



Clinical trials & communication

Challenges and possibilities





Where can communication help?

- Before the trial – recruitment
- During the trial – retention
- After the trial – maintenance

Who can communication help?

- Patients
- Physicians/scientists
- The pharmaceutical company



Objectives for the company before the trial

- Attract the relevant physicians/scientists
- Attract relevant patients – and only the relevant
- Build trust and positive attitudes towards the trial
- Match expectations
- Motivate physicians/scientists



Communication before the trial 1/2

- Internal training of the medical department
 - Work shop about the good patient information e.g. the patient information template
- Information about the trial and the possibility to participate
 - Media relations
- Contact between physician/scientist and patients
 - Improved patient information
- More thorough coaching of the physician/scientist about patient contact
 - Meetings, templates for patient communication etc.



Communication before the trial 2/2

- Motivation of physician/scientist
 - Information about clinical trials as a scientific and career-wise platform
 - Information about expectations for the trial, where to publish etc.
 - Information about pros & cons of the drug (substance)
- Preparation of the communication department before the announcement and further communication
 - Reactive press release and fact sheet



Example of media relations used for recruiting patients

- **New clinical trial:**

Does one pill a day prevent breast cancer?

“An international study has just proven that one of every third healthy woman with increased risk of developing breast cancer, will consider letting both her breasts be removed to avoid the dreaded disease. Now a test project about preventing breast cancer shall examine if one pill daily can prevent the development of breast cancer.”





Objectives during the trial

- Drop-out minimized
- Physician/scientist motivation



Communication during the trial

- Ongoing motivation of physician/scientist
 - Newsletters, www etc.
- Improved communication to patients
 - Newsletters, www etc.
- Information about side effects from other patients
 - Leaflet
- Consolidation of compliance
 - www etc.
- Communication about importance of participation in clinical trials
 - Media relations, newsletters etc.



Example of newsletter to ensure motivation among physicians

NYHEDSBREV FRA NOVARTIS



november 2003

VALIANT i fint selskab

The American Heart Association's Scientific Sessions (AHA) er verdens største kongres for forskere og fagpersoner indenfor kardiovaskulære sygdomme. I år finder kongressen sted i Orlando, Florida fra d. 9.-12. november 2003.

For mange danske Investigatorer vil der være særlig fokus på mandagens program, hvor VALIANT-resultaterne for første gang bliver præsenteret. VALIANT vil således være i fint selskab med nogle af verdens førende eksperter på det kardiovaskulære område.

Desværre er det ikke alle, der har mulighed for at deltage i kongressen i Orlando, men det betyder ikke, at man er afskåret muligheden for at følge med i offentliggørelsen af VALIANT-resultaterne. Takket være moderne kommunikationsteknologi vil det være muligt at følge hele offentliggørelsen fra Danmark LIVE-on-tape. Derfor holder Novartis åbent hus tirsdag d. 11. november, hvor du, udover at følge med i offentliggørelsen, vil have mulighed for at diskutere resultaterne sammen med kollegaer fra hele landet.

Kun ganske få ved, hvad VALIANT vil vise. Men uanset udfaldet, er det vigtigt for os at diskutere resultaterne med jer, der til dagligt behandler mange patienter med akut myokardieinfarkt og systolisk dysfunktion.

Dette nyhedsbrev vil primært handle om offentliggørelsen af VALIANT, men vil også sætte VALIANT i perspektiv i forhold til hele det studieprogram, der er lagt til rette for Diovan® (valsartan) i de kommende år.

Med venlig hilsen
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Objectives after the trial

- Goodwill and experience to continue clinical trials
- Ongoing patient participation or ambassador role
- Minimize 'holes' in attention for the patients
- Motivate physician/scientist to further cooperation



