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) & 15-minute Flash Webinar programs

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

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 CISCRRPs 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
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.

BUILDING BRIDGES Between Health Care Providers (HCPs) and Clinical Research
A guide to building relationships that benefit patients and the public

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.

What You Need To Know Before Participating
PARTICIPANT BILL OF RIGHTS

The Center for Information and Study on Clinical Research Participation

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

**Ukrainian**
ЧИ ПОТРІБНО МЕНІ БРАТИ УЧАСТЬ У КЛІНІЧНОМУ ДОСЛІДЖЕННІ?
Приймайте усвідомлене рішення щодо участі у клінічному дослідженні

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

**Spanish**
**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.
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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Content Offerings: Videos

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

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

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

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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
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.
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.

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Content Offerings

Interactive Infographic

Click on the image to learn more.

FAQs

- What is a clinical trial?
- Why participate in a clinical trial?
- Who can participate in a clinical trial?
- What is informed consent?
- 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?
- Does a participant continue to work with a primary health care provider while in a trial?
- Can a participant leave a clinical trial after it has begun?
- Where do the ideas for trials come from?
- Who sponsors clinical trials?
- What is a protocol?
- 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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