

International E-Conference on

NURSING AND HEALTH CARE

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Journey on Clinical Trial Participation

Presentation will focus on the *Journey of Clinical Trial Participation*. Insights and data will be shared from CISCRP's 2019 Perceptions and Insights report and an April 2020 report on COVID-19 Perceptions covering patient centricity, diversity, technology, and enhancing the patient's clinical trial experience. It is important to understand the factors going into making a decision to participate in a clinical trial, to identify the challenges individuals encounter who participate, their receptivity to and the impact of new technology and supportive solutions that are currently being utilized in clinical trials and a look at new clinical trial models. The presentation will also focus on:

- Understanding the importance of patient diversity in clinical trial participation
- Exploring the different perceptions about clinical research among diverse demographics
- Ensuring patient safety and compliance through the use of relevant technologies
- Simplifying the process for patients through exploring the potential for patient apps and video dosing
- Considering the concept of continuous data collection with wearables to remotely capture, transmit, and store data in a secure platform
- Exploring the future of patient centricity within clinical trials; how is this process likely to evolve over the next couple of years?

Keywords: clinical research, clinical trials, patient centricity, diversity, clinical trial technology

Biography:

Joan is the Senior Director of Marketing & Outreach at the Center for Information & Study on Clinical Research Participation (CISCRP) where she develops, plans and executes strategic integrated marketing campaigns to support CISCRP's mission of raising awareness and understanding about clinical research and the important role it plays in public health.

Joan's experience spans 20+ years in the health life sciences and currently serves on the Board of Directors for Greater Gift, the US PharmaTimes Steering Committee for CROY, Steering Committee for Pharma Intelligence/Informa Clinical & Research Excellence Awards (CARE), Steering Committee for PopUp Star. In the course of her career, she has published in clinical trade journals and is a well-known speaker at industry conferences. Joan was formerly COO at CenterWatch. Her career included roles at ClinX, SCORR Marketing, CHI, Tufts CSDD and PAREXEL.