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Imperial Patient Handbooks Receive Industry Honors

GRAND RAPIDS, Michigan, May 1, 2020 — Two patient handbooks created by Imperial Clinical Research Services for a pediatric HIV vaccine study were honored in the 37th Annual Healthcare Advertising Awards.

- “My Trial Map,” which details what happens at study clinic visits, received a Silver award.
- “Understanding Your Study,” which explains the purpose of the study and what to expect, received a Bronze award.



The patient guides were produced by Imperial’s creative services department under the direction of Vaughn X. Anthony, director, creative services and marketing.

“It’s always rewarding to create educational materials for young patients,” Anthony said. “Developing art and content for children’s studies that explain and illustrate complex facts in a simple yet compelling way can present special challenges. We worked very closely with the study sponsor to develop materials that would resonate with the participants as well as their parents or guardians.”

The awards are presented annually by the Atlanta, Georgia-based Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing, advertising, and strategic development. Award winners were selected from more than 4,200 entries by a national panel of industry specialists who made their decisions based on creativity, quality, message effectiveness, consumer appeal, graphic design, and overall impact.

ABOUT IMPERIAL

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides support for the clinical trial industry through study and site materials, ancillary supplies and equipment, clinical translation management, and patient engagement. Website: imperialcrs.com.

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