



Case Study: MGH-CTNI: Website + Social

MGH is one of the premier hospitals on the east coast and its Clinical Trials Network & Institute helps researchers to attain a state-of-the-art study with protocol design, SAFER interviews, clinical medical monitoring, and SPCD design.

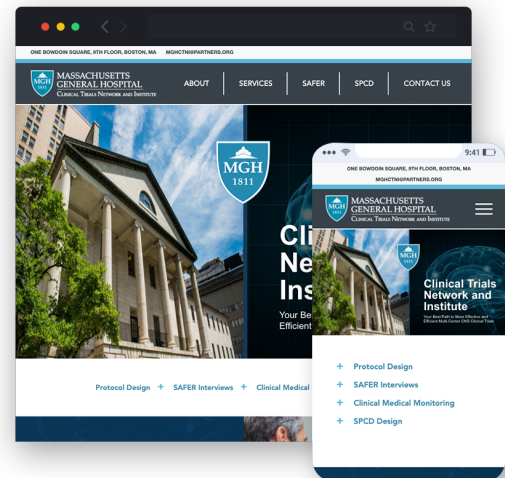
Problem

The MGH CTNI website was a legacy site that needed a dramatic redesign and a strong communications strategy that would help to better showcase the excellent results they were achieving in the research field. The research team wanted to highlight their expertise in their clinical trial protocols.

Our Solution

Tomo360 customized a new website and developed a marketing and communications strategy.

The messaging strategy process involved working with the client on the differentiation of their branding and highlight their expertise. We created marketing messaging that would help differentiate their services' unique capabilities from their competition. We also customized and branded a presentation deck of their research for their website. We created custom graphic designs and icons throughout the website that aligned with the overall branding elements.



The website process began with several meetings with the client's team to review their marketing goals and expectations. Next, we created a wireframe and reviewed it with the client for feedback. We designed a mockup prototype in PDF to share with the client. We also created a content strategy, information architecture, and an intuitive user interface for all the pages. We kept our client abreast with the changes and reviewed the changes on a weekly basis. We used Basecamp for our project management system and communication tool with the client. The new website and messaging have helped our client to present as a world-renowned research institution.

Success!

The new website and messaging have helped our client to present as world-renowned research and clinical trial center. The MGH CTNI website now showcases the excellent results they are achieving in the research field. The website is fully responsive on all devices. The MGH CTNI still retains Tomo360 for marketing outreach and website maintenance.


Results:

- Website design - modern theme, mobile responsive, and interactive user experience
- Copywriting - messaging to best target their direct audience and site visitors
- Graphic design - corresponding visuals
 - SPCD Sample Size Calculator
 - Custom graphic and icons
- Unified branding across all mediums and materials
- Branded presentation deck and proposal template
- Ongoing website maintenance

SPCD Sample Size Calculator

FIRST PHASE DRUG RESPONSE	0.6	MEAN UNDER H0(CALCULATED)	0.25
FIRST PHASE PLACEBO RESPONSE	0.4	EFFECT SIZE PERIOD 1 (EDITABLE)	0.508994206
SECOND PHASE DRUG RESPONSE	0.5	EFFECT SIZE PERIOD 2(EDITABLE)	0.841621233
SECOND PHASE PLACEBO RESPONSE	0.2	SAMPLE SIZE CONTINUOUS ENDPOINT	63
RANDOMIZATION RATE PLACEBO NON-RESPONDERS	1	SAMPLE SIZE RESPONSE RATE ENDPOINT	99
WEIGHT PARAMETER	0.5	CONVENTIONAL SAMPLE SIZE CONTINUOUS ENDPOINT	123
PROPORTION RANDOMIZED TO PLACEBO IN FIRST PHASE	0.55	CONVENTIONAL SAMPLE SIZE RESPONSE RATE ENDPOINT	189
POWER	0.8	EFFECT SIZE PERIOD 1 (LOCKED)	0.508994206
ALPHA LEVEL/ONE SIDED	0.025	EFFECT SIZE PERIOD 2 (LOCKED)	0.841621233

Calculate Update

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