



[GSK](#) is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together. We aim to positively impact the health of 2.5 billion people over the next 10 years. Our bold ambitions for patients are reflected in new commitments to growth and a step-change in performance.



The Opportunity

- » GSK believes that clinical studies should reflect the diversity of populations who are most impacted by a particular disease.
- » This starts with building trust. GSK engages with communities and advocacy groups to enhance awareness and provide education on clinical trials.



The Resources

- » The guide to [Develop Community Partnerships to Build Trust](#) supports the need for enduring efforts to advance diversity in clinical trials and requires investing in communities.
 1. Learn how community partnerships can improve clinical trials.
 2. Use the step-by-step guide to identify and develop strong community partnerships.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) project resource will increase awareness and access to clinical trials for more diverse communities.
- » Strong community partnerships will help build trust with the populations that we need to reach with our clinical trials.

Doctors and their patients look to make sound medical decisions based on data. Our job is to ensure our studies represents the patient as early and as accurately as possible.

— **Michel Reid**, Sr. Director and Head, Global Demographics & Diversity, GSK



[GSK](#) is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together. We aim to positively impact the health of 2.5 billion people over the next 10 years. Our bold ambitions for patients are reflected in new commitments to growth and a step-change in performance.



The Opportunity

- GSK's commitment to increased diversity also extends to clinical trial researchers. GSK has demonstrated this commitment by funding STEM programs to help Black, Latinx, and female students overcome obstacles as they pursue careers in science, technology, engineering, and mathematics.
- GSK is developing a diverse pool of investigators and equipping staff with cultural competence to engage with communities and advocacy groups to build trust, enhance awareness and provide information, education and outreach.



The Resources

- The resource [Diversify Clinical Teams to Build Trust](#) provides recommendations on how to engage and support diverse clinical trial investigators and other clinical trial study personnel.
 1. Learn how about the benefits of diverse clinical investigators and teams.
 2. Learn how digital tools can be used to improve representation of clinical trial principal investigators and site teams.



The Impact

- The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) resource demonstrates the great need for diversity with all members of the clinical trial team.
- Resources to help diversify clinical trial researchers early in their careers will lead to increased diversity overall and help advance health equity.

Working with a healthcare provider that inherently understands a lot about you carries an important foundational trust for everyone, but especially in historically underserved communities.

— **Michel Reid**, Sr. Director and Head, Global Demographics & Diversity, GSK



[GSK](#) is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together. We aim to positively impact the health of 2.5 billion people over the next 10 years. Our bold ambitions for patients are reflected in new commitments to growth and a step-change in performance.



The Resources

» The resource on how to [Develop a Virtual Participant Support Network to Build Trust](#) emphasizes the value of making participants feel supported.

1. Learn the value of the participant support network for improving study retention and improved outcomes.



The Opportunity

- » GSK partnered with MiOra, a Los Angeles-based non-profit organisation whose mission is to improve public health while increasing the diversity in healthcare and STEM fields by supporting high school and college students from socioeconomically challenging backgrounds.
- » Through the partnership, GSK supported MiOra's Improving the Diversity in Cancer Clinical Trial Program and trained eight California State University public health school students as community health educators with a focus on three ontologies with disparate outcomes within the African American, Latinx and older communities: ovarian and endometrial cancer and multiple myeloma.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) resource aligns with GSK's objective to build disease awareness, enhance understanding of the value of clinical research, and build trust at the community level with GSK's commitment to bringing first-class oncology research to patients with significant unmet need.
- » Students organized outreach efforts to understand the awareness and attitudes of minority women on Ovarian Cancer in Los Angeles County. They educated 331 Black and Latino women and conducted surveys to understand the impact of their efforts and the needs.

People trust information when it comes from experts from their communities. This program helps to educate future scientists who are already giving back to their communities.

— **Nisha P. Patel**,
Engagement Director, Global Demographics and Diversity GSK





[GSK](#) is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together. We aim to positively impact the health of 2.5 billion people over the next 10 years. Our bold ambitions for patients are reflected in new commitments to growth and a step-change in performance.



The Opportunity

- » GSK provides training and support to our research collaborators for success in enrolling diverse populations. The clinical trial process is complex and comes with many challenges. An important component of our commitment to diversifying clinical trials is providing the training and support that our teams need to better serve our participants.



If we conduct our operations in a way that is inclusive and appropriate and we handle the humanity of it, everyone benefits.

— **Michel Reid**, Sr. Director and Head, Global Demographics & Diversity, GSK



The Resources

- » The resource [Support and Train Clinical Trial Site Staff](#) provides recommendations on supporting clinical trial teams.
 1. The resource shares how to set clinical site teams up for success and alignment with sponsor diversity goals.
 2. The resource provides trainings and guides that sponsors can use to create training plans for digitized clinical trials and diversity.



The Impact

- » The [Diversity, Equity, & Inclusion in Digitized Clinical Trials](#) project resources can impact the overall success of clinical trials.
- » Sustained support for all stakeholders in the clinical trial process can lead to increased diversity and overall clinical trial success.

