



LIFE SCIENCE CONNECT

2021 CONTENT TRENDS REPORT

Top Themes & Most Engaged Titles
For Clinical Operations Readers

CONTENTS

Summary.....	03
Key Findings.....	04
Most Engaged Content By Clinical Operations Readers.....	05
Top Content Themes By Clinical Operations Readers.....	06
Content Themes Breakdown By Audience.....	07
Audience Insights.....	08

SUMMARY

According to Edelman's B2B Thought Leadership study, content marketing is one of the most effective methods of growing audience engagement, developing brand presence, and driving sales. Consistent, high-quality, and engaging content impacts audience decision-making more than any other marketing strategy. However, the study showed that **71% of decision-makers say that less than half of the thought leadership they consume gives them valuable insights**. And, if it doesn't pique their interest within the first minute, they will move on.

So, what does that mean for marketers? **You have 60 seconds to capture a reader's interest** – that's essentially the title, summary, and how it helps them (aka the hook or the call-to-action).

HOW WE CAN HELP

In the Clinical Research and Development market, Clinical Operations professionals are often the decision-makers and influencers behind buying decisions for clinical research outsourcing partners, technology platforms, patient recruiting services, laboratory services, and many other solutions.

To help you formulate your 2022 content strategy and themes, we've summarized the top trending content by clinical operations readers on Clinical Leader in 2021. This should help you develop new content ideas which will enable you to engage your target audience with helpful, differentiated content, driving business impact.

KEY FINDINGS

Very few organizations are proactive about B2B thought leadership.

Many B2B organizations do not prioritize content that offers value to the reader. There is a big opportunity for our partners across the Life Science Connect communities to collaborate with their subject matter experts (SMEs) to publish content that makes an impact with their target audience, but many aren't collaborating with their subject matter experts to produce assets that will educate and inform readers versus simply promoting their organization or products or services.

The top 20 most engaged articles were all tagged early-stage – the part of the buyer's journey where buyers seek education, advice, and insight. Suppliers seek to create awareness and establish expertise in the areas where there is a clear business need or opportunity.

The Clinical Leader audience wants to understand how to overcome common challenges.

“Bayer Overhauls its Clinical Trial Planning Process” was in the top 3 across all audiences. The topic addresses a common challenge - clinical trial planning - and offers both insights into the hurdles that must be overcome as well as how Bayer, a respectable and forward-thinking global life sciences company, achieved success as a result.

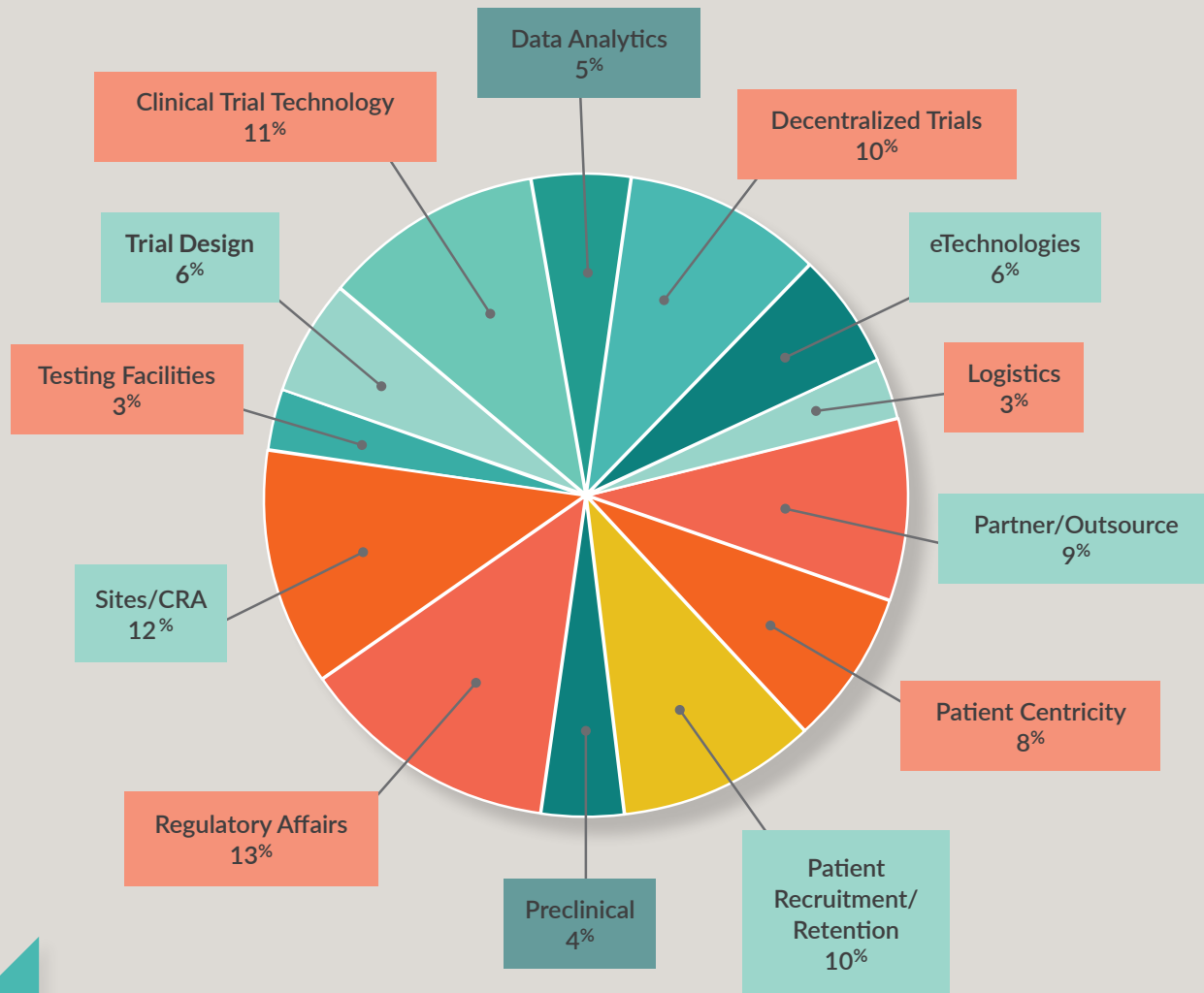
Capturing reader engagement starts with simple, targeted headlines.

