UPL GUIDANCE

Thought Starters

for Explaining Clinical Trials

This document outlines some key challenges of explaining clinical trials, and provides thought starters to help address them. These thought starters are based on our learnings from building patient communications with patients and cross-disciplinary experts, across disease states.

Other available thought starter topics:

- Biological Processes
- Data
- Health-related Finances
- Risks and Benefits

For more guidance on how to make your explanations more patient friendly, see the *UPL Rules* and the *UPL Style Guide*.

RESOURCE CONTENTS:

- [x] Guidance, standards, and best practices
- [ ] Building blocks or assets
- [ ] Assessment methods and tools

APPLICABLE TO:

- [ ] All patient communications
- [x] Specific topics

A Starting Point: This tool contains some early work and may change significantly.

Why is it important to understand clinical trials as a concept?

Understanding the concept of clinical trials can help people:

- Recognize the importance of clinical trial research and the role that study participants play in them
- Consider participating in clinical trials with increased knowledge about the process
- Have more meaningful conversations with their healthcare team

What are the key challenges for explaining clinical trials?

- Distilling some of the vast and complex workings of clinical trials to a level that is digestible and useful to the audience
- Identifying the aspects about clinical trial research that are critical to building understanding
- Translating medical research terminology into plain language that can be easily understood

We would love to know how you have used the Thought Starters.

Please email us at **info@contactupl.org** if you are interested in sharing your experience with us. We would love to know how it went!

Thought starters for explaining clinical trials

There is no 'one' way to explain any given topic. Explanations are uniquely built for the specific audience — like patients from a particular disease state or demographic — and the objectives of the communication. These thought starters are meant to help you craft an explanation that works for your audience. The accompanying examples illustrate how these thought starters have been put into practice in existing UPL patient communications.

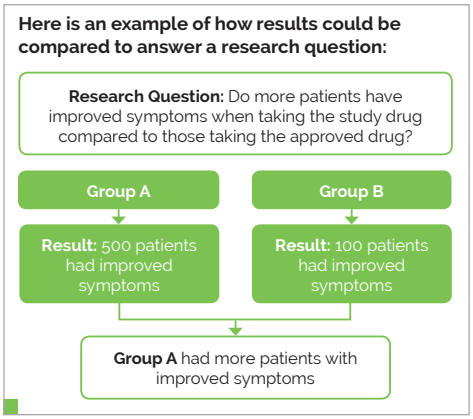
Help people understand the purpose and value of clinical trials.

Some people don't have an understanding of what clinical trials are for, which can lead to skepticism. Help people understand the importance and value of clinical trials by explaining how trials are part of the process of getting health authorities to approve new treatments.

This example explains the role of clinical trials in helping better understand cancer and investigate potential new treatments.

Show people how clinical trials work.

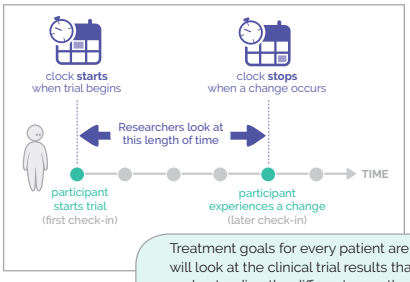
Clinical trials can be complicated operations with many moving parts. Mapping out the fundamental steps of a clinical trial can help people understand how the results can be used by researchers and health authorities.

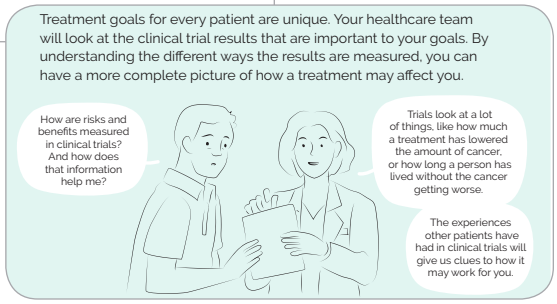


This example describes how clinical trials are set up, and uses a fictional trial to help potential study participants understand how clinical trials yield information about an investigational treatment.

