

DE&I Localization

Enhancing diversity in clinical trials

In 2020, the FDA issued guidance on strengthening representation in clinical trials, stressing the importance of patient diversity in improving health outcomes. But many BioPharma companies don't have the time, tools, and resources to make trials more accessible.

Where Clinical Trials Are Today

80%

of clinical trials*

are delayed due to patient recruitment issues

\$600k-\$8M

in potential daily losses*

from clinical trial delays

20,692

US-based trials** from 2000-2020

4.76M

total participants across all clinical trials

43%

reported any race/ethnicity data

80%

White participants

10%

Black / African American participants

6%

Hispanic / Latino participants

1%

Asian participants

0%

Native American participants

<20%

of drugs offered treatment benefits or side effects*** for Black patients

*Source: [Pharmafile](#)

**Source: [Science Direct](#)

***Source: [Health Affairs](#)

Making Diversity a Priority

To improve outcomes and help patients make informed health decisions, organizations must ensure everyone has access to clinical trial opportunities and information that understands:



Cultural and identity nuances that influence patient engagement



Literacy levels needed to comprehend health-related topics



Language barriers that can prevent access to relevant information



Different communication preferences of participants within a population

Centific empowers BioPharma companies to become more equitable and inclusive by enhancing diversity across the clinical trial experience.

DE&I Services for BioPharma Organizations

For over 20 years, Centific has helped Patient Recruitment, Engagement, and Marketing firms enhance their DE&I efforts, strengthening connections with hard-to-reach patient populations to boost enrollment and improve trial outcomes.

DRAGONFLY

See experiences through patients' eyes

Dragonfly assesses the clinical trial experience, providing key insights to help organizations:

- Identify and address inefficiencies in clinical trial access
- Implement best practices for addressing unconscious bias
- Develop an inclusive DE&I plan that meets FDA guidance .

ONEFORMA

Create culturally sensitive content

Powered by 1M+ users with multiple languages and backgrounds, OneForma helps businesses:

- Apply appropriate wording and design to demonstrate inclusivity
- Deliver culturally and socially sensitive content to diverse populations
- Provide health literacy resources in multiple languages

JOURNEYMATE

Remove barriers to patient participation

Journeymate delivers persona-based insights on the patient journey, enabling organizations to:

- Understand which patient populations are most likely to engage
- Optimize patient journeys to improve participation by targeted groups
- Develop more inclusive and equitable communication strategies