

OUR DIFFERENCES HOLD THE KEY TO A HEALTHIER FUTURE FOR ALL.

> Humans are 99.9% the same when it comes to our DNA. It's the rich diversity of our lives that can have a huge impact on our health.

Many factors influence how a person experiences a disease and responds to treatment, such as:



- ✓ Age, sex and gender identity
- ✓ Ethnic, cultural and family background
- ✓ Lifestyle in terms of nutrition, exercise, stress and sleep
- ✓ Education, employment and access to healthcare
- ✓ Exposure to pollution and other environmental factors

NEW MEDICINES ARE DEVELOPED THROUGH CLINICAL STUDIES.



Clinical studies are a type of medical research involving people. Clinical studies help make sure that only the safest and most effective medicines become available to the public.

Clinical studies are 100% voluntary and are conducted under strict ethical oversight.

DIVERSITY IN CLINICAL STUDIES MATTERS.



Although the world is made of people from many different ethnicities and backgrounds, the majority of individuals who participate in clinical studies tend to be White. When clinical studies represent the real world, the results tend to be stronger and more trustworthy. Representative clinical studies also help us advance health equity.

Better health equity includes EVERYONE knowing about their clinical study options and having EQUAL access to choose to participate.



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