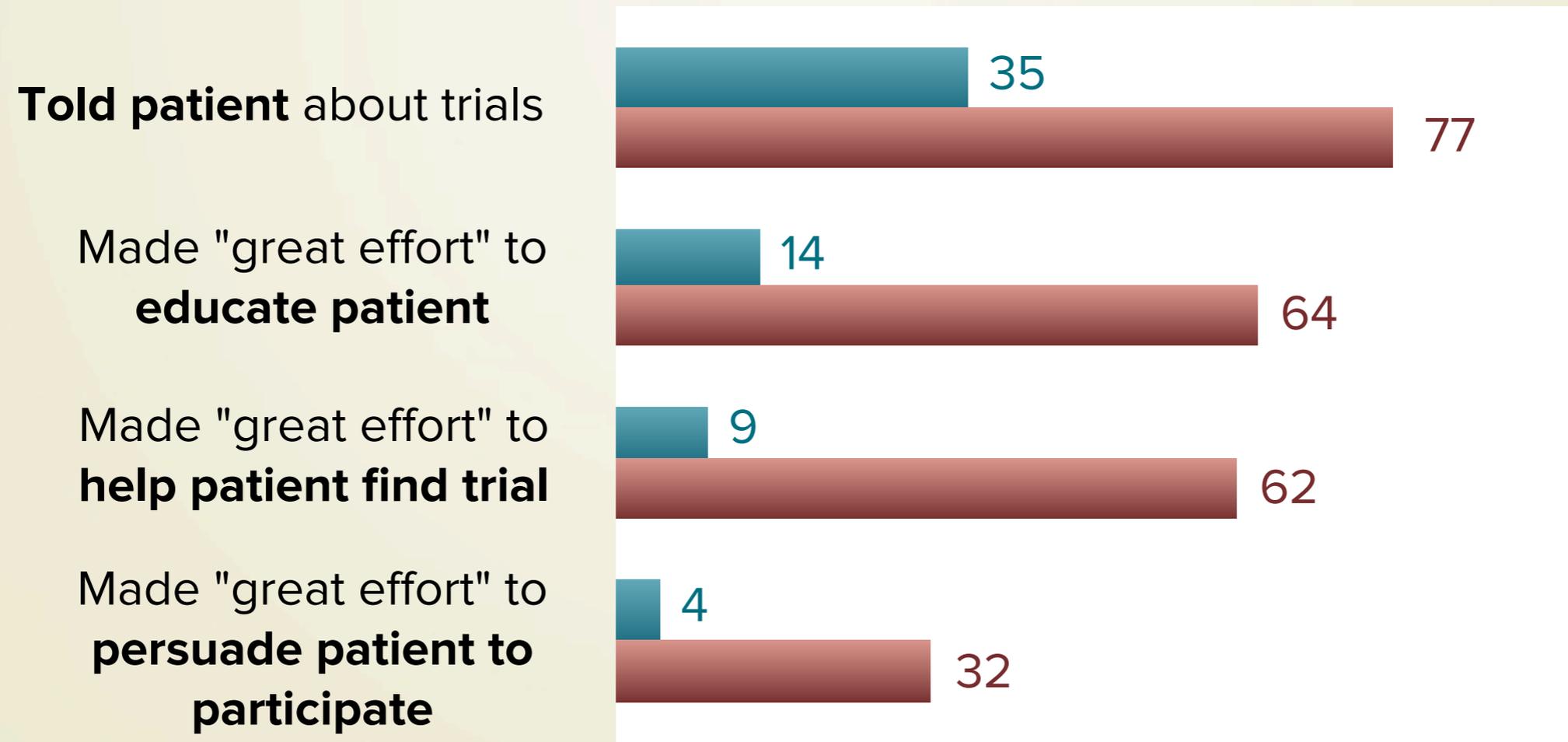


A blurred background image showing three healthcare providers in a hallway. One person in the center is wearing teal scrubs, while the others are in white lab coats. They appear to be engaged in a conversation or looking at something together.

