

# BRANDING CLINICAL RESEARCH TRIALS

Research Centers of America  
Clinical Research Center of Florida



# Branding Clinical Research Trials: Research Centers of America Clinical Research Center of Florida

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In the field of clinical research, liabilities abound. Governing bodies oversee clinical research centers to ensure that not only are the medical practices sound, but that the advertising, marketing, and any other brand communications to prospective and current patients adhere to compliancy standards. The process of medical research requires adherence to strict structures, as well. With all these technicalities in play, how can we best engage a target audience not just as a patient, but as a person? This is best achieved by authentic and forthright design in communication materials that is patient-centric, and thereby person-centric.

## Patient Centric Perspective



*as defined by The New England Journal of Medicine, 2023*

Successful branding in the healthcare industry hinges on creating a meaningful connection between an organization's mission, vision, and values and the people, patients, or participants they serve—from the individual to local and global communities at large.

At Someone & Somebody, when we approach branding in the healthcare sector, we consciously create patient-centric materials, while also recognizing the fact that aesthetics play an important role in establishing a reputation of trust. Unlike in other sectors, the element of trust in branding is crucial—it is inherent to the healthcare provider-patient relationship and can be easily damaged by bad experiences or misconceptions that can lead to a negative perception of an organization.

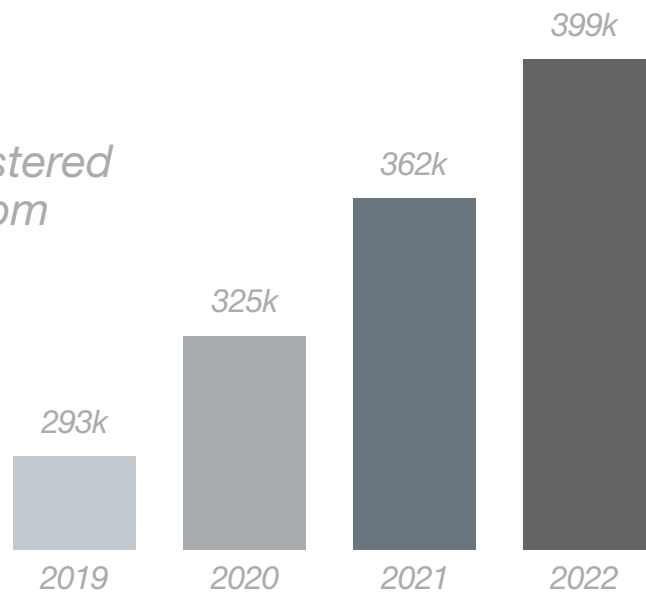
*Their immediate goal was to expand, as the market demand for clinical research was suddenly growing on a global scale.*

The Research Centers of America (RCA) came to S&S to create a campaign advertising new studies for which they needed candidates. The first step was to redesign the website and overhaul the website copy so that rcatrials.com acts as a repository housing a wealth of information and resources, strengthening the brand by streamlining relevant information for current and prospective study participants. After creating content that was approved by the International Review Board (IRB), we presented to the client and then enacted a regional media plan, bringing the campaign to South Florida buses, magazines, newspapers, and online.

The Clinical Research Center of Florida (CRCF) came to S&S in the midst of the initial COVID-19 lockdown. Their immediate goal was to expand, as the market demand for clinical research was suddenly growing on a global scale.

### *Number of registered Clinical Trials from 2019 - 2022*

*clinicaltrials.gov*



We began by redesigning their logo and developing supporting materials that outlined a strong corporate identity. Once this branding was developed, the website was able to take shape. After intensive research, our team wrote original content, bringing key information to prospective participants as well as prospective sponsors, as the website is geared toward both audiences. As a direct result, CRCF was able to secure sponsors for new and ambitious clinical studies and continue to pursue their research.

Data suggests that a targeted, sophisticated brand strategy will increase the likelihood of attracting qualifying participants to clinical research studies. Branding builds relationships with viewers and consumers and, in turn, higher rates of retention. Thus, the focus shifts to branding the clinical trial itself, so it becomes a concept that is better understood and more approachable. According to the Society of Clinical Research Associates, “effective communication is the key to overcoming real and perceived barriers to clinical research participation.” This communication extends throughout the entire brand strategy; at S&S, we focus on these overarching communications, rather than on immediate performance goals that may not ultimately build up the consumer’s valued trust.

*Someone & Somebody, July 2023*