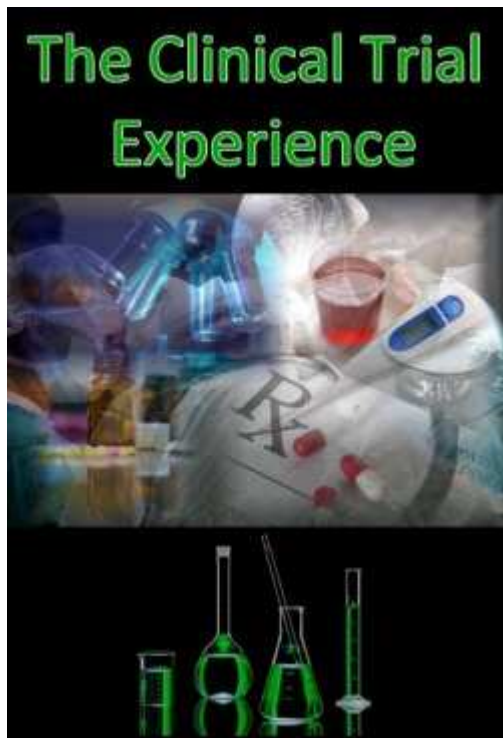




THE CLINICAL TRIAL EXPERIENCE FOR SCHOOLS, COLLEGES, UNIVERSITIES, PROFESSIONAL SOCIETIES & INDUSTRY



An exciting, creative training experience that uses easy-to-perform, easy-to-understand activities to take you through a clinical trial, from start to finish; from study design to the interpretation of results.

Participants learn why good design and careful control at all stages are essential for accurate and meaningful results, principles which can be expanded and applied to any type of experiment.

This flexible training can be customized to suit the needs, experience and ability of your group.

In Schools & colleges, Key Stage 3, 4 & 5 students see first-hand how science is applied in a real-life work environment. They are also introduced to science-based careers not commonly advertised outside the pharmaceutical industry. This training is especially useful to augment and consolidate learning for the Clinical Trials unit of Health & Social Care and Psychology at A-Level.

In Universities, understanding the clinical trial process is valuable for undergraduate and post-graduate students in life-sciences, human & biological sciences, medicine and pharmacy; in fact any discipline where graduates will apply their skills in a pharmaceutical or clinical/medical research environment. The Clinical Trial Experience can be condensed into a thought-provoking, educational presentation for University clubs and societies e.g., ChemSoc. It may also be used to augment and consolidate an existing undergraduate or graduate course of learning.

Professional Societies - **Waywood Training** offers the Clinical Trial Experience and basic training on the clinical trial process to individuals and groups who wish to expand their knowledge and understanding of how all the pieces and roles fit together to run a successful clinical trial for drug evaluation and approval. Content and presentation style is tailored to audience needs and expectations.

Industry - The Clinical Trial Experience is an excellent introduction to the world of clinical trials for general managers, sales and marketing teams, and for personnel affiliated to the clinical trial process. Important technical information, terminology and jargon is demystified and presented in an easy-to-understand way, even for those with no science background.

Key benefits of *The Clinical Trial Experience* include

- ✓ Understanding clinical trials & their importance in getting a drug approved
- ✓ Understanding how science is applied at work
- ✓ Understanding how to design an experiment & gain reliable (robust) results
- ✓ Hands-on experience reinforces & expands on theory
- ✓ Improved team, analytical & interpersonal skills
- ✓ Increased sense of achievement
- ✓ Increased self-confidence and self-esteem



 **Trainer & Training**

The trainer, Dr Stuart Wood, worked in clinical research, training and education in the pharmaceutical industry for more than 18 years and specialises in making complex processes easy to understand by all. Learn more about Stuart at http://training.waywoodenterprises.com/stuart_wood_training.html

'Stuart is a rare individual. His ability to create sense from chaos, to distil clarity of thinking from murky waters and to impart technical knowledge in a way that makes it all seem simple, is a unique gift. His dry humour and ability to view things from a different angle, was of huge value and support to me in my role. Always challenging and thorough in his dissection, Stuart was great to work with and made meetings interesting! Put simply, he is a man many could learn from, pragmatic, human, reflective and passionate about the positive impact of what he does.'

SM : DeMontfort University, Leics.

All training is conducted in a relaxed, non-threatening atmosphere. Content and training style can be 'mixed & matched' to suit the audience and can last from one hour to a whole day (ca. 6 hours).

Every training event is individually designed to meet your needs.

 **CONTACT WAYWOOD TRAINING ABOUT THE CLINICAL TRIAL EXPERIENCE**

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