



# Sponsor Diversity Strategy

WCG understands the necessity of establishing an active diversity culture to support clinical research. As Diversity Strategies become increasingly important in the development of new medical treatments, WCG is here to help provide guidance based on our deep experience in diversity, equity, and inclusion as well as program and change management.

WCG's proprietary strategic framework is aligned to the current FDA-driven publications on how to incorporate DE&I into clinical program planning. It also goes beyond the regulatory guidance and includes innovative approaches that are designed to include diverse populations beyond race and ethnicity.

Through a series of strategy sessions, WCG uses our unique framework to help you collaboratively establish a Diversity Strategy for a given trial, indication, or asset. This includes reviewing how to identify and cultivate the right diverse external advisors, sharing ways to incorporate diverse participant voices, extending the central diversity strategy to sites, and conveying opportunities to ensure that diverse communities are engaged in a pragmatic and mutually beneficial way.

The resulting document generated through these activities provides a realistic, actionable plan focused on best practices that can be used to support your operational teams and sites throughout the lifespan of your trial(s).

# Build a Comprehensive Diversity Strategy at the Indication, Asset, or Trial Level



## Advisory Planning

- Conduct discovery with stakeholder interviews and core team inputs
- Provide gap analysis and recommendations
- Plan sessions based on Sponsor-provided inputs and study- or asset-specific information available



## Strategy Sessions

- Lead collaborative discussions
- Discuss best practices, common pitfalls, and TA expertise
- Review methods for patient, community, and site engagement
- Discuss potential advocacy and community relationship building



## Finalization of Diversity Strategy

- Compile and enhance information gleaned during strategy sessions
- Provide high level roadmap and prioritization guidance for strategies and evaluations