

Patient Recruitment

Think Locally, Manage Globally

Ineffective patient recruitment continues to be one of the main reasons clinical trials miss deadlines. Clinical trial delays are costly. They often lead to significant increased study costs; and, when a competitive drug is in development, delays can result in lost market share.

Some pharmaceutical companies, CROs, and biotechnology firms are finding that by paying closer attention to cultural differences, and improving the process by which communications are created and managed, they can recruit suitable patients faster.

Here, we will review the challenges of recruiting patients for multi-country trials and present alternatives to status quo strategies and solutions.

The west and the rest

Many organizations still take an English-centric approach to developing patient recruitment materials. However, words and metaphors that are easily understood in North America often fail in global cultures where social and cultural attributes may differ substantially. Images matter as well. Even something as seemingly insignificant as a model wearing a color deemed inappropriate by the local population can derail a campaign and delay a trial. Transcreation services are available to address these cultural challenges, but experience shows the quality of cultural insight varies widely across vendors. The practice of hiring translation and localization providers market by market is another stumbling block. The sheer number of players involved guarantees a significant management burden and time-consuming process. A more effective answer is employing a globally capable partner with a single production and quality control process and Life Sciences expertise.

A new formula for success

By definition, the best multinational patient recruitment solution creates optimal results for all stakeholders: business, clinical, regulatory & compliance, marketing, and operations. This means rapid recruitment, timely trials and a streamlined process from square one.

What's required is the ability to communicate effectively at local levels while operating within an infrastructure that allows the simultaneous management of multiple,

The New Scorecard for Patient Recruitment Transcreation

1. Cultural consultation, market by market
2. True Transcreation vs. conventional localization
3. Regulatory submission & compliance support
4. Knowledge of clinical trial procedures
5. Consistently high quality
6. Strategic media consultation
7. Global project management
8. Turnaround
9. Throughput
10. Depth of resources



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disparate efforts from a single point. By combining bottom-up cultural expertise with top-down management, a global partner such as Lionbridge can provide an unprecedented degree of quality and process control.

So what does a new paradigm solution look like?

A growing number of clinical trial sponsors and CROs now consider the following to be essential capabilities in a translation partner.

- **Proactive cultural expertise.** Sponsors need briefings on local sensibilities before work begins. Then, it's valuable to have in-country experts review campaign content for factors that might limit its effectiveness or improve its pulling power.
- **True Transcreation.** With so much at stake, sponsors are moving past current standards of culturally inflected translation to a higher level of quality in which the meaning, emotion and intent of a given sentence is rendered. The new standard is creative marketing that bridges the gap between translation and comprehension in regions with different attitudes toward diseases and therapies.
- **A single, centralized project management process.** The better the logistics, the faster the turnaround. When quality assurance is centralized, it's consistent. Centralized control also simplifies management, freeing sponsor personnel for more strategic assignments.
- **Specialization in Life Sciences.** Experienced sponsors and CROs want a partner with a comprehensive understanding of clinical trial procedures. This minimizes the chances of error, eliminates learning curves, and speeds the process. A knowledgeable partner should be able to advise sponsor team members on local considerations when developing patient recruitment materials.

Evolution or revolution?

Status quo solutions for patient recruitment in clinical trials may have been all that was possible at one time, but are now increasingly deficient in terms of quality, risk, consistency and results. Communications created with a Western bias cannot be expected to succeed in different cultures. Initiatives undertaken with insufficient knowledge of local cultures are clearly liable to create recruitment delays. Attempting to coordinate the activities of 12 or 15 separate providers guarantees inefficiencies and longer timeframes.

What's needed to mount successful patient recruitment campaigns on a global scale is a partner with global scale. One capable of expressing a sponsor's message successfully in many disparate markets simultaneously, and managing the process in a way that makes the most productive use of time, funds and personnel.

Sponsors concerned with time-to-market, project costs, and competitive advantage—and who isn't?—are actively reviewing a game-changing approach to patient recruitment; that is, working with a global, culturally focused partner.

Lionbridge as Partner

- Global footprint
- 18,000 translators worldwide
- Proven consultative and Transcreation capabilities
- Dedicated Life Science organization with 20 years' experience
- Life Science project management professionals
- Cloud-based IT infrastructure that connects everyone everywhere
- Centralized quality assurance
- Time to promulgate content changes globally < 1 second.

ABOUT LIONBRIDGE LIFE SCIENCES

Lionbridge Life Sciences is the leading provider of language services to medical device developers, pharmaceutical and biotechnology companies, and CROs. We specialize in high-quality translation, linguistic validation, and interpretation services in over 250 languages

Lionbridge Life Sciences clients benefit from our highly specialized network of medically trained linguists, operating in over 40 full-service solution centers across 26 countries.

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