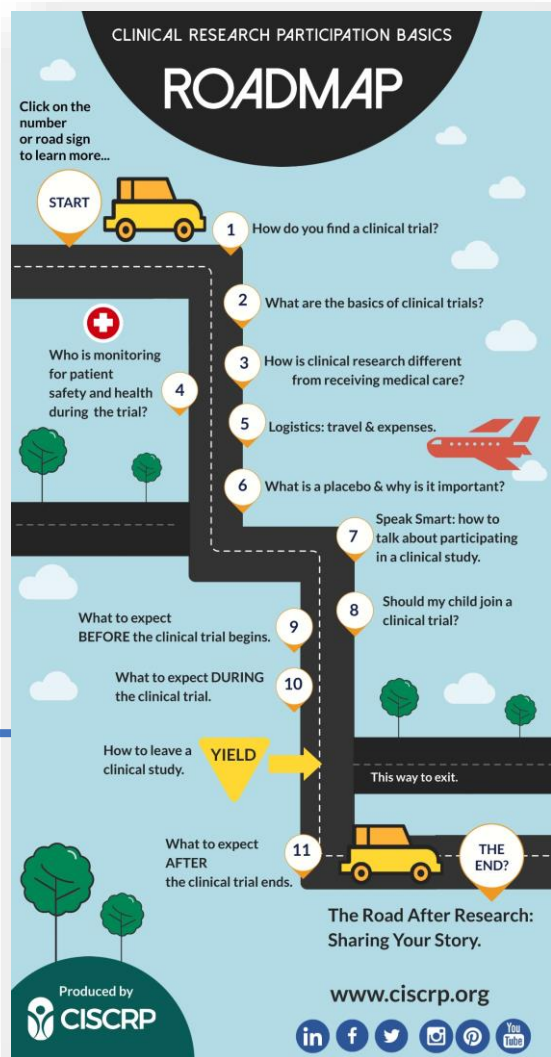


Visit CISCRP's Store
to Purchase
www.ciscrp.org



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



The Facts About COVID-19 Vaccine Clinical Trials

Are you still deciding whether to get the COVID-19 vaccine?

To help you make the decision that you believe is best for you, your family, and your community, here are some facts about the role of clinical trials in the development of the vaccines.

How were the vaccines made so fast?

The short answer: experience and teamwork.

Researchers from all over the world shared information about COVID-19 and some were already developing vaccines for similar viruses. They used all their experience and knowledge to quickly create COVID-19 vaccines, test them in clinical trials, and make many doses.

The vaccines were made quickly, but the trials did not skip any steps.

- Researchers focused their attention and worked in teams to find and develop COVID-19 vaccines that were used in the trials.
- Doctors and nurses helped to run the trials.
- Independent ethics boards helped to oversee the trials.
- Regulatory agencies worked quickly to review the data from the trials.
- And of course, many people volunteered to participate in the trials that gathered important data.

Infographics

A Garden of Questions to Ask Before the clinical trial ends...

Plant the seeds for fruitful discussions with the Principal Investigator & clinical research staff before the clinical study ends.

Some questions to ask include:

- Will the results of the trial be shared with me and if yes, how?
- If I (or my child) have received investigational medication during the study that has helped, is there a way I (or my child) can stay on this treatment after the clinical trial ends?
- How can I learn about any follow up studies?
- How will my (or my child's) care be transitioned after the trial ends?

[View here](#)

Tell the world

Tell only the study team

Speak Smart

CISCRP



Patient Diversity Media Campaign: English & Spanish Editions

Spring Campaign 2021

Why clinical trial diversity is key to increasing access to routine care and innovative treatment options

Diseases don't discriminate.

La enfermedad no discrimina.

La diversidad y la inclusión en la investigación clínica nunca ha sido tan importante. ¡Con más voluntarios, los avances médicos pueden ser aún mejores. Visite medicalchances.org para obtener más información.

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

Bristol Myers Squibb, Lilly, AstraZeneca, Merck, Biogen, Pfizer, Eisai, Amgen, CISCAP

Why clinical trial diversity is key to increasing access to routine care and innovative treatment options

Diseases don't discriminate.

Por qué la diversidad de ensayos clínicos es clave para aumentar el acceso a la atención de rutina y a las opciones de tratamiento innovadoras

La enfermedad no discrimina.

La diversidad y la inclusión en la investigación clínica nunca ha sido tan importante. ¡Con más voluntarios, los avances médicos pueden ser aún mejores. Visite medicalchances.org para obtener más información.

