

Diversity, Equity and Inclusion (DE&I) in your communications strategy

To deliver inclusive communications that reflect a diverse and multicultural audience, embrace patient insights, build physician buy-in, align your content with editorial and cultural guidelines.



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



2 Educating sites and physicians

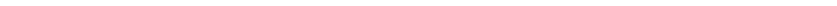


 Physicians and clinical site staff should build trust and demonstrate empathy towards patients and their families – particularly those from historically underrepresented communities within clinical research. Through targeted training and communications, accurate reporting of study data, and demonstrated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

3 Using guidelines to your advantage

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.

at your core, your beliefs, and your heart – engaging and inspiring action of every critical stakeholder.



the needs of patients, their caregivers, and physicians, engaging them at every step.

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

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)

With Heart

Offices across Europe, Asia, and the Americas

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