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Imperial Receives MarCom International Recognition for Patient Guide and Sustainability Blog Post

Grand Rapids, Michigan, October 22, 2024 – Imperial Clinical Research Services received recognition from the 2024 MarCom international creative competition for two projects. Imperial’s awards are:

Gold award, publications/blog post: *Sustainability in Business: Transparency and Keeping Score*

This blog post addresses the importance of sustainability in business, specifically in the areas of environmental, social, and governance (ESG). This post includes a description of the comprehensive process Imperial employed to obtain a sustainability rating from the Paris-based global benchmarking firm EcoVadis. The process resulted in Imperial receiving a bronze medal, placing Imperial in the top 35 percent of companies rated. The post was written by Dan McDonald, Imperial’s vice president of business development. A link to the blog post is [here](#).

Honorable mention, creative design: *Clinical Study Trial Map for Pediatric Patients*

This patient handbook was created for a major pharmaceutical company that is evaluating an investigational medication in children 6-11 years of age with pulmonary arterial hypertension (PAH), a type of high blood pressure that affects the arteries in the lungs and right side of the heart. The handbook contains detailed information about the medical tests and assessments the participants can expect at their study clinic visits. Writing and design were carefully considered to create an age-appropriate handbook for this pediatric population.

“We are honored to receive this recognition, which represents two significant aspects of Imperial,” Dan McDonald said. “ESG is essential for Imperial and all businesses, and our blog post presents a firsthand behind-the-scenes look at the evaluation process as well as the importance of an ESG program. And our patient guide represents the patient recruitment and retention side of Imperial’s business, which plays a key role in our support of clinical trial sponsors and clinical research organizations.”

MarCom is one of the oldest, largest, and most respected creative competitions in the world and recognizes outstanding achievements by creative professionals involved in the concept, direction, design, and production of marketing communications materials and programs. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. More than 6,500 entries were received from the United States, Canada, and 48 other countries. Approximately 21 percent of entries won a gold award, and around 13 percent of entries received honorable mentions.

The awards are sponsored and judged by the Dallas-based Association of Marketing and Communication Professionals (AMCP), a 29-year-old international organization consisting of several thousand creative professionals.



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About Imperial

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides best-in-class support for the clinical trial industry through ancillary trial supplies and equipment management, creating branding and research protocol-based content and design for study and site materials, print and digital production, translation services, and patient engagement. Imperial is owned by 5THGEN, a closely held investment group with a family history of five generations in business. [Contact us](#) for more information on how we can help with your clinical trial.