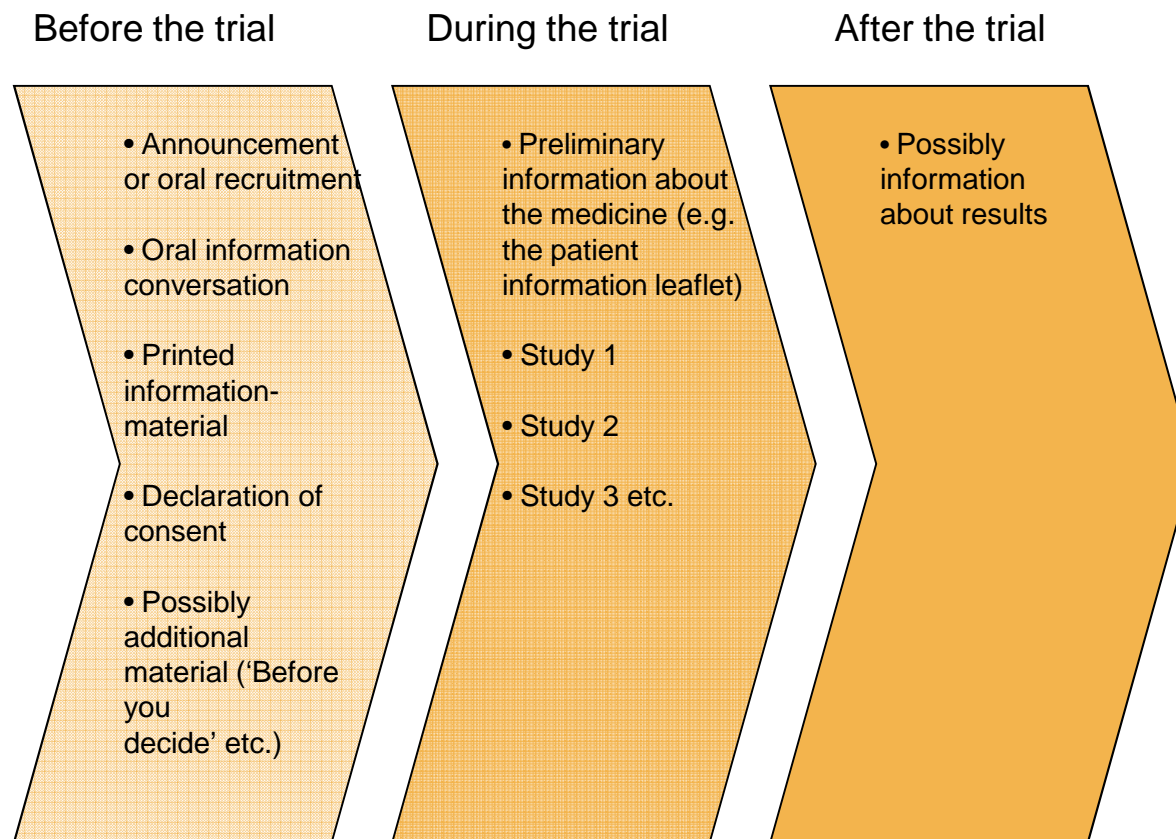
Communication after the trial

- Information to patients about results
 - Meetings, newsletter
- Information about further treatment and/or contact with the physician – according to patients' needs
 - Letter, www etc.
- Maintenance of a safe and trustful relation
 - Follow up information, newsletter, www
- Maintenance of physician's/scientist's experience of the test as scientific and career-wise platform
 - Newsletter, www etc.



An overview

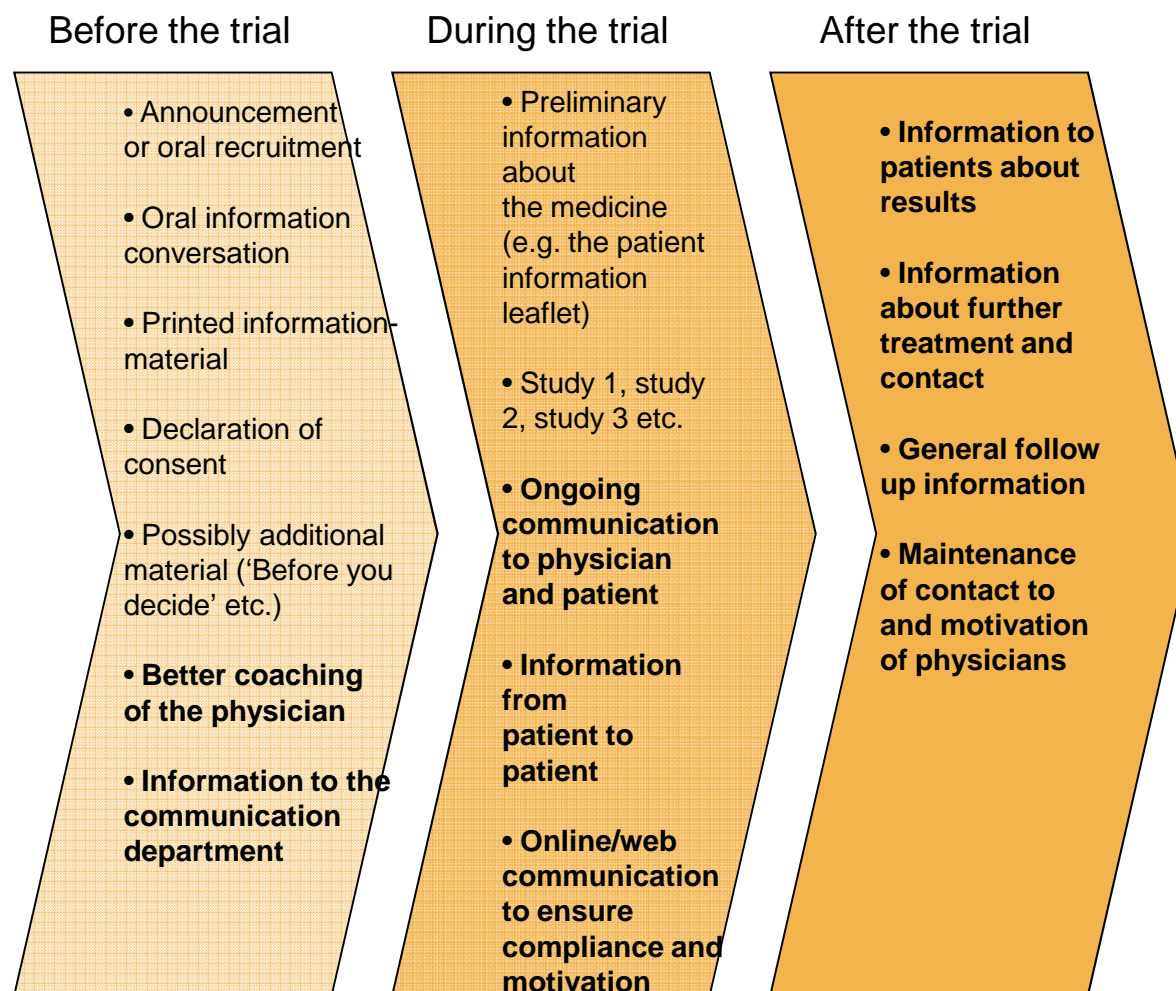
– traditional communication in clinical trials





An overview

– possible communication in clinical trials





Use communication to increase the success rate...

