



Methods for Improving Clinical Trial Awareness among Patients and Patient Advocates

FAQs

How are we communicating as a team or institution to ensure all patients are considered potential candidates for clinical trial enrollment?⁴

Strategies for Targeting Patients⁴

- Give all new patients generic CCT educational materials to enhance understanding.
- Provide patients with welcome letter signed by program leader and patient's oncologist letting them know clinical trials may be discussed during visits.
 - To minimize cost, letter can be included in existing new patient packet.
- Ensure all patients are systematically screened for eligibility, and eligible patients approached.



Strategies for Targeting Patients (Enrollment)⁴

Study

- Study and address cultural values, biases, and beliefs of patients that could potentially act as barrier to awareness & enrollment.

Discuss

- Discuss potentially eligible patients at team or group meetings.

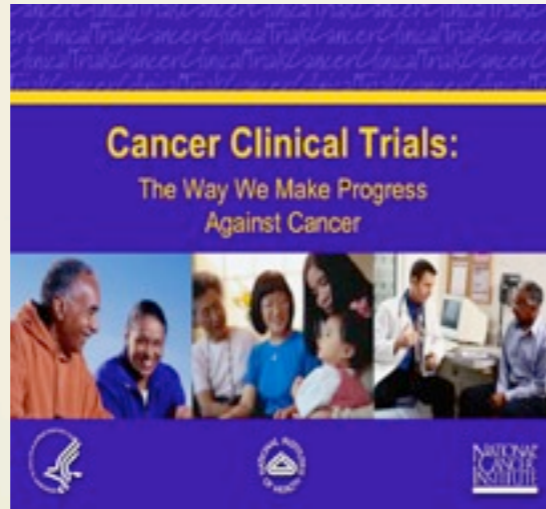
Track

- Track screening, eligibility and approach rates and reasons for decline, by ethnic/racial groups.

Document

- Document the approach and response and adapt accordingly.

Strategies for Targeting Patients



Using Culturally Relevant Educational Materials

- **Types:** print materials, educational video
- **Delivery:**
 - Passive: office waiting rooms, exam rooms, etc
 - Active: clinical trial brochures handed out by staff
- Provide all cancer patients with information about CTs

Strategies for Targeting Patients



Clinical Trial Education: Sample Education Videos

- Participating In Cancer Clinical Trials: What You Need To Know
- Stories of Strength: Making the Decision to Enter a Lung Cancer Clinical Trial (Part 1 of 3)
- Stories of Strength: Making the Decision to Enter a Lung Cancer Clinical Trial (Part 2 of 3)

Using Patient Navigators



- Patient navigators have been successfully used to engage minority cancer patients in clinical trial participation.¹³



- Use of oncology nurse navigator to educate and recruit patients at community clinics.¹³



- Implementation of website for patients and healthcare professionals to review available trials in a low-literacy, bilingual format.¹⁴



- Toll free number provided to contact bilingual clinical trial navigators.¹⁴

Case Study 1: Community-based Oncology Nurse Navigation Program at USC Norris ¹³



- Goal: Increase CT awareness and facilitate community-based recruitment of patients to CCTs.
- Role of research nurse merged with professional patient navigator to create oncology nurse navigator.
- Nurse navigator engaged Black cancer patients in the office of their community physicians.
- Informed patients about and enrolled eligible patients into CCTs sponsored by University of South California (USC) Norris.

Case Study 1: Community-based Oncology Nurse Navigation Program at USC Norris ¹³



- Nurse navigator also facilitated physician participation in CCTs by keeping them informed about available trials at USC Norris Cancer Center and reducing trial-related workload.
- CCT enrollment of Black patients rose from 3% to 7% at USC Norris during program period.

Case Study 2: IMPaCT Program at the University of Alabama at Birmingham (UAB)



- IMPaCT - Increasing Minority Participation in Clinical Trials
- Patient navigators integrated into multidisciplinary coordinated care system for newly diagnosed cancer patients at the UAB Comprehensive Cancer Center.
- Patient navigators educate new and returning minority patients about clinical trials prior to clinic visit.

Case Study 2: IMPaCT Program at the University of Alabama at Birmingham



- Patients are also assessed for any barriers that could hinder clinical trial enrollment and participation and navigators help patients problem-solve and overcome those barriers.
- Encounters with patient navigators help enhance patient experiences, facilitate their introduction to clinical trials, and provide overall support.