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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



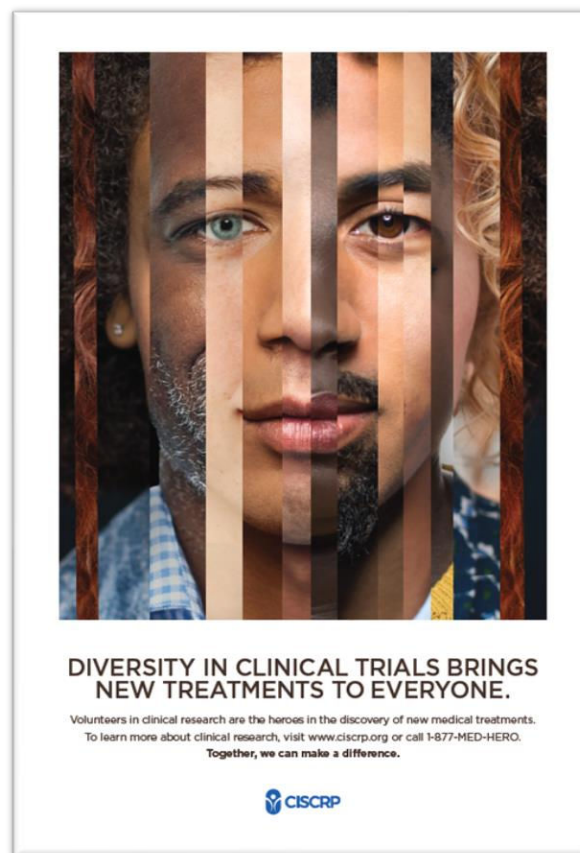
Click here to view



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 CISCRP's 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



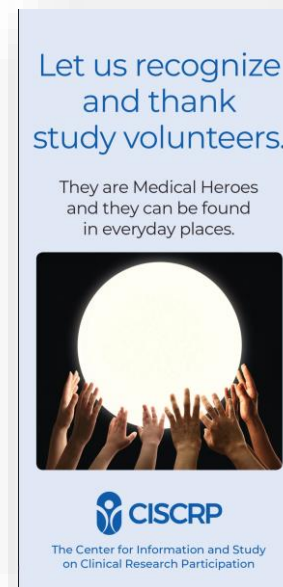
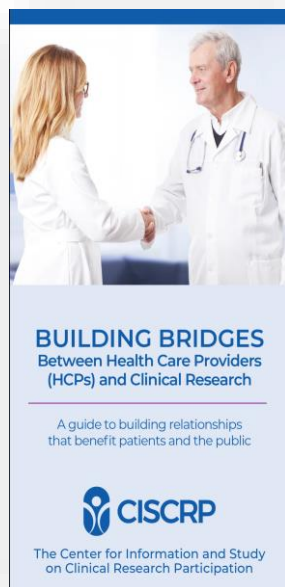
[View here](#)





Content Offerings: Brochures

IRB Approved;
Multi-lingual
Versions Available



[Click here to view brochures.](#)



Content Offerings: Brochures

IRB Approved;
Multi-lingual
Versions Available

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, hija o hijo 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

A Guide to Costs and Payments in Clinical Trials



This brochure gives you the basic facts about costs and payments in clinical trials. It also suggests some questions to ask the doctors and staff of a specific trial.

[Click here to view brochures.](http://www.ciscrp.org)

www.ciscrp.org

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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

 **УПРАВЛІННЯ АТОМНОГО 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.





 **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**

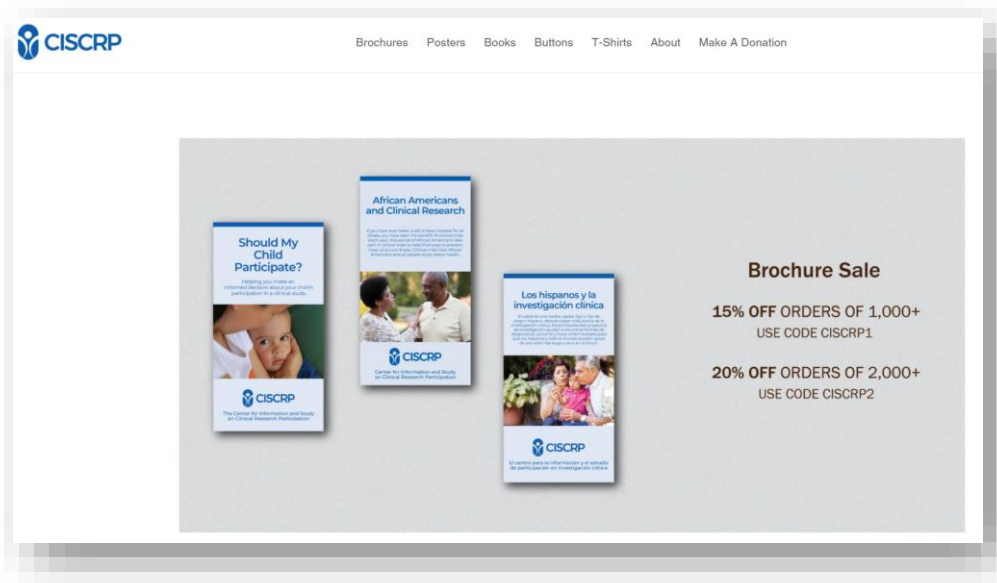
LE AYUDAMOS A TOMAR UNA DECISIÓN INFORMADA

