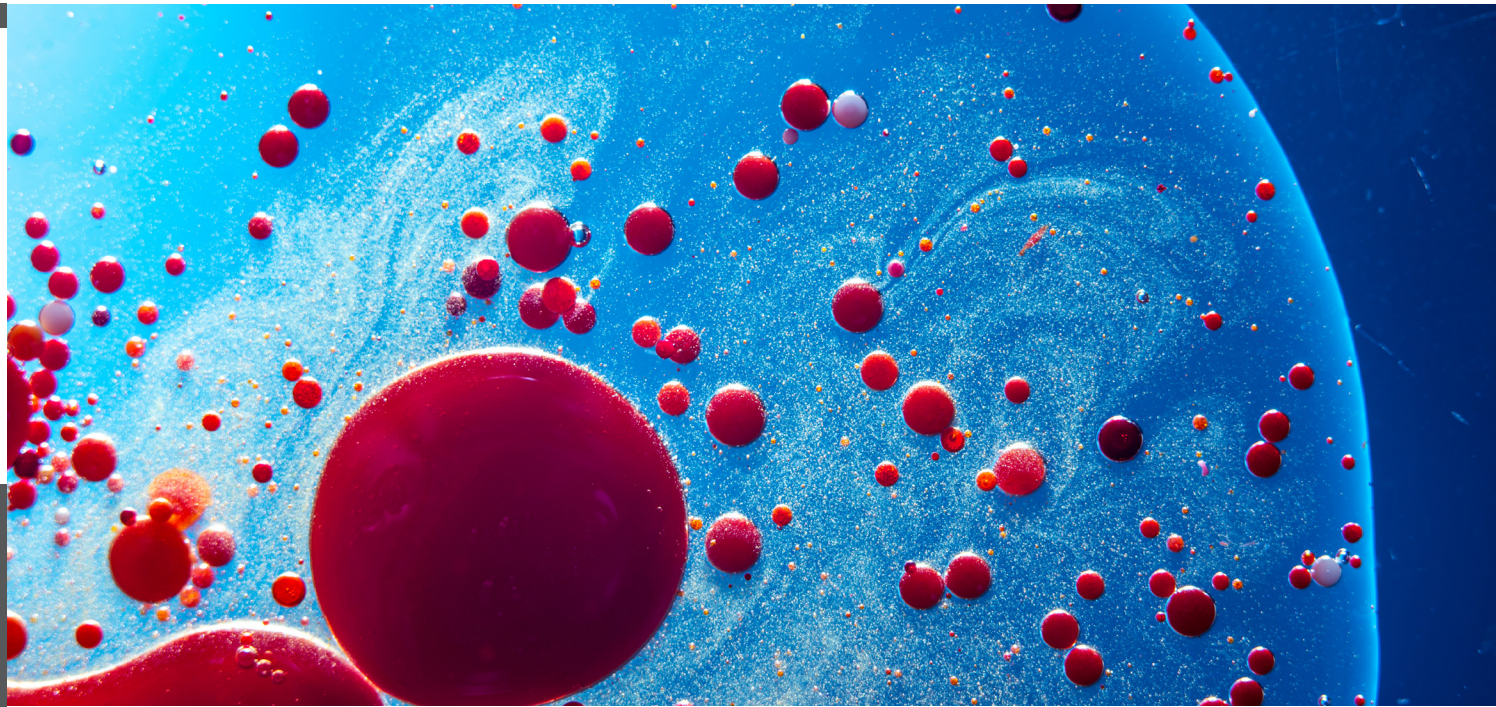


# Achieving Global Success in Clinical Trial Recruitment

Translations.com's GlobalLink Connect integration with Adobe Experience Cloud enabled one of the world's largest pharmaceutical companies to help visitors in 17 countries and 13 languages identify clinical trials that might be right for them or their loved ones.



## SOLUTIONS

Adobe Experience Manager

Adobe Campaign

Marketo Engage

Adobe Commerce Cloud

Adobe Creative Cloud



Seamless  
Integration



No  
Copy/Paste



Dashboard  
Monitoring



Savings on Repeat  
Translations



Workflow  
Integration

*"It's the human experience of both understanding and informing patients so they're equipped to make the best decisions for them. The human connection is extremely important."*



## Introduction

A top-five pharmaceutical manufacturer offers a global platform for patients considering taking part in clinical trials. Patients, their caregivers, and physicians can use this platform to learn more about how clinical trials work and how they can make sure new medicines are effective and safe.

The company planned to expand its reach to cover 17 countries and 13 languages to become an industry leader in clinical trial recruitment. Getting there would require both a world-class content and translation management system. GlobalLink Connect and Adobe Experience Cloud offered a powerful solution to achieve this goal.

Given the unique nature of clinical trial recruitment and the sensitive human element, the ability to control localized content was extremely important.

*“The concept of enrolling in a clinical trial is much different than making a purchase online. Sometimes clinical trial recruitment uses the same tactics as retail — online ads, recruitment websites, and calls to action — but when you’re asking patients to take part in something like a new cancer drug trial, you have to be much more subtle and thoughtful in your messaging.”*



## Clinical Trial Website

The pharmaceutical manufacturer's website offers patients a place to learn about taking part in a clinical trial.

They can arrive at the website via a number of different routes: visiting the website directly, through a targeted digital recruitment campaign, through the company's parent website, or through a web search for their condition. While driving traffic is important, the website is not designed to be the user's last destination.

Most patients will learn what they need from the website, do their own research, consult their doctor and family members, and really take time to be thoughtful about their options. They can complete a pre-screener questionnaire to see if they might be a good fit for trials based on a set of condition-specific questions. They may also come back a number of times to get the information they need or contact study sites directly.



*"Our original content management system required a highly technical background in order to properly utilize it. We needed to come up with a new corporate strategy for managing site content across many websites.*

*One of the primary goals when adopting Adobe Experience Cloud was to no longer rely on our IT team for regular content updates. We wanted our developers focused on development and improving the system — not updating our content. It's a much better use of their skills!"*



### **Adobe Experience Cloud + GlobalLink Connect Solution**

With this human element in mind, the platform was designed to distill the complicated nature of clinical trials down to a message that patients can understand. It is also imperative that the right candidates are identified during the pre-screening process. This process, however, can require a small army of people. Pre-screening questionnaires need to be developed, vetted, and then translated into native languages. It is important to have an English baseline with push-button translation and the ability to work with global SMEs to make sure the messaging is right for each market.

Strong translation and content management options were key considerations when the team began looking for better solutions. The team selected Adobe Experience Cloud and GlobalLink Connect to ensure they had full ownership over both their content management system and their translation ecosystem, granting them independence from their IT team.

*"We now have the ability to translate all of this into simple terms in patients' native languages so they know exactly what to expect before participating in a trial."*



## Measuring Performance

Measuring success can be challenging in clinical trials operations. The goal of the pharmaceutical manufacturer's website is for patients or their loved ones to acquire the necessary information and comfort level to make an informed decision regarding their next steps when considering participating in a clinical trial.

Potential clinical patients may ask themselves:

"What does this trial mean for me?"

"How will my quality of life be impacted by the study?"

"Will there be too many doctor visits or follow-ups for me to handle?"

"What will this trial cost me?"

With GlobalLink Connect and Adobe Experience Cloud, the global pharmaceutical manufacturer now has the power to answer these questions by controlling, editing, and improving content on demand in 17 countries and 13 languages, leading to increased clinical trial participation across the globe to help solve even the greatest public health challenges.