



COLLABORATE FORWARD

## February 23, 2021 Meeting Notes: Oncology NOW Summary of Key Points

### How can the collaboration between oncology sites and industry evolve to improve outcomes now?

- Simplify clinical trials creating a better experience for patients
- Adaptable mindset important for patient retention
  - Continue developing innovative solutions
  - Sites to consider participating in pilot studies; improves process
- Maintain momentum to continue heightening awareness in clinical research
  - Utilize momentum to engage patients in new ways and recruit more diverse patient populations
- Adopt new technologies allowing more flexibility for patient participation
  - “The new currency is flexibility”
  - Address workflow challenges when implementing new processes or technology
- Effective patient communication and trust is critical
  - Transfer of knowledge is imperative
- Imperative to listen as all industry stakeholders are sharing the same thoughts
- Win-win solutions afford sites the opportunity to facilitate partnerships
  - Collaborative approaches are paramount