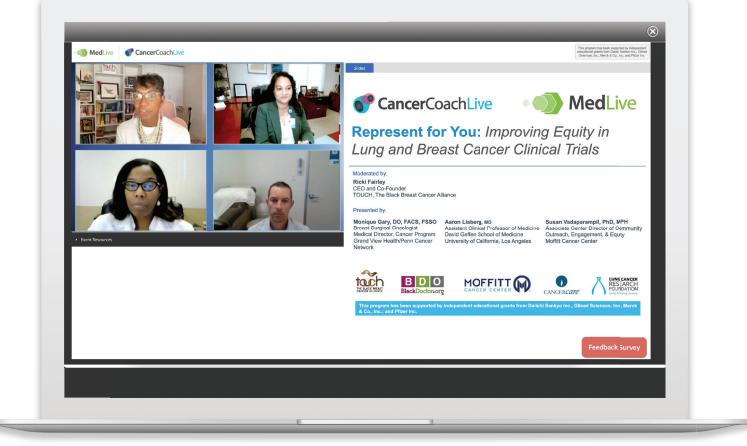
How patient-clinician education can strengthen partnerships and promote tangible actions to improve clinical trial diversity in breast and lung cancer trials

Authors: Tariqa Ackbarali¹, Ricki Fairley², Susan Thomas Vadaparampil³, Aaron Elliott Lisberg⁴, Raymond Osarogiagbon⁵, Monique Gary⁶ Affiliations: ¹PlatformQ Health Education, Needham, MA; ²TOUCH, The Black Breast Cancer Alliance, Annapolis, MD; ³H. Lee Moffitt Cancer Center and Research Institute, Tampa, FL; ⁴UCLA, Los Angeles, CA; ⁵Baptist Cancer Center, Memphis, TN; ⁶Grand View Hospital, Sellersville, PA

This initiative is supported by independent medical education grants from Daiichi Sankyo Inc.; Gilead Sciences, Inc.; Merck & Co., Inc.; and Pfizer Inc.

