

## Enhancing Clinical Study Inclusivity through Online Training

### SITUATION

A leading biotechnology company had launched an initiative to make clinical research more inclusive of and accessible to communities who have been historically underserved and underrepresented in clinical research. Some teams within the organization were achieving notable results, and there was a desire to capture and scale their best practices.

LPI Solutions was brought in to develop online training that encapsulated the best practices, stories, and lessons learned from successful teams so other teams could learn and benefit from them.

### HOW WE HELPED

#### Identified Best Practices and Compelling Stories

Teams participated in interviews and shared their strategies, challenges, and successes with inclusive research practices. We listened to these interviews, heard their stories, and identified themes. We then extracted valuable best-practices and compelling real-life stories to use in the training.

#### Curating Useful Resources

Working closely with subject matter experts, we curated a list of resources that had proven effective in overcoming barriers to participation in clinical studies. These resources included tools and templates, academic articles, community outreach tools, data analysis, and other guidelines and documentation.

#### Designed an Engaging and Sustainable Online Course

We designed and built an engaging online training course that included a variety of multimedia elements such as videos and interactive knowledge checks. The course was structured to be easily navigable and engaging to encourage maximum participation and retention of information.

One of the project requests was to find a way to allow training material to evolve alongside advancements in inclusive study design and research. We created a solution that allowed the client to be able to update the course easily, without requiring online authoring software or republishing. This allowed SMEs to update and add new content such as videos and stories.

### OUTCOME

The online courses were received positively by teams and helped to contribute to the organization's broader goal of advancing research practices. Team members shared that it was compelling to hear examples and stories by their peers. They also found the curated list of resources helpful.