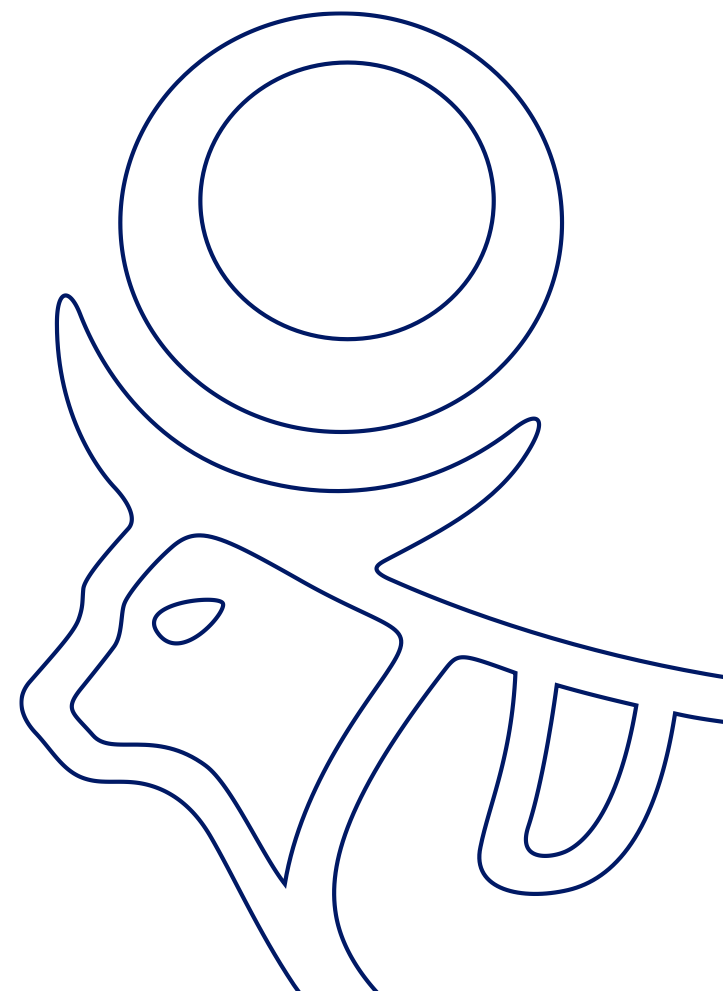


Sponsor–Site–Patient Triangle: Bridging the Gap

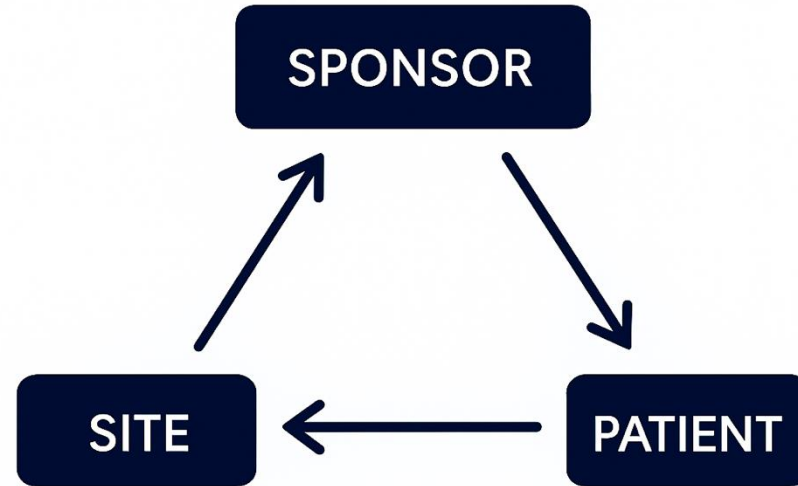
Leontina Voicea,
Senior Clinical Research
Manager Romania

14 Nov 2025



Clinical trials succeed when sponsors, sites, and patients work together.

Collaboration and **trust** are essential for **patient safety, data quality, and trial efficiency.**



- Use adapted language for patients

Objective: Strengthen collaboration and trust across all stakeholders.

The Triangle Explained

Sponsor:

- Provides funding for treatment and assessments
- Designs protocols
- Offers flexibility

Site:

- Executes the trial according to protocol
- Delivers patient care
- Focuses on retention

Patient:

- Participates in the trial
- Provides feedback



Current Challenges

Communication
gaps between
stakeholders

Patient burden
due to sites visits
and complex
procedures

Limited
transparency in
trial processes

Bridging the Gap – Communication

Sponsor to Site to Patient Communication Flow

Clear Patient Communication

Using adapted language helps patients understand complex trial information, building trust and improving compliance.

