

ScienceMedia Improves Patient Centricity and Breaks Down Barriers to Bringing More Diverse Patient Populations to Clinical Trials at SCOPE 2023

SAN DIEGO, Calif. (2-3-2023)— [SMi Trial™](#), ScienceMedia’s protocol compliance and risk-based training solution for clinical trials, tackles patient centricity and supports sponsors treating new populations of at-risk patients. To premiere at SCOPE 2023 in Orlando, FL, SMi Trial now directly incorporates the patient voice into trial design by featuring new training modules focusing on patient enrollment and supporting diverse populations.

ScienceMedia CEO, Mark Surlles, PhD, states, “Without proper communication, education, and trust, common patient-related problems can arise throughout the clinical trial process, particularly when involving naïve sites. The barriers to supporting a more diverse patient population to clinical trials is a real issue. A significant training component from a trusted source that brings consistency through the industry is critical. ScienceMedia can do this.”

By leveraging data and technology to improve patient centricity and engagement, SMi Trial offers patient-oriented, user-friendly educational content that assists patients and optimizes study compliance throughout the entire clinical trial process. This includes training content that prepares patients for doctor visits, home healthcare visits, and details expectations around the consent process. The ScienceMedia team uniquely couples their training with data analytics provided by the EDC. As opposed to archaic ways of waiting to find issues during clinical research associate (CRA) visits, SMi Trial layers their education on data platforms that discover issues in real time and immediately launches training.

With SMi Trial’s patient centric content, the goal is to bridge the awareness issue and to help improve the sponsor’s trust. Surlles continues, “The patient-centric education in SMi Trial is provided in a way that any community can understand in their own language(s) and culture(s); what a clinical trial is and how important it is to the future of healthcare; and generality on what to expect in participation. Sponsors need this education to help dispel the tragedies of the past. We need these horrific black marks on clinical trials in history to be acknowledged and put to rest. Education can do this.”

Created by clinical experts, SMi Trial’s protocol-specific patient training portal is educationally designed to address the differences in health literacy, spark interest in clinical trial participation and maximize study awareness.

To improve sponsors and CRO’s internal capabilities, SMi Trial’s technology can be used in a just in time model so the site—or sponsors running decentralized trials—is activated when a patient is enrolled. Whether experiencing high turnover or needing ongoing training, site staff can be educated proactively on how to run clinical trials, and as a result can always be ready to activate patients and start the enroll process.

With more than 100,000 views per month per study, SMi Trial is at the forefront of adaptive clinical trials. For additional information about how ScienceMedia's protocol compliance management training can benefit your trial, follow ScienceMedia via [LinkedIn](#) or our [blog](#).

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About ScienceMedia

[ScienceMedia](#) improves clinical competency through innovative multimedia learning solutions. [SMi Trial™](#), for site-based trials, and [SMi Trial^D™](#), for decentralized or hybrid trials, are protocol compliance solutions that mitigate clinical risk and decrease trial cost. [SMi Source™](#) provides just-in-time, thoroughly referenced information on diseases and clinical trial topics through a mobile-enabled, cloud-based medical science library with 360+ hours of microlearning and 300+ full courses.

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