



UPDATING RULES TO INCREASE ACCESS TO MODERN CLINICAL TRIALS

STATE OF PLAY

The regulatory framework that governs clinical research was created before modern digital health tools existed. Community-based research can usher in a new era of patient equity by making clinical trials more convenient for patients, more reflective of real-world treatment conditions, and more likely to enable the participation of a diverse set of people.

On behalf of a major pharmaceutical company, Narrative launched a full-scale public affairs campaign communicating the patient value of community-based (decentralized) clinical trials and urged federal regulators to take immediate measures to modernize the regulatory framework in the United States. The campaign involved earned, paid, and social media, stakeholder analysis, and desk-side research. Narrative incorporated graphic design to craft a unique brand identity and bring the campaign to life. These efforts are helping to shape FDA guidance on clinical trials with decentralized elements to benefit patients everywhere.

ACTION

- **Message Development.** Narrative developed key messaging playbooks, scripted remarks, presentation decks, promotional LinkedIn content, and drafted abstracts based on core areas of modernization.
- **Strategic Media Relations.** Our team identified and educated target trade media on the client's position and solutions, resulting in multiple media mentions in influential outlets. These secured hits elevated the campaign's core messaging while bolstering the profile of the client's executives.
- **Executive Positioning & Thought Leadership.** Narrative placed high-profile opinion pieces from the client's executives in healthcare trade media to convey the importance of modernizing the regulatory framework and fostering a patient-centric clinical trial culture that embraces innovation. Narrative simultaneously identified several speaking engagements and key industry events for participation.
- **Stakeholder Mapping & Engagement.** Narrative identified and assessed 38 stakeholders and organizations to amplify and mobilize on key issues.
- **Brand Development & Activation.** Narrative crafted and launched a unique campaign brand identity, complete with a tagline, style guide, logo, and storyline to bring the patient perspective to the forefront of the initiative.

IMPACT

By prioritizing engagement, the campaign drove impactful dialogue, inspired collaborative initiatives, and enhanced the overall understanding of the critical issues facing the industry today.