

Driving Diversity in Clinical Trials With Precision Targeting

AN ACUTE CHALLENGE

At Splash Clinical, it is not lost on us that historically it has been challenging to ensure diversity in clinical trials. In a **recent study** from Johns Hopkins, statistics showed that only about 40% of the trials in the study included any data on patient race or ethnicity, and of that 40%, 94% of participants were white. Though diversity cannot be confined to race and ethnicity alone, the study speaks to a deep-seated challenge in clinical trials.

Under the Food and Drug Administration's **recent guidance** to increase racial and ethnic diversity in clinical trials, many researchers are now grappling with the need to identify approaches to meet the FDA's requirements.

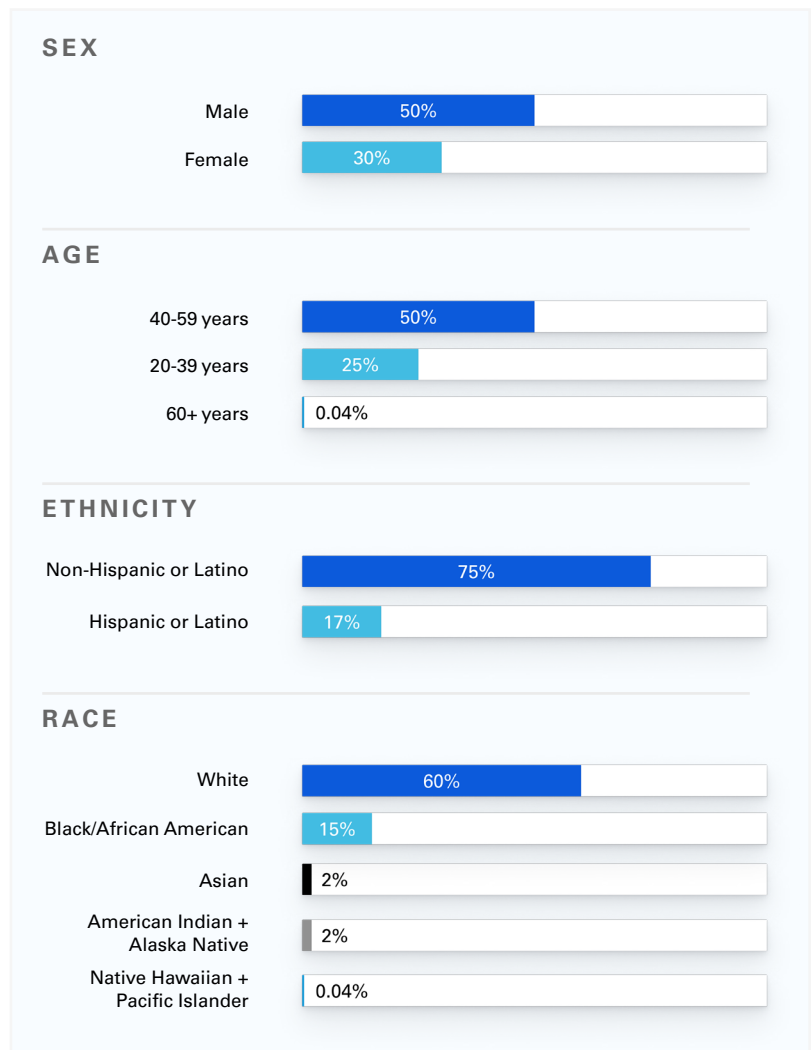
A PRECISE SOLUTION

Driving diversity in clinical trials starts with recruitment. To do our part, Splash Clinical has ingrained precision targeting of diverse populations into our patient recruitment solutions.

Precision targeting ensures that our clinical trials and studies represent the diverse world around us. Whether it is through the incorporation of images that reflect the realities of our patients, or translating ad and website copy into local languages, precision targeting allows us to meet our patients where they are.

To ensure that trials are filled with individuals who accurately represent populations, we target the following facets of diversity:

- Race
- Gender
- Sexual Orientation
- Occupation/ Education Level
- Gender Identity
- Comorbidities
- Ethnicity
- Geographic Location

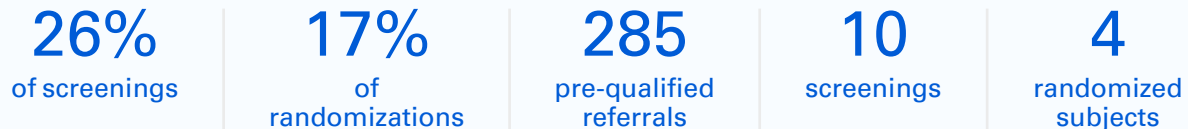


REAL WORLD RESULTS

Historically, skin color has been found to have a significant impact on the misdiagnosis of numerous diseases. It is imperative that studies are conducted to address this issue and improve healthcare outcomes for all individuals. But researchers need new recruiting tools and approaches to make forward progress. That is where Splash Clinical comes in. We are industry leaders with a track record of results in this area.

Splash Clinical is conducting a comprehensive patient recruitment campaign to bring awareness to patients of color diagnosed with moderate-to-severe atopic dermatitis. The goal of the study is to evaluate the safety and efficacy of an investigational injection in participants 12 and over.

As a result, the Splash campaign has generated...



Driving diversity in enrollment is a multifaceted challenge. It requires a holistic approach backed by advanced technologies that can scale to meet your needs. When you need results on recruitment for diverse participants, Splash Clinical is the proven partner.



If you're looking to harness the power of precision targeting to drive diversity in clinical trials visit [splashclinical.com](https://www.splashclinical.com)