Real-time Trial Updates

Providing real-time updates keeps stakeholders informed and patients reassured throughout the clinical trial.

Direct Patient Engagement

Direct communication platforms (patient diaries) enable timely responses and direct patient engagement



PATIENT AND NURSES ON A TERRACE
AT STENO MEMORIAL HOSPITAL, NORDISK CA. 1935
From the beginning, the hospital was a scientific
hospital dealing primarily with diabetes.

Bridging the Gap – Technology

Implement	Implement decentralised clinical trials
Use	Use telemedicine for virtual visits, phone visits
Develop	Develop mobile apps for patient engagement



Bridging the Gap – Patient-Centric Practices

Offer

Offer flexible participation options

Adapt

Adapt materials for cultural relevance

Integrate

Integrate patient feedback into trial design



Benefits of Closing the Gap

- Improved patient experience and trust in continuous medical care development
- Faster trial execution
- Good quality of data
- Stronger collaboration among all stakeholders.



Call to Action



Sponsors

Invest in
engagement
tools



Sites

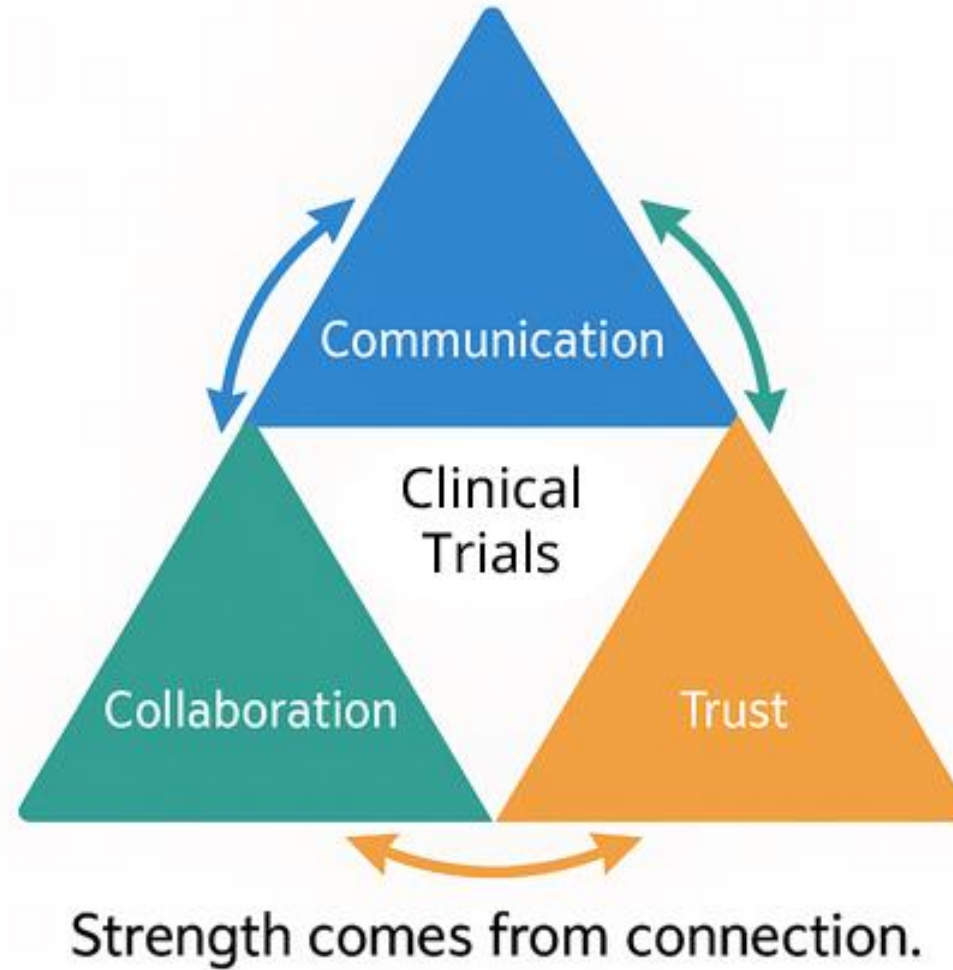
Advocate for
patient needs



Patients

Share
feedback

Together, we make research better.



Advancing medicine, improving lives!