

# Heartbeat Clinical Research Launches 'The Hearts of' Project to Redefine Trial Engagement in Communities Nationwide

---

*Shifting Clinical Research from One-Time Outreach to Long-Term Trust*

NEW YORK, NY, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- Heartbeat Clinical Research, the patient activation division of Heartbeat, today announces the launch of "The Hearts of" project—a bold, self-initiated deployment of its Activate Community offering. "The Hearts of" project empowers neighborhoods nationwide by providing essential resources aimed at improving access to clinical trials, reducing burden for patients, and supporting increased health literacy.

While traditional recruitment efforts often focus on transactional, commoditized methods—extracting data and leads from communities—Activate Community flips the model. It creates sustained, long-term community engagement by consistently showing up, listening intentionally, and offering small but meaningful value that was requested by the community. It is designed to build trust, deepen relationships, and increase participation and literacy in clinical research.

The initiative focuses on showing up early and staying late, often in communities that may have been historically left out of trial participation or have high populations of people who are affected by specific conditions. Through consistent presence, in-person conversations, and the amplification of unheard community voices, the project aims to rebuild trust at the neighborhood level. It's an intentional step toward long-term, community-led representation and trust in clinical research.

"We launched 'The Hearts of' project to show what it really looks like to build trust at the local level—and to prove that sustainable, community-based engagement isn't just possible, it's necessary," said Sarah McKeown-Cannon, Senior Vice President and Head of Heartbeat Clinical Research. "This is our real-world demonstration of the Activate Community model in action. It's something we believe every sponsor should be investing in."

"The Hearts of" project will launch on May 16, 2025, in Sunset Park in Brooklyn, New York—a diverse neighborhood with strong Latino, Chinese, and immigrant communities. "The Hearts of Sunset Park" will establish a scalable model to foster health equity and create lasting partnerships, guiding the rollout of the project across twelve additional communities across the

country. Regardless of location, “The Hearts of” project is dedicated to reshaping the perception of clinical research from an untrusted last resort in a person’s care journey to a trusted care option across the country.

For pharmaceutical companies, “The Hearts of” project and Heartbeat’s Activate Community offering provide early, scalable community infrastructure with minimal lift. It empowers sponsors and study sites to support authentic engagement efforts, whether at a study level or aligned with specific therapeutic areas, from clinical development through commercialization.

To learn more about “The Hearts of” project and Heartbeat’s Activate Community offering, visit our [website](#).

#### About Heartbeat Clinical Research

Heartbeat Clinical Research is reimagining the way we engage and recruit patients for clinical research. Born from the union of BBK Worldwide and Langland US, Heartbeat removes real-world barriers for patients, sites, and communities alike. We blend advanced data analytics, grassroots community connection, behavioral science, and culturally resonant strategies to create patient experiences that drive lasting action, not just enrollment. With decades of expertise across therapeutic areas and global initiatives, Heartbeat is building a new era of clinical research that is powered by trust, empowerment, and sustainable engagement. We don’t just recruit patients. We activate people and create new pathways to a healthier future.

Skylar Moore

Heartbeat Clinical Research

+1 562-751-5658

Skylar.moore@weareheartbeat.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/811898271>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.