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



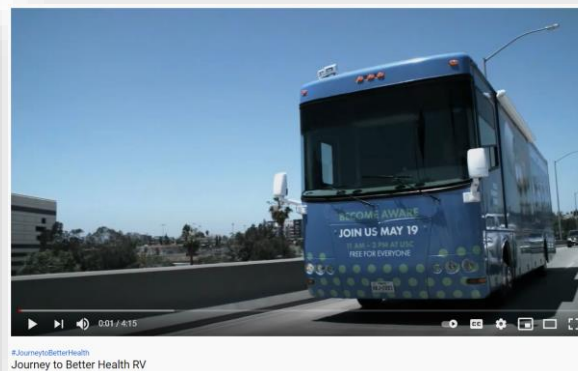
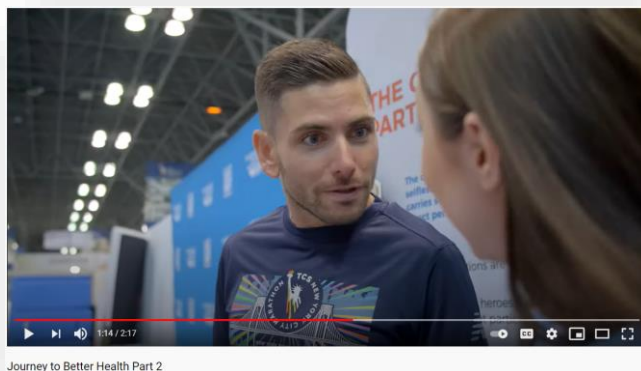
The Clinical Research Team is Similar to a Sports Team



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.

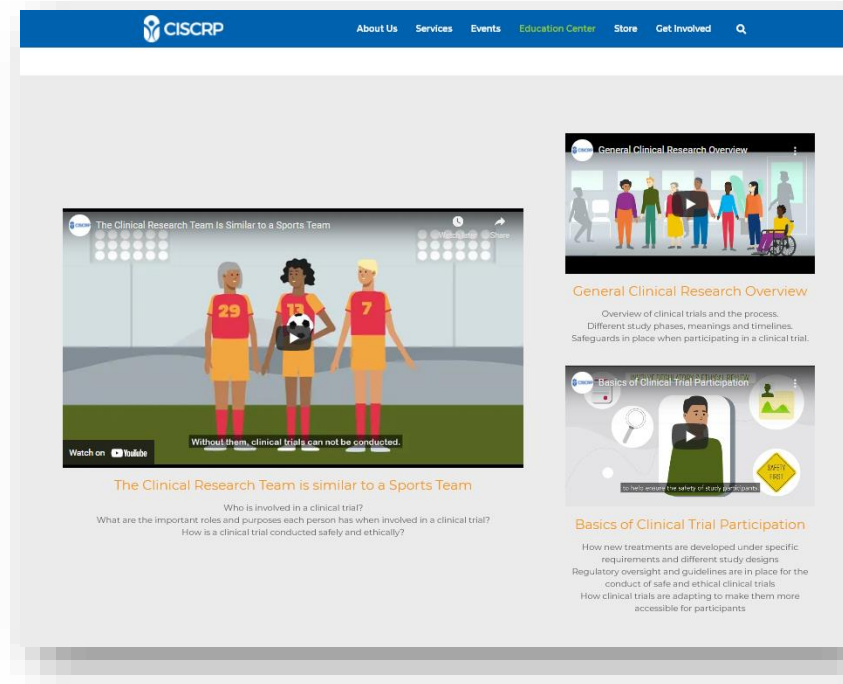


Educational Video Series

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

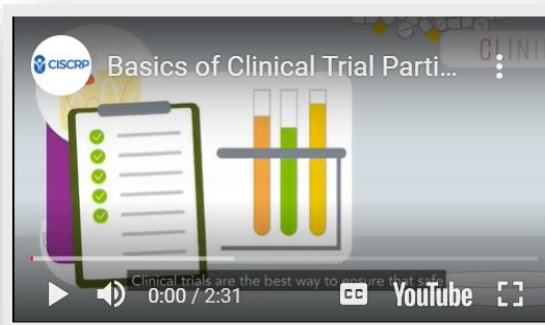
Animated and Live Action Videos About Clinical Research

