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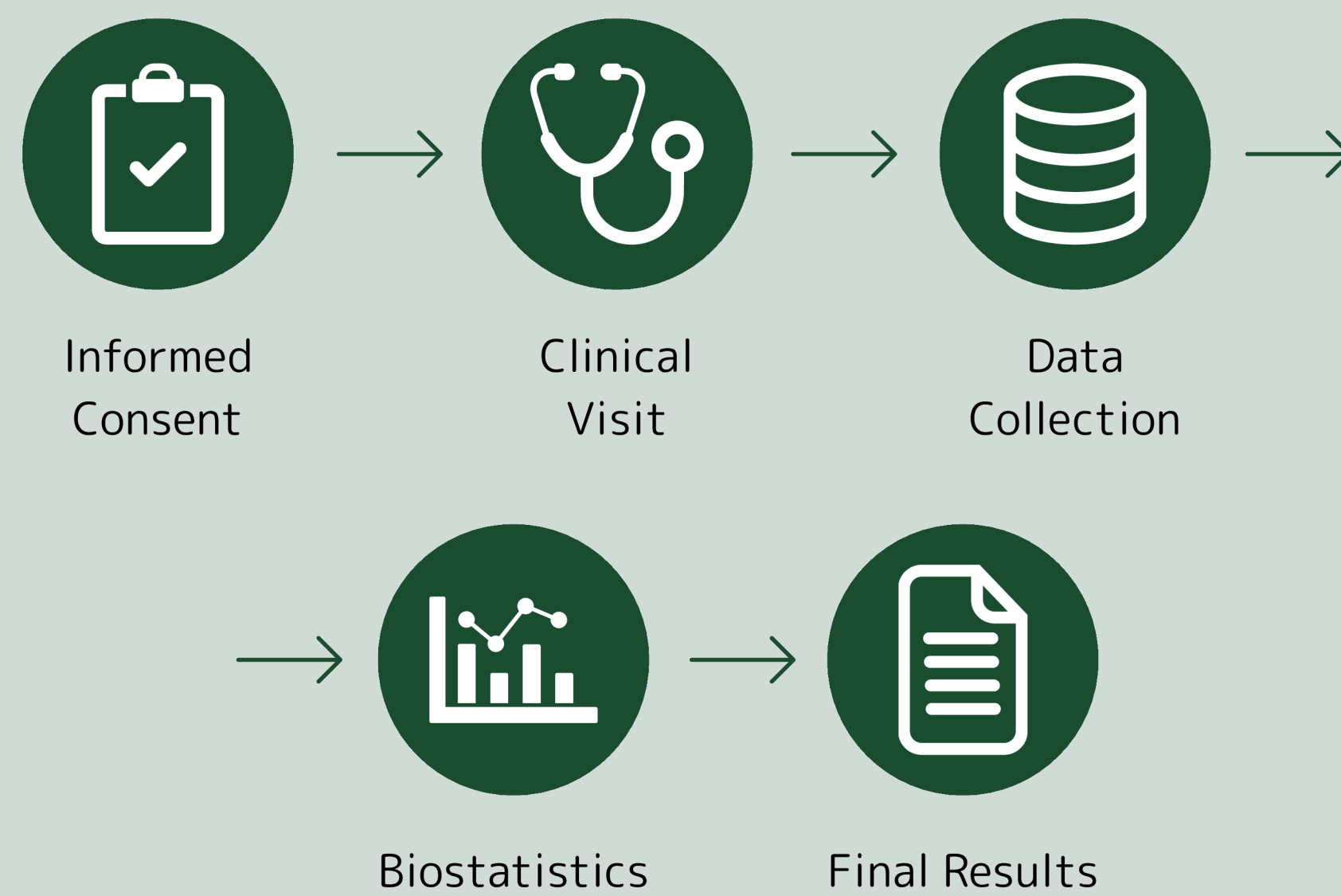
¹Independent | ²Independent Patient Advocate



Aim

Frontier Science Scotland (FSS) is dedicated to advancing public education, with a particular focus on the role of data in clinical trials. We believe that improving public understanding of how data is collected, managed, analysed and used in clinical research can contribute to higher levels of trial participation and improved participant retention. Tailored educational approaches can support greater inclusivity by reaching diverse communities, enhancing the representativeness of clinical trial populations.

Patient Data Journey Flow



Animation



Scan to watch the animation



Methods

Animations combine visual and auditory elements, making information accessible to individuals with diverse learning styles.



PPI Group Formation

Convened diverse team including FSS staff and patient advocate



Research & Planning

Identified key data journey stages and messaging



Storyboard Design

Visual narrative design and consultation



Animation Production

Created engaging visual content in English and Gaelic



Community Feedback

Iterative refinement with patient groups



Outcomes

The animation provides a clear overview of the patient data journey, illustrating:

- ✓ Informed consent process
- ✓ Initial clinical visit procedures
- ✓ Types of data collected
- ✓ Data flow via specialties
- ✓ Analysis dataset aggregation
- ✓ Final study results

 English & Gaelic

 Subtitles

 Transcripts



Key Insights

Enhanced Accessibility

Available in English and Scottish Gaelic with multi-language transcripts.

Positive Feedback

Strong reception from patient groups including BIG Patient Involvement Group.

Evidence-Based

Research shows animated videos effectively increase patient knowledge.

Improved Participation

Better understanding leads to higher trial participation and retention.