



Patient Communication/Media Package

Achieve 95% or Higher Patient Engagement Rates

ClinOne introduces our Patient Communication/Media Package, designed to acknowledge the efforts of the patients during their clinical trial experience. The media package provides a consistent delivery of informative study updates and leading-edge scientific publications to dramatically increase patient engagement and retention. ClinOne manages every step of the process, including content generation, translations and IRB/EC submissions.

Thank you letter from the Chief Executive Officer

A “thank you” is one of the most powerful and effective tools to show that you value the relationship with the patient. In this era where communication has become more informal, this simple gesture personalizes the patient efforts as a study volunteer and ensures that they feel valued and appreciated. ClinOne will provide unique and study specific Thank You Note templates which can simplify the efforts of the CEO yet convey the sincerity of the vital action.

Frequency: Annually for the life of the study

Study Newsletters

Newsletters are packed with high quality and useful content through text and visual elements, engaging the study patients when delivered in a consistent format to their ClinTrialConnect

messaging center. Newsletters are designed to be relevant to the patients and caregivers, driving increased engagement and retention in the research study. Each newsletter is developed with one common thread, keeping it focused on the patient, rather than just cluttering their inbox.

Frequency: Quarterly for the life of the study

Sponsor Press Releases

Share approved sponsor press releases with patients and caregivers. ClinOne connects the patients and their caregivers to these powerful press-released messages which strengthens the sponsor-patient bond. The sponsor coverage heightens the patient awareness to sponsor endeavors beyond their own research experience, which they may share with others.

Frequency: Quarterly for the life of the study

Scientific Publications

Scientific publication and abstracts are identified and shared with the patients and their caregivers. ClinOne provides the most up-to-date information, including leading-edge research and treatments by the sponsor, in a language that is understandable for the readers. Patients are eager to better understand their disease and how their current clinical trial works from an investigational treatment perspective.

Frequency: Semi-annually for the life of the study

Patient Stories

Drug discovery and clinical trial design and implementation by partnering with the patients from start to finish identifies the challenges and develops solutions and alternatives so studies can successfully recruit, enroll, and retain patients while achieving the research goals and study outcomes. Patient Voice provides a platform for patients to share their clinical trial experiences and promote a supportive, collaborative environment where trust develops from the confidence of being heard and understood.

Frequency: Bi-monthly for the life of the study

Caregiver Stories

Being a caregiver can be one of the most honorable, yet hardest challenge that one may ever experience. Their selfless devotion to caring for their loved one often leaves little time and energy to focus on oneself. ClinOne shares stories of these unsung heroes and provides an environment to learn from other caregivers who know first-hand what you are going through.

Frequency: Bi-monthly for the life of the study

Community Events

Whether it be a fall fashion show in New York City or a spring luncheon in Chicago, ClinOne hosts a platform to post disease focused community events aimed to generate an awareness of ongoing patient and caregiver activities aimed at advancing research, education, advocacy, and awareness of the disease or condition.

Frequency: Semi-annually for the life of the study

Foundation (disease focused) Events

Some diseases, such as cystic fibrosis and multiple sclerosis for examples, have non-profit organizations which provide information, support research activities, and legislative advocacy in a formalized fashion to improve the quality of life and life expectancy of people with the disease(s). Foundations will host a variety of events throughout the calendar year, and ClinOne will provide a platform for posting the events' details.

Frequency: Semi-annually for the life of the study

ClinOne Reports to Study Sponsor

- Real-time downloadable engagement report
 - Patient engagement rate by month
 - By region/country/site
 - Patient read and reread rate of each media
 - Caregiver read and reread rate of each media
- Favored media by patient and caregiver
- Customizable reports are also available

