



The Patient Journey, Without the Jargon

Why Clear Communication Is Critical
Throughout the Clinical Trial Process

TRANSFORMING
THE WAY YOU
SEE THE WORLD

Patient-centricity is all the rage, but are you talking the talk or walking the walk? It's important to put yourself in the patients' shoes as they set off on their clinical trial journey.

Seek input from the start (clinical strategy/planning)

It's never too early to get patient input, starting with study design. Is the protocol developed with the patient in mind? Are the I/E criteria too restrictive?



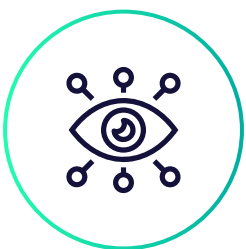
Demystify medical lingo (and build trust)

Patients are unlikely to enroll in clinical trials if they don't know enough about the trials available. Think of it as Clinical Trials 101. Educate the public about the benefits of clinical research and how trials are conducted.



Speak their language (literally and figuratively)

The best way to engage patients and caregivers is to avoid the medical jargon. Use plain language to explain complicated concepts. And be sure to offer versions in languages other than English for non-native speakers.



Set expectations (no unwanted surprises)

If you want someone to enroll in your study, be upfront about what will be expected of them during the trial. Will they have to travel to a study site? Will they have to keep detailed records? How many blood draws will be required?

Keep patients in the loop (not in the dark)

Once a patient enrolls in your study, keep the communication flow going. Radio silence can cause retention rates to drop; continue to inform your patient along the way.



After the study (more than an afterthought)

Clinical trial participants give their blood, sweat, and tears — so one way you can thank them is to share the trial's outcome with them. Provide plain language summaries of results, even if the findings were negative or inconclusive.

Learn how Citeline can help you build better
patient-centered trials rapport with patients trust along the way

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