

ScienceMedia® Set to Launch SMi Engage™ at 2025 SCOPE Summit

Patient-centric video training solution builds trust and simplifies clinical trial enrollment, engagement, and retention

San Diego, CA — February 4, 2025 — [ScienceMedia®](#), a leader in life science clinical training solutions, is pleased to announce the launch of [SMi Engage™](#), a customized, video-based training solution that aids enrollment, minimizes dropout, and increases active engagement among clinical trial participants. Launching at the SCOPE Summit 2025 in Florida this February, SMi Engage is set to transform clinical trial participation by providing accessible education that educates, builds trust, and encourages active involvement of study participants.

SMi Engage addresses a critical need among sites, sponsors, and CROs, offering engaging, bite-sized content that explains study expectations clearly. With concise video summaries of the trial procedures and consent documents, this new product empowers study participants to make informed decisions to enroll faster and feel supported throughout the trial.

"SMi Engage™ represents a major step forward in empowering clinical trial participants and overcoming longstanding barriers to diversity and inclusion," said Malachi Bierstein, Chief Commercial Officer of ScienceMedia®. "By providing accessible, easy-to-understand training, SMi Engage drives informed consent and helps participants feel empowered throughout the trial, ultimately improving outcomes for sponsors, sites, and patients alike."

SMi Engage:

- **Speeds enrollment** with engaging, video-based training
- **Simplifies informed consent** with accessible, easy-to-understand content
- **Strengthens retention** with content that engages and builds trust
- **Supports representative populations** through patient-focused education

To see the solution live, [book a demo](#) in booth 1312 with the ScienceMedia team at SCOPE Summit, February 3-6, 2025.

About ScienceMedia®

At the vanguard of clinical trial efficiency and training innovation, [ScienceMedia](#) is revolutionizing the industry by shortening trial timelines by up to 20%, accelerating site activations and enrollment, and saving millions in R&D spend per trial. Our [SMi Source™](#), [SMi Trial™](#), and [SMi Engage™](#) solutions are transforming therapeutic area training, clinical study operations, and clinical trial participation for biopharma, medtech, and CROs. Learn more at www.sciencemedia.com.

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