



COLLABORATE FORWARD

December 15, 2020

Meeting Notes: Diversity in Clinical Trials

Summary of Key Points

What is the future of diverse enrollment?

- Create collaborative initiatives and observational outcomes; we must keep in mind the work burden on the sites to make ideas effective
- Artificial Intelligence will be in part of the future; better indications as to why a site is or isn't doing well; better data capture as long as burden not on sites
- Modernizing the way, we communicate with the patient and their families will help with inclusion. Telemedicine will be a tool to improve diversity. It is important to send a message is that it is not meant to be intrusive into their families.
- Consistent messaging; include trust in the message as it's especially imperative with diverse populations
- Innovations are on the horizon that will help diversity. One innovation that will help is providing transportation to get the patients to the site. Now more sponsors are providing a budget for UBER or other transportation. It helps the client through one of many of the hoops they have to jump through to get an MRI or scan. Many use buses and do not have a car. Could expect more diverse representation in a study if we examine these types of obstacles.
- Awareness and education; include the patient's voice
- Assist Sponsors/CROs with campaigns

Pitfalls/Lessons Learned

- We never accounted for sites in diverse locations; important to educate sites and provide the necessary tools
- Sponsors/CROs have said diversity is the mission – this is the impetus – renewed energy and importance with Sponsors/CROs; increase diversity mission and expand reach
- Must be purposeful – rarely defined that we include diverse population; should be part of the inclusion/exclusion process
- Think of diversity beyond race and ethnicity and include patient access to wellness and trials. Underrepresented minorities - we cannot overlook the underage groups. Younger people take care of their elders and are involved in the decision making (translators). Social media can be used to reach these young care givers. It is not just the exposure of the advertisement alone, but it is the actual content of the message of what you want to convey.
- Need to increase access to the under privileged and poor as part of the focus on diversity.
- Establish timelines with all stakeholders
- Strategic focus on diverse populations; partner with all organizations – churches, mosques, synagogues, etc.
- Imperative to understand cultural backgrounds; include multi-cultural staff at sites; advertise in their languages; sponsors need to translate in other languages
- Educate communities and community physicians
- Share resources
- Sponsors/CROs need to ask sites what technologies work; complicated apps are a problem
- Be mindful of obstacles