Methods for Improving Clinical Trials Awareness Among Healthcare Providers

Role of Physician in Clinical Trials Participation



- Patients who do not participate in clinical trials
- Patients who participate in clinical trials

Source: **A Quantitative Survey of Public Attitudes Toward Cancer Clinical Trials**
R.L. Comis, C.R. Aldige, E.L. Stovall, L.U. Krebs, P.J. Risher, H.J. Taylor (2000)

FAQs

How do we get primary care providers and other referring physicians more engaged in making referrals to our practice or institution?⁴

Targeting Healthcare Providers

- Physician referral is one of the most effective clinical trials recruitment strategies but physicians' lack of awareness on clinical trial availability is a contributing factor to non-referral rates.⁵⁻⁷
- Opportunities for involvement of community physicians in clinical trials:
 - **Planning Phase:** Engagement of community physicians improves trial design.⁸
 - **Partnership:** Collaboration with local primary care physicians enhances awareness of clinical trials.⁹

Strategies for Engaging Local Physicians^{4,10}

- Build new relationships and reach out to existing networks.
- Educate referring providers about clinical trials in general, and types of trials available at your institution.
- Recommend actions for the referring physician and his/her team, such as advising them to introduce the concept of a clinical trial as a viable treatment option.

Strategies for Engaging Local Physicians^{4,10}



- Publish reports, newsletters, websites or letters outlining your clinical trial, that can be shared with local physicians.



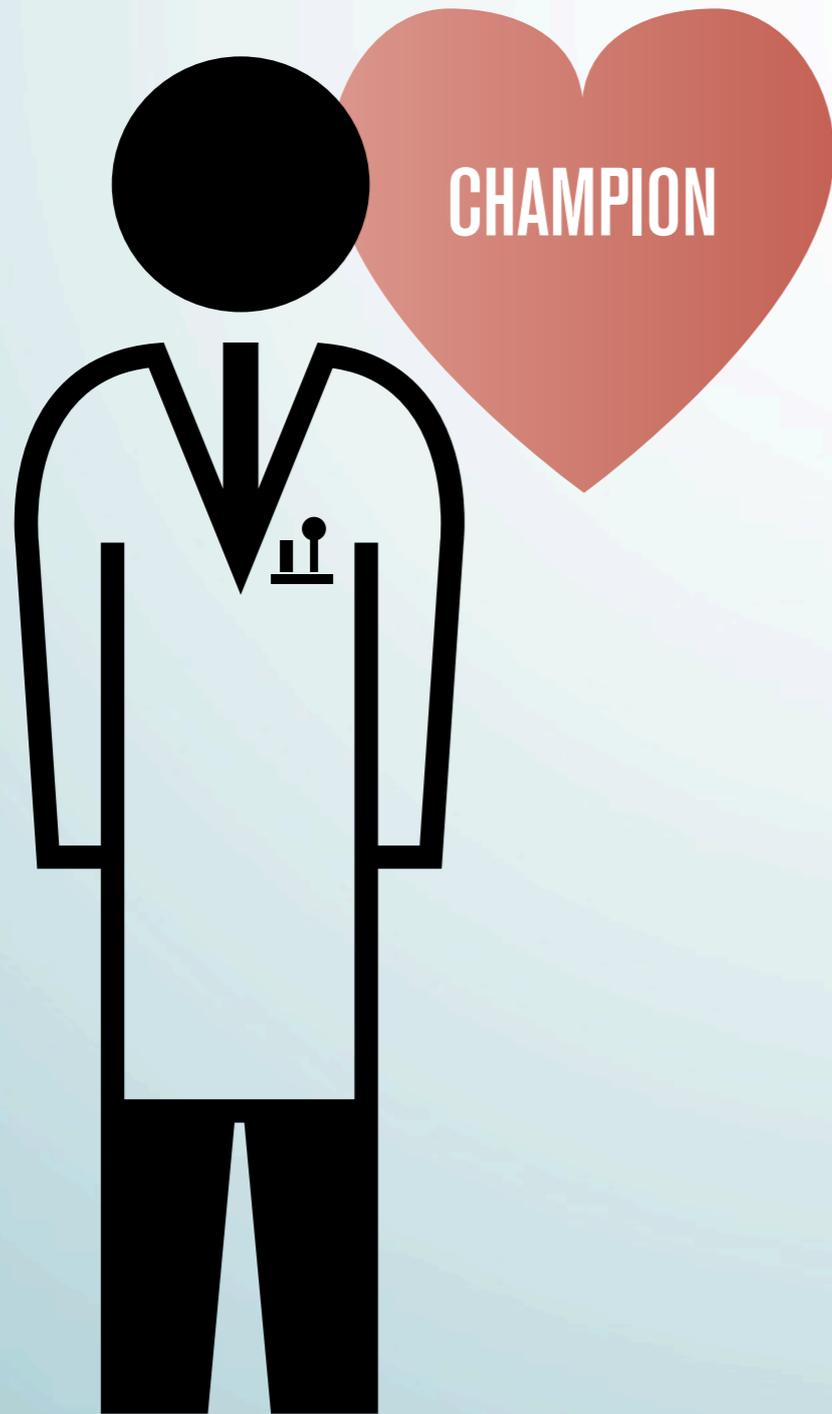
- Develop a clear policy for maintaining communication and keeping them updated about their patients.



