



Case Study:

Helping Patients Find and Engage with Clinical Trials Through a Dedicated Website





Introduction

With increased scrutiny from regulatory agencies, advocacy groups and the public for clinical trial transparency, **sponsors are feeling the pressure** to ramp up efforts **to make their studies more accessible**.

One Top 20 industry sponsor with over 950 clinical trials realized that, in order to not only meet but exceed the public's expectations, it needed to revamp its existing clinical trials website.

Like many organizations of its size, this sponsor is fully committed to transparency. That commitment was reinforced in writing, with a policy stating a commitment to sharing information about clinical studies and their results to participants and researchers alike.

The sponsor put that policy into action via a dedicated clinical trials website to help patients, caregivers and healthcare providers find relevant, authoritative trial information, enabling them to make informed decisions.

Website Objectives

In determining what features it required for the new website, the sponsor came up with the following objectives:

- Be a resource to **educate visitors** on clinical trials, including what they are, who is involved, and why they are important
- Optimize the site's search function to make it easier for visitors to **find relevant trials**
- Use **simple, understandable language** when posting protocol summaries and results
- Communicate effectively to explain **eligibility requirements**
- **Set expectations** for prospective participants
- Provide a call to action on every page, aiding study recruitment by enabling patients and caregivers to **locate and join a trial**
- Ensure **consistency of public-facing data** via integration with its disclosure software

Transparency as a Priority

When the sponsor's original clinical trials website launched in 2013, about 16% of all global web pages were viewed on mobile devices. Today, that number is over 50%.¹ The sponsor understood that, in order to effectively reach a broader audience, its clinical trials site had to be **mobile-friendly**.

While much of its clinical trial information was available at [ClinicalTrials.gov](https://www.clinicaltrials.gov), the sponsor was aware that this content was primarily geared to academia and healthcare professionals. In fact, there was no content specifically designed for patients. Plus, the information was available in English only. For a sponsor actively recruiting for studies around the world, this presented a major obstacle.

A variety of issues pushed this initiative to the forefront. Previously, the sponsor relied on a custom interface, using outdated technology, for integrating its clinical trial data into its website. This posed a problem in terms of data consistency; the sponsor wanted a single source of truth for all data. In addition, the security was not up to the sponsor's standards. Plus, updating study information required ongoing maintenance.

¹ <https://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/>

The Solution

Based on its approach to transparency and its project goal, the sponsor selected **TrialScope Engage™** for developing a dedicated clinical trials website. The determining factors were the solution's key features:

- Highly configurable, mobile-responsive and patient-centered design
- API integration with TrialScope Disclose™ platform, a single source for approved study data
- Easy-to-use search functionality
- Basic search engine optimization (SEO)
- Geo map integration
- Document handling and storage
- Advanced analytics on website usage
- Site maintenance and updates all provided by TrialScope

For sponsors like this one desiring additional website functionality, TrialScope Engage ADVANCE offers these modules:

- Support for multilingual content and navigation
- Video hosting and analytics
- Subscription & notification signup
- TrialSummaries.com integration



Patient-Centric Design & Content Development

This sponsor clearly makes patient centricity a priority. To guide development of website design and content, it enlisted the help of a panel made up of patients living with chronic disease and/or their relatives. During a workshop, the panel was presented with three different site designs in order to generate feedback and determine the site's tone. The workshop revealed:

- **What motivates patients to participate in clinical trials**
- **Top concerns about clinical trial participation**

Those findings were translated into three videos appearing on the site to help answer questions in the minds of patients and caregivers.

Implementation Process

For this website, the timeline involved a two-step approach: designing the site with an external vendor (TrialScope offers design templates for sponsors that prefer to keep this internal), and launching the site with technical setup from TrialScope. TrialScope Engage lives up to its billing as a turnkey operation because the implementation process is seamless and streamlined.

Throughout the project, TrialScope and the design agency met regularly, sometimes independently of the sponsor, to keep the project moving forward and to hit all deadlines. Of course, TrialScope and the sponsor also met regularly to ensure that the project was going according to plan.



“

You have been very open and accommodating in getting the site ready in time for the planned go-live. ... It has again been a true pleasure working with you – always positive and willing to go the extra mile to find the best solutions. The site looks and feels amazing, and we have already received lots of positive feedback from our colleagues.

”

Clinical Operations Team

Post-Launch Learnings & Results

Looking back, the sponsor suggests this planning tips before launching a website project:

- Obtain management buy-in
- Identify all stakeholders early on
- Align expectations with those of the organization
- Make a project plan and stick to it

Upon completion of the project, the sponsor realized that “almost anything was possible,” such as the inclusion of videos, multiple languages, using icons to easily convey concepts, an FAQ section, the seamless transfer of data, and easy-to-make updates.

Comparing its previous website, which had more of a research-oriented approach, the sponsor says the new site is more patient centric. That doesn’t mean, however, that the site still can’t include a section with content specifically geared to researchers.

The site launched May 2018 and has been well received by the organization and its patient experts. Site metrics for the initial 60 days of tracking were extremely encouraging:



541

Goal Completions
(requesting trial information or downloading a document)

*Previously untracked

12%

Conversion Rate



15,997

Pages Viewed

42% More vs. Previous website



4,747

Visits

43% More vs. Previous website

84

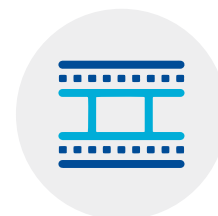
Countries



03:22

Average Visit Duration

35% Quicker vs. Previous website (due to more intuitive search functionality)



217

Videos Played

*No videos included in previous website

>3

Hours Watched

Post-Launch Initiatives

Almost immediately after the site launch, the sponsor began planning for the next phase of the website. This will include an option for visitors to subscribe via email to be notified when first the first CSR or study updates are available. Other updates in the works include providing multilingual subtitles for videos and adding and translating materials into additional languages.

Long-term plans being considered include information for parents on pediatric trials and a video on the safety reporting process.



About TrialScope

TrialScope is the global leader in clinical trial disclosure and transparency management technology, supporting 13 of the top 15 industry clinical trial sponsors worldwide. TrialScope provides proven solutions that optimize the efficiency of disclosure activities, maximize trial data transparency, and foster more informed, engaged patients through open research sharing.

To learn more about TrialScope, visit trialscope.com