

## Recently At DIA'S Annual Meeting

### **MedPoint's Bill Cooney Discusses How to Effectively Address Cultural Differences in Learning Communications at Training Study Sites in Emerging Regions**

Evanston, IL (June 15) - Bill Cooney, President and CEO of MedPoint Digital, recently addressed the biopharmaceutical community at the 46<sup>th</sup> Annual Meeting of the Drug Information Association (DIA) held in June in Washington, DC. Cooney talked on the importance of taking into account cultural differences when creating training plans for study sites in emerging regions, and he offered solutions on how to best tackle them

According to Cooney, as clinical trial designs and trial-related procedures become more complex, effective trial-specific training of study site personnel becomes more critical. "The importance of study site training is compounded further as research activities migrate to emerging regions of the world," he notes. "When training study sites across different regions of the globe, there are several key factors to consider including culture, language, practice of medicine, and technological and logistical infrastructure."

Cooney offered several key solutions and tactics to best address multicultural training needs. Among them is the use of virtual media, which is driving a revolution in how training is developed, delivered and documented. He explained that virtual media has the potential to dramatically lower costs, improve availability, and expedite delivery of effective training, especially in emerging regions, where issues of cost, quality and logistics of training are accentuated.

Furthermore, he noted, while the use of both live virtual media (webconferences) and on-demand virtual media (websites) is booming in clinical research, it's not without a mixture of failures and successes. Cooney shared best practices in the use of new media, including its limitations and how to implement it most efficiently to support effective training particularly in overcoming cultural differences and language barriers associated with conducting research in emerging regions.

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#### **About MedPoint Digital**

Headquartered in Evanston, Illinois, MedPoint Digital provides specialized digital services to the global bio/pharma industry. Since its founding in 1990, MedPoint Digital has become an acknowledged innovator of digital channels and platforms, including pioneering services in virtual meetings, online modules, and custom ePortals. Today, MedPoint Digital incorporates divisions serving the special needs of medical product marketers and clinical research programs, offering its clients a wide array of digital solutions for mission-critical activities. For more information, contact Bill Cooney, CEO, at 1-847-869-4700, or [bill.cooney@medpt.com](mailto:bill.cooney@medpt.com), or visit [www.medpt.com](http://www.medpt.com).