

Lets build a community.

A framework for planning,  
launching and growing a  
successful clinical trial  
community

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DIA 2011  
Chicago, Illinois



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# Topics

- Best practices
- Implementation framework
- Challenges



# Best Practices



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# Community Best Practices

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## Ownership

communities cross social and organizational boundaries and require top level sponsorship

## Governance

content and applications require efficient editorial process to ensure quality, accuracy and relevance

## Fit

the most effective communities are customized for the way your community works

## Scope

don't take on months implementing only to discover your community is irrelevant - launch quickly and iterate





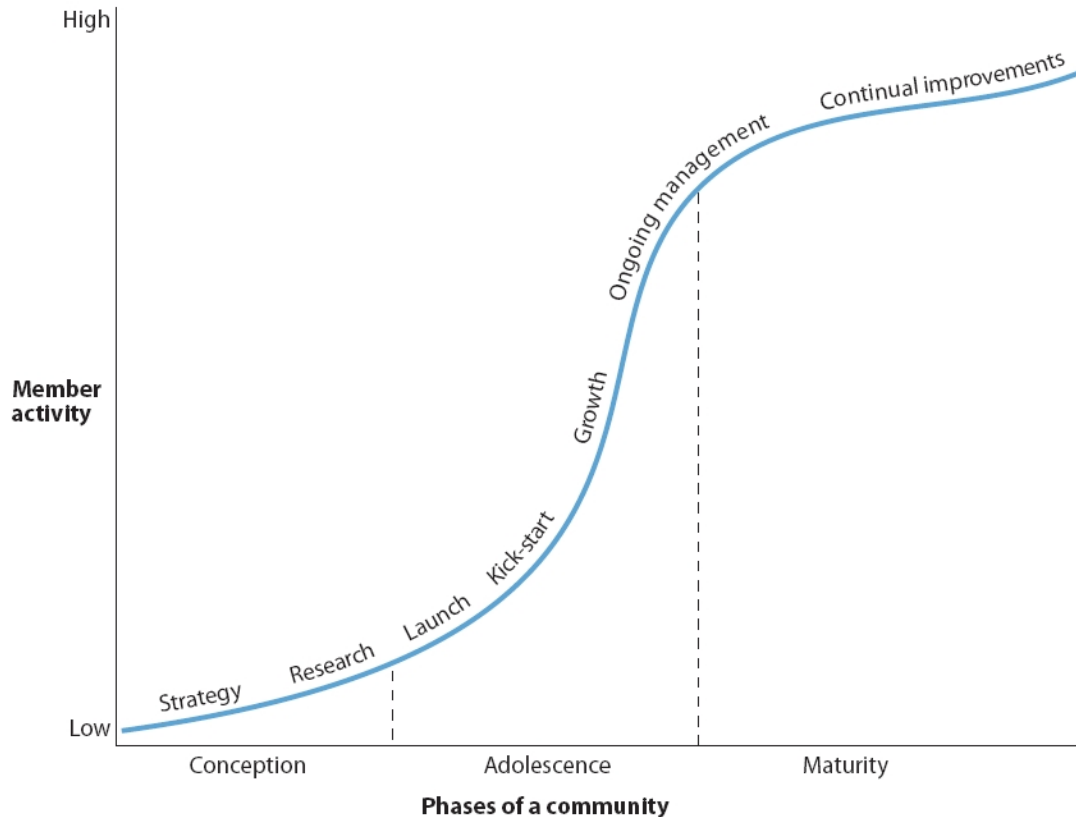
# Implementation



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# Framework

**Figure 1** Life Process Of A Successful Community



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Source: Forrester Research, Inc.

champion  
objective  
platform  
content  
focus  
adoption



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# Who is your champion?

- The community will disrupt normal channels inside and outside your organization:
  - Drug Safety, Medical Affairs, Commercial, Legal, Regulatory, Marketing etc.
  - CRO, Central Lab, IVR, Clinical Supplies, EDC, Diary, Payments, Meeting Planner etc.





# What is your objective?

- What is your objective?
- Define it - clear and concise
- Repeat it, again and again and again
- Examples
  - sites always have direct access to study team
  - a single source for all trial communications
  - make sites participation easier
  - improve relationship with sites



# Which platform?

## Inside Resources

- Sharepoint
- Custom build

## Outside Resources

- Custom build
- Marketing agency
- Social network
- Speciality vendor



# “Content is King”

Bill Gates 1/3/1996 - essay on the future of Internet value

- The biggest challenge is not platform or infrastructure but the production of useful content
  - Which documents?
  - Which excerpts?
  - What new content?
  - How to manage it?



# Focus and simplicity

- Focus on one or two key activities that are underway when you launch and seed the community with great content.
  - Protocol writing and consultation
  - Feasibility and site qualification
  - Site initiation and regulatory approval
  - Site initiation and investigator meeting



# Engaged

the members are contributing answers and suggestions in support of the greater community and connecting horizontally.

# Interactive

the community is used as a vehicle for questions to the sponsor and service providers and connecting vertically.

# Informed

community members are using the community to keep abreast of study activity, latest news and updates. The community includes the ability to broadcast information (PUSH).

# Reference

community members are using the community on-demand to access reference materials (PULL)





# Challenges



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# Challenges

- Speaking online
- Digital relationships
- Writing for the web
- Writing for the audience
- Technical skills (layout, style, markup)

Developing these skills in your staff  
is a 21st century mandate



# New processes and roles

## Processes

- User administration
- Content management
- User support
- Content support

## Roles

- Champion
- Community manager
- Content author/editor



# Global Issues

- Languages
- User profiles
- Connectivity
- Support mechanisms
- Regulatory
- Privacy



To tie it all back together

