



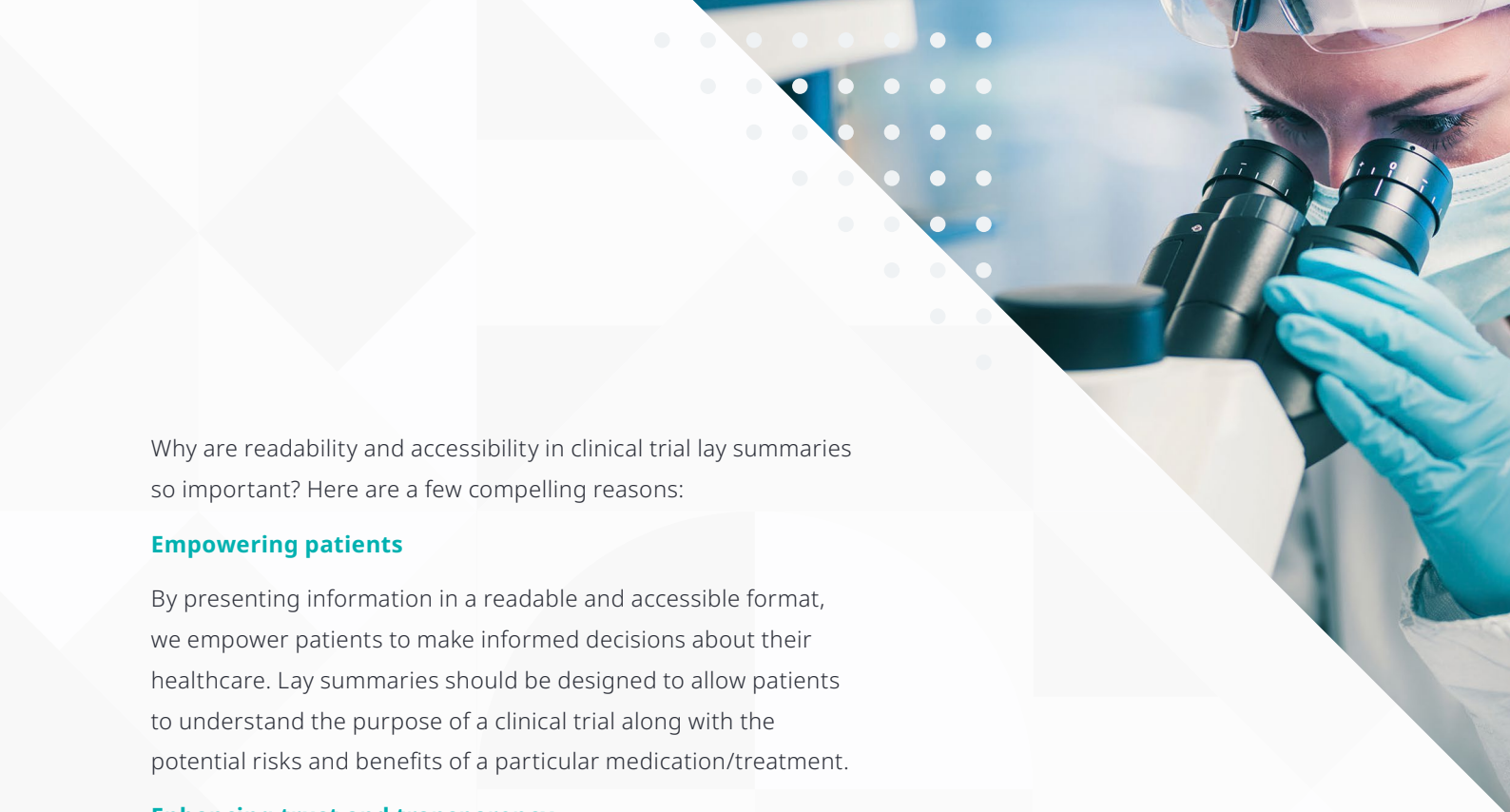
RWS Medical Writing Solutions: Empowering Readability and Accessibility in Clinical Trial Lay Summaries

Do you want your trial participants to sift through complex and jargon-filled clinical trial summaries? Do you believe that every patient, healthcare professional, and caregiver deserves easy access to vital medical information?

At RWS, we understand the crucial role that lay summaries play in enhancing patient engagement and informed decision-making. That's why we're revolutionizing the way clinical trial lay summaries are produced.

Clinical trial lay summaries help bridge the gap between trial sponsors and the general public. They can provide crucial information about the purpose, procedures, and results of clinical trials in a way that's easily understood by all. However, all too often, these summaries include overly-technical terms, complex language, and less-than-optimal UX design, making them inaccessible to the very people they're intended to serve.

Our mission is to change that. RWS' team of expert medical writers and design specialists is dedicated to transforming complex scientific information into clear and concise lay summaries. We believe that everyone, regardless of their medical knowledge, should be able to understand the world of clinical trials.



Why are readability and accessibility in clinical trial lay summaries so important? Here are a few compelling reasons:

Empowering patients

By presenting information in a readable and accessible format, we empower patients to make informed decisions about their healthcare. Lay summaries should be designed to allow patients to understand the purpose of a clinical trial along with the potential risks and benefits of a particular medication/treatment.

Enhancing trust and transparency

Clear and accessible communication builds trust between patients and researchers. By providing easy-to-understand lay summaries, trial sponsors demonstrate their commitment to transparency and inclusive participation, fostering stronger relationships with potential participants, patients, and the general public.

Facilitating collaboration

Lay summaries are not only valuable for patients but also for healthcare providers and caregivers. When presented in a clear and accessible format, these summaries enable effective communication between different stakeholders, facilitating collaboration and the exchange of knowledge in the medical community.

Supporting health literacy

Health literacy is a fundamental aspect of individual and public health. By producing lay summaries that prioritize readability and accessibility, we're contributing to improved health literacy levels and empowering individuals to take an active role in managing their health.

At RWS, we employ a unique approach to crafting clinical trial lay summaries. Our teams combine scientific expertise with a deep understanding of effective communication strategies. We simplify complex concepts, eliminate technical jargon, and create accessible layouts to ensure that your lay summaries are understood by all intended audiences.

Join us in our mission to bridge the gap between researchers and patients, one lay summary at a time. Together, we can revolutionize clinical trial communication, empower patients, and enhance healthcare outcomes.

Discover how our medical writing expertise can transform your clinical trial lay summaries into powerful tools for patient education and engagement. Together, let's make medical information accessible to all.

Learn more about how we can become *your* trusted partner.
[Contact us at lifesciences@rws.com](mailto:lifesciences@rws.com)

Who is RWS: RWS is a world-leading provider of technology-enabled language, content management, and intellectual property services whose customers include the top 20 pharmaceutical companies worldwide. We help our customers to connect with and bring new ideas to people globally, by communicating business-critical content at scale and enabling the protection and realization of their innovations. **For further information, please visit:** www.rws.com/industries/life-sciences/

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