

WEBSITE LOCALIZATION FOR CLINICAL TRIALS

ENROLLING DIVERSE PATIENTS ON TIME DEPENDS ON REMOVING FRICTION

If your website isn't clear, culturally appropriate, and easy to act on, screening and enrollment slow down. Localization goes beyond translation, adapting the full web experience so participants understand key information and take the next steps while you maintain compliant, reviewable recruitment communications.

WHAT ARE THE REGULATORY RISKS OF POOR LOCALIZATION?

Not localizing content risks patients not receiving information in a clear, relatable way, **slowing enrollment and increasing dropouts**. Poor localization can create compliance risk.

- **FDA (informed consent):** Information must be in language understandable to the subject¹
- **HHS Common Rule (informed consent):** Information must be in language understandable to the subject/LAR²
- **ICH E6(R2) Good Clinical Practice (GCP):** IRB/IEC approval should cover subject recruitment procedures (e.g., advertisements) and any other written information provided to subjects³
- **EU CTR 536/2014:** Prior interview information should be provided in a language "easily understood" by the subject⁴

THE COST OF DELAY

~80% of trials fail to meet the initial enrollment target on time. These delays are estimated to result in as much as **\$8 million per day** in lost revenue for drug-developing companies.⁵

ESTIMATED LOST SALES FOR ONE DAY OF DELAY:
\$500K-\$800K/DAY^{6,7}

ESTIMATED DIRECT COST FOR CLINICAL TRIALS^{6,8}

Phase	Direct Cost (USD/day)
Phase I	~\$5,000
Phase II	~\$20,000
Phase III	~\$55,000

56%
FASTER ENROLLMENT
SPEED WITH
RECRUITMENT SITE
LOCALIZATION⁹

TEXT LANGUAGE & CULTURAL BARRIERS SLOW ENROLLMENT

English Proficiency Of US Population
(derived from ACS data¹⁰)

- 14% Speak English "very well"
- 77% Speak Only English
- 9% Limited English Proficiency (LEP)

LEP TOTAL ≈ 27.7 MILLION PEOPLE

WHAT SHOULD BE LOCALIZED?

Things Participants Use To Decide & Act:

- Content:** Trial overview, eligibility, visit burden, locations, FAQs
- User experience:** Calls-to-action, navigation labels, error messages
- Regional conventions:** Dates/times, phone/address formats, units, reading level
- Compliance content:** Privacy/consent banners, recruitment disclaimers
- Searchability:** SEO elements: page titles, meta descriptions, hreflang, local keywords

WHY IT MATTERS

A study found that patients with **LEP were almost 3.4x less likely to enroll** compared with English-proficient patients.¹¹

HOW TO LOCALIZE

Organize A Simple & Repeatable Workflow:

1. Pick the pages that drive enrollment
2. Internationalize the site mechanics (language routing, templates, content separation)
3. Translate & localize (terminology, reading level, cultural clarity)
4. Review & revise
5. Functional QA (layout, links, forms, encoding, mobile, tracking)
6. Publish & monitor (search performance, drop-off points, update cadence)

BOTTOM LINE

Localization isn't "nice to have." It's a timeline lever, a compliance safeguard, and an access driver.

ENROLL FASTER WITH GLOBALLINK WEB

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