# How to Boost Racial, Ethnic and Gender Diversity in Clinical Research

Despite parallel efforts by biopharmaceutical innovators, the demographics of clinical trials today still do not reflect the racial, ethnic or gender diversity of target patient populations around the world. As advanced health systems around the world enter an era of genomic and precision medicine, lack of diversity across the clinical research landscape is a daunting obstacle.

This report describes some of the strategies different stakeholders employ to address a diversity deficit, along with their insights and experiences on the front lines of this endeavor.

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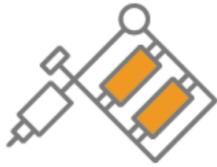
Scientists to Monitor Diabetes Through Color-Changing Tattoos

Scientists at the Technical University of Munich are pioneering a brand-new health-monitoring technology through an ancient art: tattoos. Their goal is to ink people with customizable body art that will change color based on properties of their blood.

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Why Pharma's a Friend of the Pod

According to a report last month, podcast advertising revenues will be over $1 billion within the next two years. Pharmaceutical leaders are meeting customers in their AirPods, according to iHeartMedia President Conal Byrne, because audio is a newly critical space for American content consumption.

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Uber Health's New Telehealth Deal Delivers Tech to Patients' Homes

Telehealth is on the rise and brands in and out of healthcare have been tailoring their services for the opportunity to enter the market. Uber is now moving themselves up on the list of top contenders with their new deal.

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Deep-Tech Startup Novoic Can See Alzheimer's Earlier Through Natural Language Processing

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The Duplicity of Mental Health Coverage and One City's Initiative

Only in recent years have insurance companies been mandated to provide equal benefits for mental health as they do for general medical care. An initiative in San Francisco would create a universal mental health treatment system, offering psychiatric and substance abuse services, as well as medication to any city resident.

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Sinéad Murphy, Creative Director at Syneos Health, shares takeaways from her experience judging at this year's Cannes Lions Health. Check it out in the August Med Ad News issue.

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And the Emmy goes to… GSW Advertising!

Congratulations to the powerhouse team behind the "I'm Right Here" campaign for St. Elizabeth's Healthcare, honored by the National Academy of Television Arts and Sciences - Ohio Valley. View the winning campaign here.