



ABOUT US

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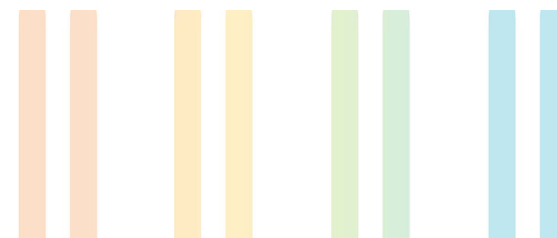
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Improving the Quality
of Patient Consent in
Global Clinical Trials

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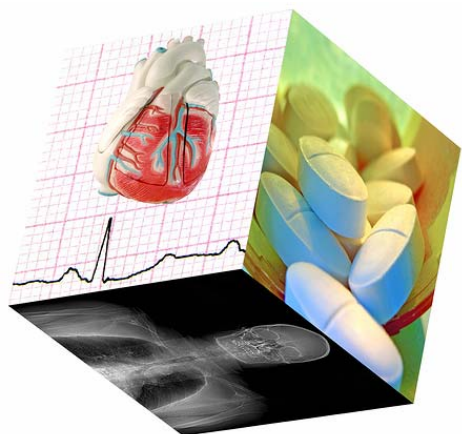
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Reel Consent™ is an instructional video designed to provide improved clinical study enrollment and informed consent quality in non-English speaking and low literacy populations.

Completely customizable, our three video modules are available in any language and can be culturally-adapted for any population.

Visual cues are brought together with narration to fully engage participants through sight and sound.



Understanding cultural differences and overcoming language barriers in clinical study recruitment is the challenge that faces most sponsors.

Our Reel Consent™ video has been designed for the study participant who may not speak English as a first language, is from another country or culture, or has low or no literacy in their primary language.

Most pharmaceutical industry studies indicate as many as 80 to 90 percent of clinical trials fail to complete on time and at least 72 percent of trials go over by at least one month.
- Malcolm Bohm, Changing Paradigms

Providing information to prospective subjects in clear, concise and culturally-appropriate language increases the likelihood of participation and reduces the chance that a participant will leave the study due to unforeseen events.

"We knew the up-front investment during recruitment was money well spent when we experienced a marked increase in patient retention and compliance over the course of our research." - Trial Sponsor Manager

A culturally applicable recruitment program available in a variety of languages is the key to successful and consistent patient enrollment.

A participant's informed consent should be meaningful. We are providing this video as a way to help patients understand what participation means for them, both in general terms and specifically to their study.

MODULE ONE

The first module takes the opportunity to teach the participant about the importance of being involved in clinical research. It explains trial design and provides useful vocabulary. Topics include:

- ◆ How does a research study work?
- ◆ Who has access to my healthcare information?
- ◆ How do I take care of my study medications?
- ◆ What if I change my mind about participating?

MODULE TWO

The second module takes the participant through the study visit schedule. This section can be customized to provide an accurate guide of what to expect and how to prepare for each appointment. By explaining each visit in advance, and in a patient's primary language, participants can properly prepare for each visit and many fears and anxieties can be eliminated.

MODULE THREE

The third module is a complete narration of the study's specific informed consent document. This section can be recited in any language. This section helps ensure all legal and regulatory requirements are met, especially in low literacy communities.

To receive a free DVD demo or to discuss pricing, please contact Molly Rhodes-Naughton at molly.naughton@atkinsinternational.com.