

Three ways to incorporate Diversity, Equity, and Inclusion (DE&I) in your communications strategy



To deliver inclusive communications that connect with a diverse and multicultural audience, it is important to embrace patient insights, build trust, collaborate with physicians, and align your communications with the latest editorial and cultural guidelines.

1 Engaging patient populations



Engaging with a diverse range of voices from varying backgrounds leads to better discussions, solutions, and ultimately better outcomes. You can insightfully understand their issues and needs, alongside any social and cultural concerns, helping to develop inclusive, relatable communications that truly resonate on a human level.

2 Educating sites and physicians



Physicians and clinical site staff should build trust and demonstrate empathy towards patients and their families – particularly those from historically underrepresented communities within clinical research. Through targeted training and communications, accurate reporting of study data, and demonstrated sensitivity to the needs of different patient communities, your audience will feel valued and respected.

3 Using guidelines to your advantage



Two key resources are available to ensure that communications embrace diversity, equity, and inclusion: The JAMA guidelines¹ and the American Medical Association's *Manual of Style*². At Parexel, our patient-centric content experts have developed editorial and cultural guidelines that align with these to ensure that all terminology, language, and references used are inclusive – whether for manuscripts, abstracts, posters, or patient recruitment materials.

Effective communications are more than the sharing of data points. When done correctly, it shows who you are at your core, your beliefs, and your heart – engaging and inspiring action of every critical stakeholder.

At Parexel, we combine therapeutic expertise with creative solutions to tell an authentic story that is as simple and compelling as it is scientifically sound – strongly connecting your product with the needs of patients, their caregivers, and physicians, engaging them at every step.

To learn more, visit www.parexel.com/medical-communications

1. Journal of the American Medical Association: Instructions for Authors jamanetwork.com/journals/jama/pages/instructions-for-authors#SecReportingRace/Ethnicity
2. AMA Manual of Style: A Guide for Authors and Editors. 11th ed. Oxford University Press 2020: amamanualofstyle.com (Updates, 19 February 2021: amamanualofstyle.com/page/live-updates)

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