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...

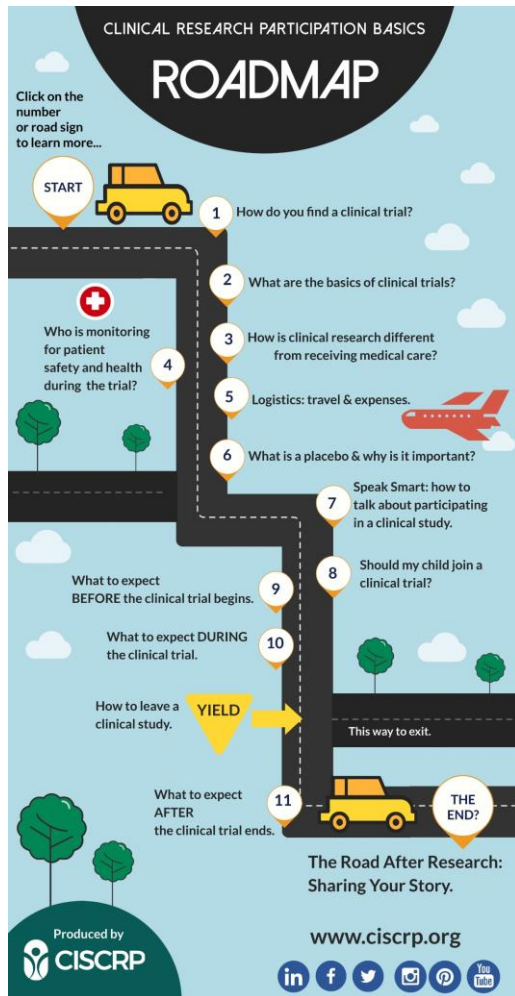
FLASH webinar

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.



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,
Coryell 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.

Click on infographic for full view.

www.ciscrp.org

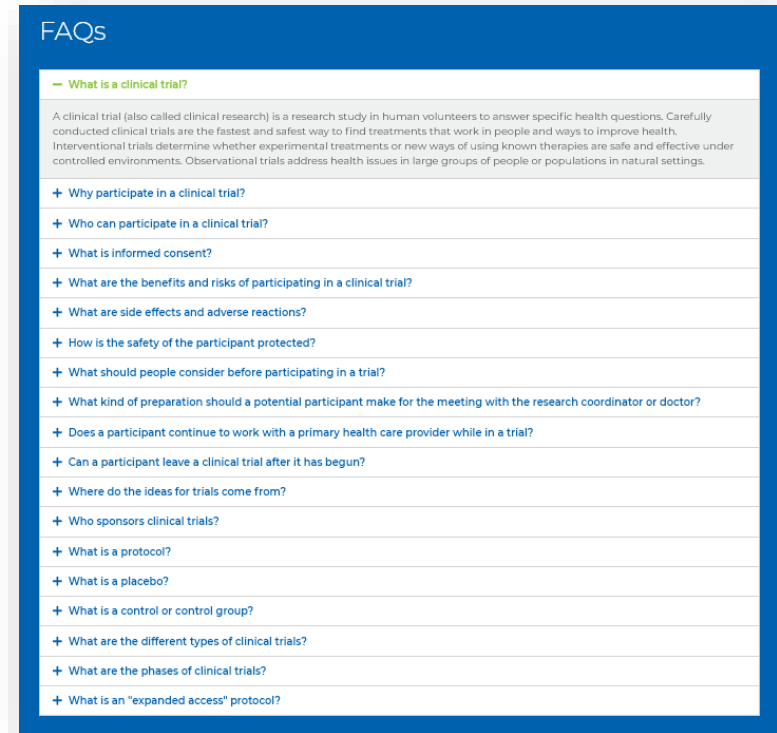
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Interactive Infographic



Click on the image to learn more.

FAQs



Click on the image to learn more.



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