

## **Industry Demand Fuels SMi Source's Staggering 65% Increase in Clinical Training Views**

SAN DIEGO, Calif., July 14, 2025— [SMi Source](#)™, recognized as the world's largest mobile education resource for disease and therapeutic areas in the life sciences, reported over 700,000 views of its clinical training content in the first half of 2025 alone. This represents a staggering 65% increase compared to the first half of the previous year. Of these views, [ScienceMedia](#) identified Early Phase Oncology, Ulcerative Colitis, and Biosimilars as some of their most frequently viewed lessons. This trend highlights the pharmaceutical industry's current demand for comprehensive therapeutic-area training content.

Malachi Bierstein, ScienceMedia's CEO, stated, "We are immensely proud to announce the increased usage of our clinical training content within SMi Source in the first half of 2025. This phenomenal uptake, which I've been privileged to witness in my initial months as CEO, clearly underscores the urgent and evolving demand within the pharmaceutical industry for a dynamic, high-quality, and easily accessible training solution. The surge in views for crucial topics like oncology validates our mission to empower life science professionals with the foundational and continuous education needed to not only navigate complex medical topics, but to also enhance clinical mastery and accelerate overall operational excellence. SMi Source is truly meeting the moment for our partners."

As the world's largest disease-state lesson library, SMi Source offers over 400 medically reviewed training courses created by a team of medical writers and in-house designers. Users are encouraged to interact at their own pace and swiftly navigate to the lessons that are most essential to their learning priorities in this easy-to-use, Netflix-like platform. Leading sponsors and contract research organizations (CROs) in the industry are adopting SMi Source, acknowledging its crucial role in fulfilling current training demands.

In response to a changing economy, SMi Source also offers a budget-friendly alternative to licensing the entire library. Life science professionals who require only a select few of the 400+ courses available within SMi Source can opt for an individual course subscription.

Bierstein added, "Beyond the impressive growth in content views, we are equally committed to ensuring our training solutions are as accessible and impactful as possible. In response to the

dynamic economic landscape, we offer an innovative and budget-friendly alternative, ensuring essential education remains within reach for everyone.”

To explore SMi Source’s extensive therapeutic-area and disease-state lesson library or to learn more about [individual course subscriptions](#), interested parties can [contact ScienceMedia](#) or try a [free trial](#).

#### **About ScienceMedia, Inc.**

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](http://www.sciencemedia.com).

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