Most of the headlines across the top engaged articles use the top content themes as keywords in the titles. Your headlines, in effect, are your first real point of connection with your prospective customer, so you need to get them right.

MOST ENGAGED CONTENT BY CLINICAL OPERATIONS READERS

RANK	CONTENT TITLE	CONTENT THEMES
1	What You Must Know About APAC Before Deploying Your Next Clinical Trial	Sites/CRA, Regulatory Affairs, Partner/Outsource
2	Tread Carefully Into Virtual Clinical Trials	Decentralized Trials, Patient Recruitment/Retention, eTechnologies, Clinical Trial Technology
3	Bayer Overhauls Its Clinical Trial Planning Process	Clinical Trial Technology
4	Will Telemedicine Be An Integral Part Of Clinical Trials In The Future?	Decentralized Trials
5	New Manuscript Examines FDA's Use Of RWE In Drug Approvals	Regulatory Affairs
6	ICER: FDA Has Failed In Its Responsibility To Protect Patients From Harm	Regulatory Affairs
7	Why Did Veeva Become A Public Benefit Corporation?	Partner/Outsource
8	Merck's Efforts To Increase Patient Diversity	Patient Recruitment/Retention
9	A Proactive Approach To Preparing For The Release Of ICH E6	eTechnologies, Trial Design, Clinical Trial Technology
10	Moving Up The Ladder In Clinical Research: How To Develop Management & Leadership Skills	Sites/CRA, Clinical Trials

TOP CONTENT THEMES BY CLINICAL OPERATIONS READERS



CONTENT WRITING TIP:

The top content themes illustrated in the pie chart are heavily featured in the most engaged Clinical Leader content. Note, attention was paid to the content titles – they all quickly identify the main topic of the article and tie it to the tagged theme.

There are several headline best practices here, including asking a question, well-known name-dropping, and promising solutions to common problems.

CONTENT THEMES BREAKDOWN BY AUDIENCE

	ALL CLINICAL OPERATIONS READERS	SMALL-MIDSIZE PHARMA/BIOTEC	LARGE PHARMA	CELL & GENE	DIRECTOR & ABOVE LEVEL
Regulatory Affairs	13%	13%	10%	10%	15%
Sites/CRA	12%	8%	8%	8%	16%
Clinical Trial Technology	11%	11%	12%	11%	9%
Decentralized Trials	10%	9%	10%	10%	8%
Patient Recruitment/Retention	10%	10%	11%	11%	9%
Partner/Outsource	9%	10%	7%	7%	11%
Patient Centricity	8%	8%	9%	9%	6%
Trial Design	7%	7%	8%	8%	6%
eTechnologies	6%	7%	6%	6%	5%
Data Analytics	5%	4%	7%	6%	5%
Preclinical	4%	5%	4%	5%	4%
Logistics	3%	5%	4%	4%	3%
Testing Facilities	3%	3%	4%	4%	2%

■ Overall ClinOps Audience
 ■ Lowest Rank By Audience
 ■ Highest Rank By Audience

AUDIENCE INSIGHTS

- Overall, those in a ClinOps role often wear many hats and face a variety of challenges, this is especially true for small and mid-size pharma and biotech companies. The most engaged topics in this audience included regulatory affairs, sites/CRA clinical trial technology, decentralized trials, patient recruitment and retention.
- Large pharma clinical operations teams are typically well-established and looking to take their business to the next level with topics including clinical trial technology, patient recruitment and retention, and decentralized trials.
- The burgeoning cell & gene market contains many new startups looking to learn best practices and understand what others are doing. Readers engaged topics consistently across all themes.
- ClinOps professionals in leadership roles engaged with content that helped them make strategic decisions, including sites/CRAs, regulatory affairs, and outsourcing.