



MISSION:

At Bristol Myers Squibb (BMS), our mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. We are committed to advancing research, improving lives, and making information clear and accessible. Through our Universal Patient Language® (UPL) program, we simplify complex medical terms and promote health literacy so patients and caregivers can make informed decisions. We also work to expand access to treatment and advocate for health equity.

POPULATION SERVED:

Teams across BMS leverage the Multi-Regional Clinical Trials (MRCT) Clinical Research Glossary when creating materials for patients, caregivers, and the general public. Examples include plain language summaries, informed consent forms, and branded or unbranded patient educational materials.

USE OF THE GLOSSARY:

The Clinical Research Glossary is included in our suite of Universal Patient Language® (UPL) tools as a source of patient-friendly definitions on the UPL website, www.UPL.org. Additionally, it is referenced in our internal UPL Glossary, which is used across BMS when creating public-facing materials.

EXTERNAL RESOURCES

Need help with accessibility?

[Web Content Accessibility Guidelines \(WCAG\)](#)

Need plain language? Check out a few glossaries to help:

[Multi-Regional Clinical Trials Center of Brigham and Women's Hospital and Harvard Clinical Research Glossary](#)

[Centers for Disease Control \(CDC\) Plain Language Thesaurus](#)

[US Center for Disease Control and Prevention National Cancer Institute Dictionary of Cancer Terms](#)

FAQs

How do I use these tools?

Learn how to apply these resources in your work, from planning content to creating patient-friendly communication.



Building Assets

Building Assets are ready-to-use visual tools designed to help teams communicate medical concepts more clearly and consistently. These assets can be dropped directly into patient materials to support understanding, reinforce key messages, and align content with UPL standards.

When you download this package, you'll receive the **Graphic Assets Library**, which includes a foundational set of illustrations and visual elements created specifically to enhance patient-friendly communication.

[Download Graphic Assets Library](#)



Assessment Tools

Assessment Tools support teams in evaluating how well their communications reflect the UPL principles and truly serve patient needs. They can be used at any stage of development to guide improvements, spark reflection, and measure real-world impact.

When you download these tools, you'll receive two resources: the **Reflection Guide**, which helps teams self-assess clarity, empathy, and alignment with the UPL, and the **Patient Impact Measurement Framework**, which offers hypotheses and research questions to understand how UPL-aligned materials influence patient experience.

[Download All Assessment Tools](#)

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