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## Educational Websites Win Awards

Watertown, MA, November 2, 2016– Two educational websites developed by New England Research Institutes (NERI) were recently honored with Silver Awards in a national competition. [One website](#) helps educate children and their families about the value of participating in medical research. The [other website](#) teaches clinicians about ways to better help veterans struggling with post-traumatic stress disorder (PTSD).

The Silver Awards were given in the annual W<sup>3</sup> competition, which recognizes creative excellence in web sites, videos, and marketing programs. The competition is sanctioned and judged by the [Academy of Interactive and Visual Arts](#), an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. AIVA members include executives from organizations such as Conde Nast, Disney, The Ellen Degeneres Show, Microsoft, Wired, and many others.

“Recognition by leaders in the interactive and visual arts community is a testament to NERI’s ability to create high-quality, science-based programming for our clients,” says Lisa Marceau, Executive Director and VP of Digital Strategies at NERI. “Our outstanding teams combine visual and technological creativity with research-based knowledge to craft powerful messages that can change the shape of research and dissemination.”

The PTSD Clinicians Exchange is a portal of resources that help clinicians better treat veterans and service members. It is built with their user preferences and goals in mind. The Exchange was developed by NERI in collaboration with the National Center for PTSD, VA Palo Alto Health Care System and the Walter Reed Army Institute of Research. (The website is currently under evaluation as part of a large randomized controlled trial, and will be publicly released following completion of the trial.) The site includes resources for a variety of best practices, as well as a section on ways clinicians can monitor and protect their own well-being. The site allows clinicians to:

- Share their experiences and successes with one another
- Test their knowledge
- Discuss ways to overcome common barriers
- Connect with others for help or support

The Children and Clinical Studies website provides information about the importance of pediatric clinical research. The program was developed and evaluated by NERI in collaboration with the National Heart, Lung, and Blood Institute (NHLBI). The program helps to educate children and families about why research is important and what it means to participate in a clinical trial. The multifaceted program includes:

- Website for parents (English and Spanish)
- DVDs and posters for pediatric clinics
- Postcards for clinical recruitment
- YouTube videos for parents and clinicians
- Facebook page
- Paper Kingdom video game for adolescents
- A nationally-broadcast film about the importance of clinical studies (under development)

NERI is a global, privately-held specialty Contract Research Organization providing customized clinical trial solutions and patient registry services to pharmaceutical, biotechnology, biomaterial and medical device companies. NERI also has extensive experience collaborating on federally-funded research with organizations like the National Institutes of Health. Since its founding in 1986, NERI has earned widespread recognition for its scientific credibility, efficiency, and expertise in conducting clinical trials in a variety of medical specialties. For more information, visit [www.neriscience.com](http://www.neriscience.com).

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