Using Patient Advocates



- Patient advocates can play vital roles in raising awareness about CCTs through peer education and support (e.g. buddy system) and community outreach by sharing their experiences – patient testimonials. ⁸
- Cancer patients, clinical trial participants, survivors and family members or other support persons can act as patient advocates for improving awareness about clinical trials.

Case Study: Patient Advocates at the Carle Cancer Center (Urbana Illinois)¹⁵



- Patient advocates at Carle work to raise awareness about CCTs by working with the research team to coordinate seminars and other outreach projects to educate patients and the community about clinical trials.

Patient Advocates at MD Anderson Cancer Center

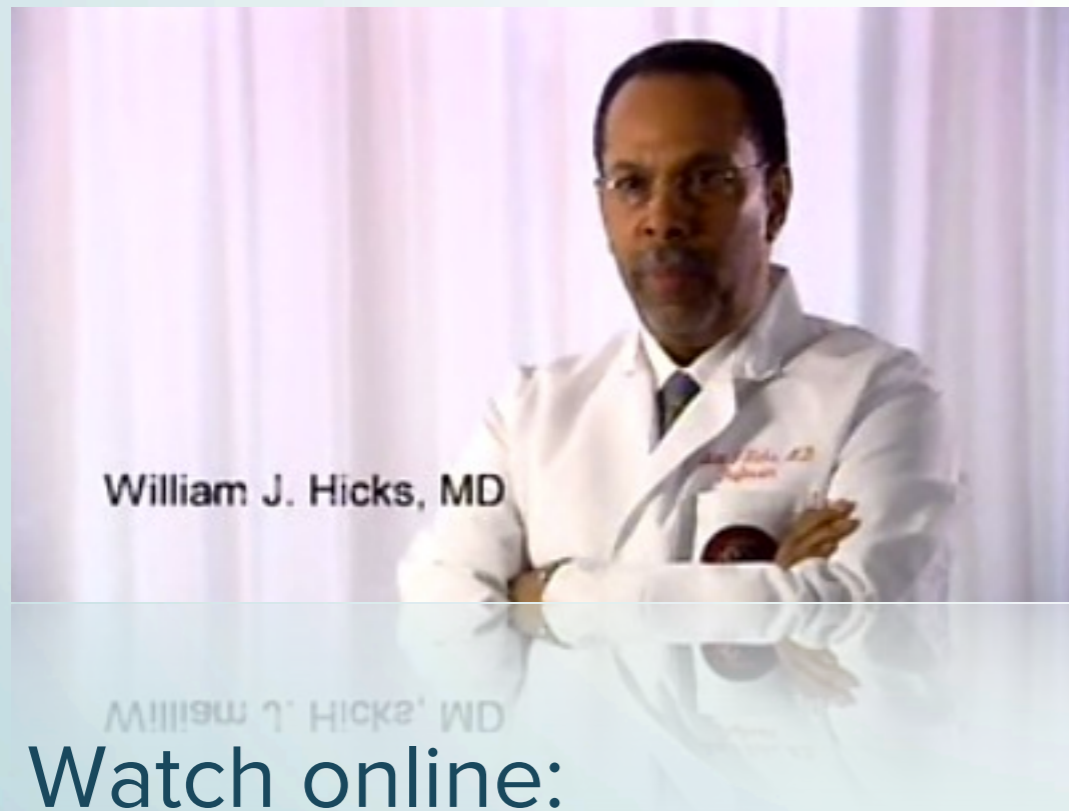
Longtime friends and MD Anderson patients Claudine James and Pamela Lewis discuss their involvement with the Breast Cancer Research Program, a national patient advocacy group funded by the Department of Defense.

Footage courtesy MD Anderson



Claudine James
Administrative Judge
U.S. Equal Employment Opportunity Commission

The Ohio State University Cancer Center Clinical Trials: Pathways in the Quest



Clinical Trials: Pathways in the Quest is a one-hour multimedia presentation that introduces early-phase cancer clinical trials to the urban community.

http://cancer.osu.edu/patientsandvisitors/cancerinfo/support/diversity/watch_clinical_trials_video/pages/index.aspx

What Works Targets for Increasing Clinical Trial Awareness

Patients and Patient Advocates

Educational Materials

Provide educational materials on CTs to all new patients

Screen and Match

Systematically screen all patients and match with CTs

Navigators and Advocates

Use patient navigators and patient advocates

Engaging Future Partners

For more information and opportunities to implement and evaluate the strategies presented, please refer to the following pages in this Training Course:

- Resources for Improving Clinical Trial Awareness (review & rate existing resources)
- Important Literature on Methods for Improving Clinical Trial Awareness and Enrollment