

ESTABLISHING A COLLABORATIVE APPROACH FOR EFFECTIVE CLINICAL TRIAL EDUCATION & PATIENT RECRUITMENT

PAGS



Set up clear expectations with industry partners and establish best practice for communication engagements by seeking the direct involvement of patients to ensure they are a pivotal part of the study team.

It is important to be aware of tools created by industry, like those generated for clinical trials. This includes but is not limited to informed consent documents and recruitment materials.

Building relationships with patient communities and industry partners in parallel can ensure that the patient voice is integrated throughout research and development. This can help facilitate enrollment and retention within trials.



Continuous communication with industry partners and patients is essential to fostering a trusting and enduring relationship.



PAGs gain a stronger voice for their stakeholder community, along with increased engagement and an integrated patient feedback mechanism. Additionally, industry partners are able to build trustworthy and strong relationships with PAGs.

INDUSTRY

1 ENGAGEMENT

Engage with PAGs from the start: collaboration should occur during the trial design process, continue through recruitment, and extend after a trial.

2 EDUCATION

Work with PAGs to co-create study materials to provide a comprehensive list of resources for patient education.

3 RECRUITMENT

Integrate the patient voice throughout the entire recruitment plan. It is vital to provide fair compensation to reflect appreciation for their time and effort.

4 FOLLOW-THROUGH

Ensure that materials are inclusive of all backgrounds, identities, and groups, using simple and culturally appropriate language.

5 RESULTS

Leverage PAGs to make trial design more patient centric. However, it is important to be aware of their limitations and be respectful of their time.



Begin engagement early on between industry, PAGs, & patient communities.



Maintain simple and culturally-appropriate language.



Leverage and build strong relationships.



View the Full Playbook for [More Resources Here](#)