



FOR IMMEDIATE RELEASE

## SMi Trial™ “Closes the Loop” by Confronting One of the Biggest Problems in Clinical Trials

SAN DIEGO, CA. (07-14-2021) ScienceMedia announces that [SMi Trial's](#) fully mobile, just-in-time solution closes the loop in clinical trials. Clinical trials are embedded in the clinical process of humans caring for humans. The complex communication between doctors, nurses, pharmacists, and patients worldwide makes closing the loop difficult. How do you communicate process intervention or required changes to a doctor, nurse, pharmacist, lab tech, or other staff members charged with a critical procedure, like sample collection or patient injection? The answer is through the most commonly used pieces of technology that humans have: mobile devices.

ScienceMedia's Chief Strategy Officer, David Turner, shares: “This is where the skills and experience of SMi Trial provide individualized, just-in-time microlearning, along with the ubiquity of modern, high-bandwidth mobile devices for clinical information dissemination, solving the “last mile” problem in closed-loop control for clinical trial education.”

The European Medical Writers Association states that particularly for studies of long duration, educational and engagement efforts should ideally be continued throughout the study to support retention of participants. Depending on the needs of the participant population and the study specifics, this may take the form of a comprehensive, multi-channel participant support and communications program, or maybe a simple, automated text messaging service that sends motivational, informational, or reminder messages at set points in time.

Turner further states: “An educational program throughout the life of a clinical trial is paramount. Whether at a study startup or before the patient visits a year later, SMi Trial's knowledge checks and analytical assessments impact this point by providing an effective, auditable, efficient knowledge transfer solution for complex biomedical information. What I'm really trying to say here is that we don't just build the education so that it can be consumed; we ensure that it's being consumed by every single participant throughout the trial and tailored to their learning needs.”

Whether you are considering hiring a CRO or are already in site startup mode, it is time to rethink your approach to protocol training and education and call ScienceMedia at 858-263-1666 or request a demonstration at: [sciencemediacom.com/trial](https://www.sciencemediacom.com/trial).

### About ScienceMedia

For over 25 years, [ScienceMedia](#) has been at the forefront of delivering innovative, multimedia e-learning solutions aimed at improving clinical competency. [SMi Trial](#) for site-based trials, and [SMi Trial<sup>®</sup>](#) for decentralized or hybrid trials, mitigate clinical risk and decrease trial cost by optimizing study compliance throughout the lifetime of your clinical trial. [SMi Source<sup>™</sup>](#) is a mobile-enabled, cloud-based science education library that provides 16,000+ microlearning topics and 400+ complete courses covering a vast catalog of disease and therapeutic areas. For ongoing insight about proven

clinical trial performance solutions for decentralized and hybrid trials, follow ScienceMedia via [LinkedIn](#) or our [blog](#).

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