- Make presentations before local physician groups and medical societies.

Establish realistic expectations; set practical goals.

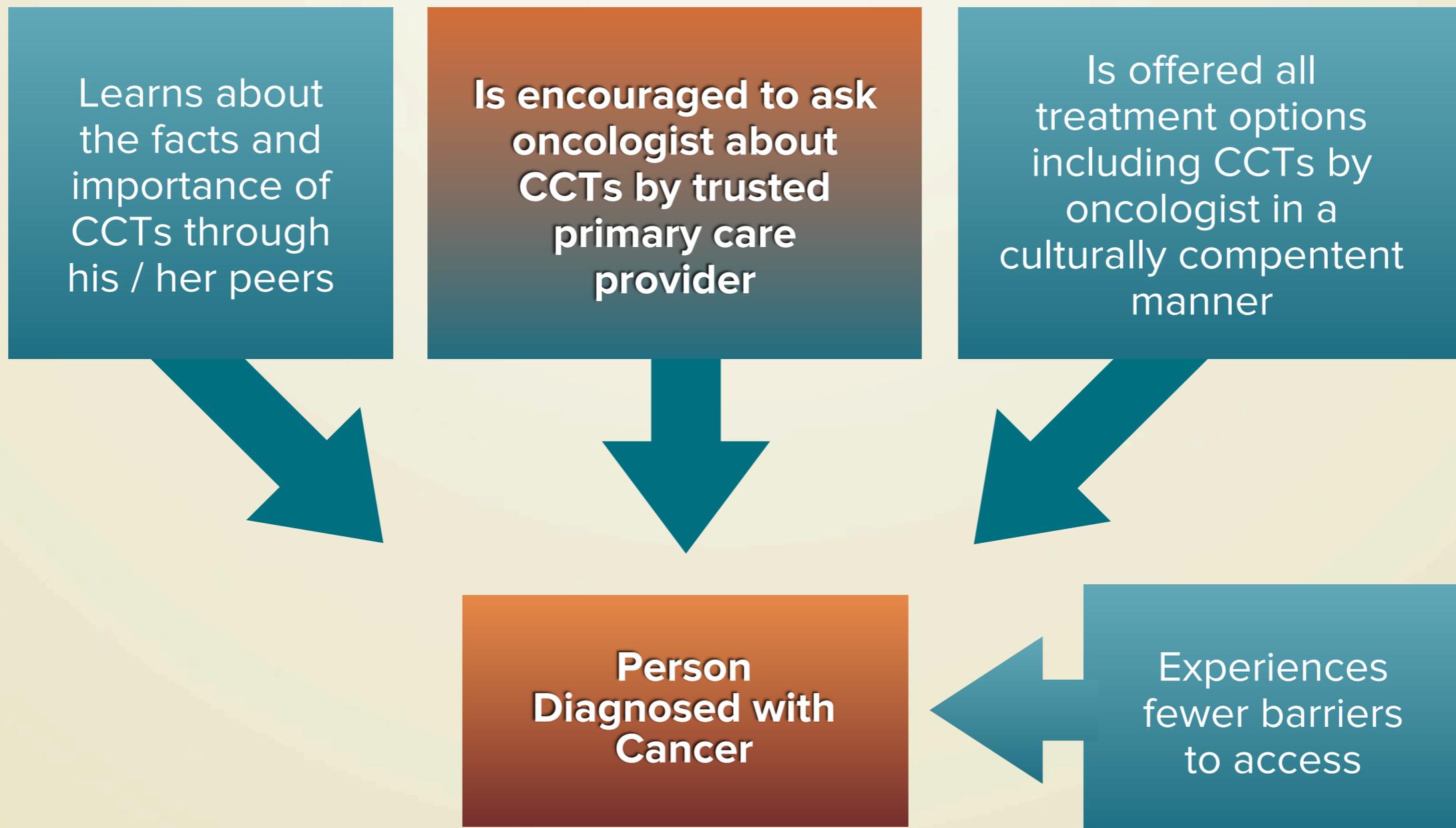
Practical Example: “Physician Champion”



