

SiteCoach™ training

Patient representation in clinical trials

Site training to strengthen representative enrollment and retention

Patient representation in clinical trials is a SiteCoach™ self-paced, online course. The course is comprised of four, 30-minute modules. It equips investigational sites to mitigate barriers that have historically prevented certain patient populations from participating in clinical trials and enhance their inclusive research practices.

Who is this course for?

This training is developed for patient-facing staff and sites of all therapeutic areas and research experience levels, and deployed by sponsors seeking stronger enrollment performance and representative patient participation.

How will this training help site staff?

Upskilling clinical research professionals drives measurable value across the trial lifecycle. This training equips site teams with practical tools to expand recruitment reach, improve pre-screening, and strengthen patient communication, supporting faster enrollment, better retention, and smoother trial execution without adding operational burden.

What will site staff learn?

Participants will learn how to identify enrollment and retention barriers, apply inclusive communication strategies in routine site interactions, and adapt recruitment and follow-up practices to reach a broader patient population while maintaining protocol integrity.

Four comprehensive learning modules



Foundations of diversity, equity and inclusion

Covers the basics of diversity, equity and inclusion as they apply to trial operations. It discusses how to provide culturally inclusive care and how to recognize and address bias.



Representation in clinical trials; what it means and why it matters

Provides an overview of representation in clinical trials, relevant regulations, and how representation impacts enrollment and retention across regions.



Understanding the barriers to achieving patient representation in clinical trials

Discusses common patient-, site- and trial-level barriers, helping site teams recognize where breakdowns occur in trial design and operations.



Practical solutions to address barriers

Provides actionable strategies to address enrollment and retention challenges, including trial start-up strategies, community engagement approaches and patient follow-up best practices for patient retention.