Acknowledge that people aren't just a subject or a number — humanize the trial experience and outcome.

People want to feel like individuals, not just a number in a trial. Some people reacted negatively when explanations were showing 'them' as a dot on a timeline. Illustrations of people signal that we think of them as individuals, and not just data points.

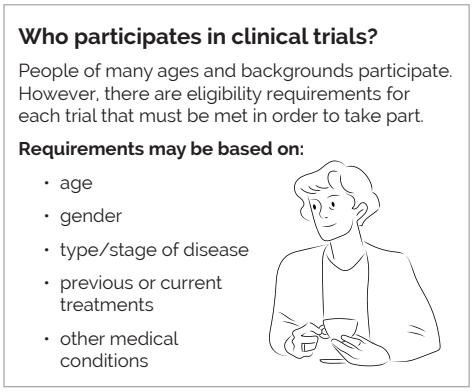




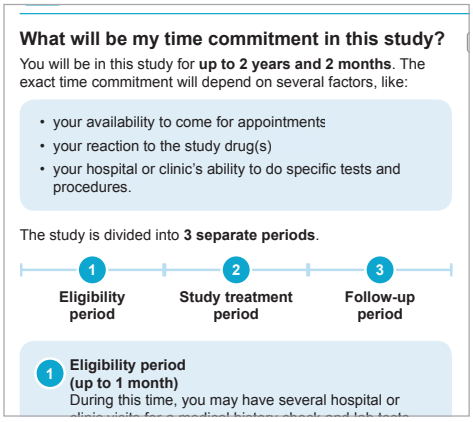
These illustrations of people demonstrate that clinical trial results are gathered from people, and show that they are part of the conversation.

Anticipate questions about participation, and be transparent about what is involved.

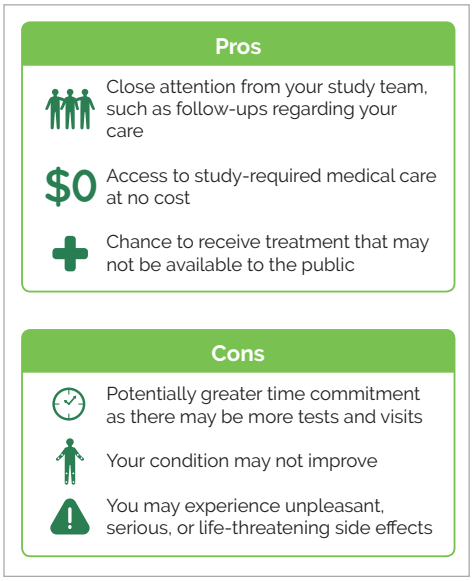
Deciding to participate in a clinical trial can be a big decision based on a lot of unknowns, and is bound to come with a lot of questions. While it is impossible to answer all questions, provide information that can help people weigh their options and support further discussion with their loved ones and healthcare team.



Providing clearer information about eligibility criteria helps people to better understand if they are qualified to participate in a particular trial.



Providing clearer information about what study participants are committing to allows them to more accurately assess whether they want to participate in a clinical trial.



Providing clearer information about the pros as well as the cons helps improve expectations and reduce potential surprises.

patient hub™

Our mission is to improve patient experiences by working with all parts of Bristol-Myers Squibb, using an approach that is holistic and rooted in collaboration.

Acknowledgment

bridgeable

The UPL and its applications were created with the support of Bridgeable, a service design firm based in Toronto, Canada. Bridgeable has worked with BMS on all elements of the UPL, from overall strategy to creating and applying design capabilities and UPL tools, training BMS employees in UPL, and designing UPL.org. The team includes design strategists, interaction designers, and service designers, plus a team of biomedical communicators who specialize in visually communicating science and medicine.