- The concept of “physician champion” has been used to engage physicians by designating a specialist to serve as the local principal investigator for a study.⁹
- Consider collaborating with healthcare providers and/or institutions that see a great proportion of minority patients.

Case Study: ENACCT's Pilot Education Program (PEP) for Primary Care Providers¹¹

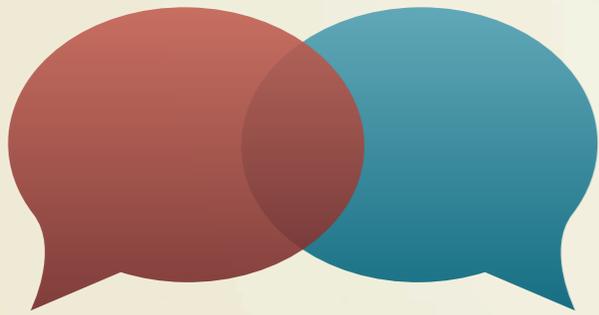
ENACCT's Model for Community Based Clinical Trials Education



Case Study: ENACCT's Pilot Education Program (PEP) for Primary Care Providers¹¹

- The Education Network to Advance Cancer Clinical Trials (ENACCT) team held training programs with selected primary care “provider trainers.”
- Goal of program included:
 - Change in knowledge, attitudes and beliefs about cancer clinical trials (CCTs) among trainees;
 - Positive changes in attitude on their role in CCT referral; and
 - Increased discussion with patients and peers about CCTs

Case Study: ENACCT's Pilot Education Program (PEP) for Primary Care Providers¹¹



- Training emphasized types of discussion primary care providers (PCPs) could have with their patients and peers about CCTs, framing CCT access as a quality of care issue.



- Provider trainers delivered four 2-hour workshops to other PCPs on feasible clinical trial discussions with patients.



- PCPs who attended this educational program had a significant increase in knowledge about CCTs and positive attitudes about the role of a PCP in referring patients to CCTs.

Engaging the Health Care Team

- Educate and train staff to explain clinical trials to minority patients¹²
- In addition to knowing protocol requirements, staff must be aware of and sensitive to cultural beliefs and norms as well as participation barriers (see training module on Cultural Competency)
- Staff must possess effective communication skills to effectively assess patient's level of acceptance.
- All members of the health care team should be educated and committed to the goal of improving minority participation in clinical trials.

What Works Targets for Increasing Clinical Trial Awareness

Healthcare Providers

Inclusion

- Include community providers during planning phase of trials

Collaboration

- Collaborate with local referring physicians and oncologists

Awareness

- Improve staff awareness of patients' cultural beliefs and norms

Education and Commitment

- The entire team should be educated and committed to the goal of improving minority accrual to Clinical Trials

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