USE CASE: Biogen- Health Literacy and Plain Language Center of Excellence





MISSION:

Biogen is a leading biotechnology company that pioneers innovative science to deliver new medicines to transform patients' lives and to create value for shareholders and our communities.

We apply deep understanding of human biology and leverage different modalities to advance first-in-class treatments or therapies that deliver superior outcomes. Our approach is to take bold risks, balanced with return on investment to deliver long-term growth.

POPULATION SERVED:

Internal use for functions creating patient- and public-facing materials (currently transparency, informed consent, and patient engagement)

USE OF THE GLOSSARY:

- The MRCT Clinical Research Glossary (CRG) was one of several sources used to develop Biogen's initial Plain Language Glossary in 2022. It became the exclusive reference for Version 2.0, released in April 2025.
- At the heart of a content reuse initiative, the CRG supports efforts to build tools and refine processes that drive efficiency and ensure clear, consistent content across teams.
- Through the new establishment of a health literacy-forward center
 of excellence at Biogen, the CRG will serve as a cornerstone in
 helping us reach our ultimate goal: to enhance patient centricity
 throughout the organization by delivering consistent, readable
 messaging to study participants and the public at every stage of
 drug development.