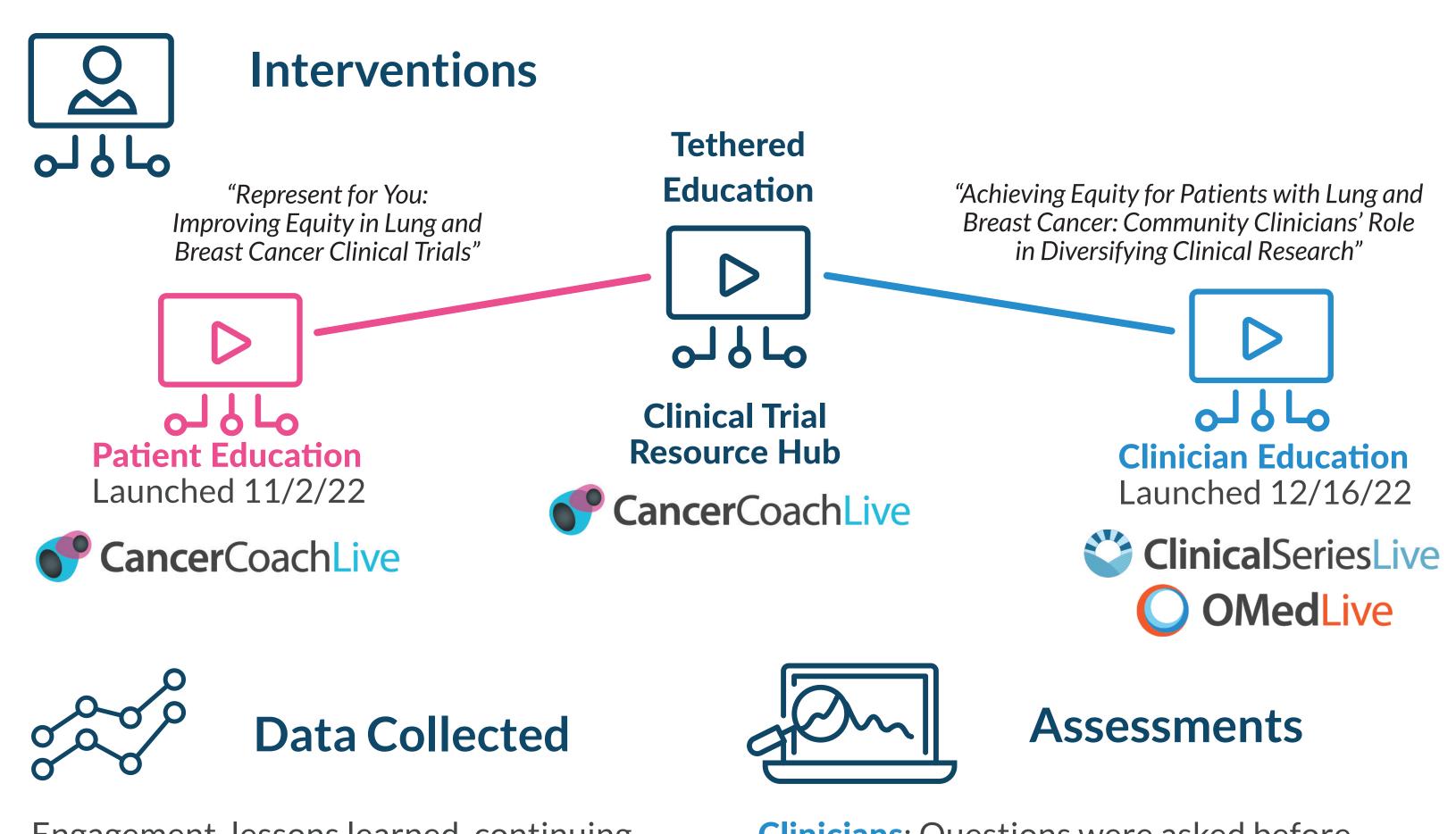
INTRODUCTION

Some of the greatest disparities in cancer care are related to clinical trial access for patients. To address the racial/ethnic disparities in breast and lung cancer clinical trials, a tethered educational initiative was designed to empower patients, assess current clinician perceptions/practices, and improve awareness of real-world perspectives of clinical trials.



METHODOLOGY

Educational Program and Evaluation Details



Engagement, lessons learned, continuing gaps, and behavioral changes; engagement via social-media channels was assessed via impressions, views, and completions.



Social Media Enhancement

Clinicians: Questions were asked before,

immediately post, and 2 months after activity completion.

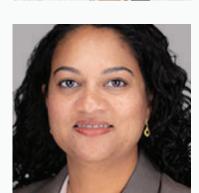
Patients: Questions were asked during in-session polling, in the post-activity evaluation, and 2 months after activity completion.

Micro-learning activities were distributed to NPI-verified oncologists via LinkedIn. Four informational posts were shared with patients via Facebook and Instagram.

Faculty



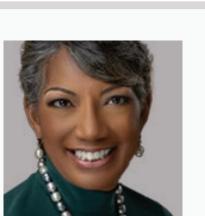
Monique Gary, DO, FACS, FSSO Breast Surgical Oncologist Aedical Director, Cancer Program Grand View Health/Penn Cancer Network

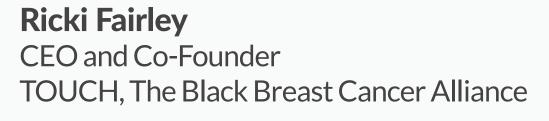


Susan Vadaparampil, PhD, MPH ssociate Center Director of Communit Outreach, Engagement, and Equity Moffitt Cancer Center



Raymond Osarogiagbon, MBBS, FACP **Chief Scientist** Director, Multidisciplinary Thoracic Oncology Program Thoracic Oncology Research Program **Baptist Cancer Center**

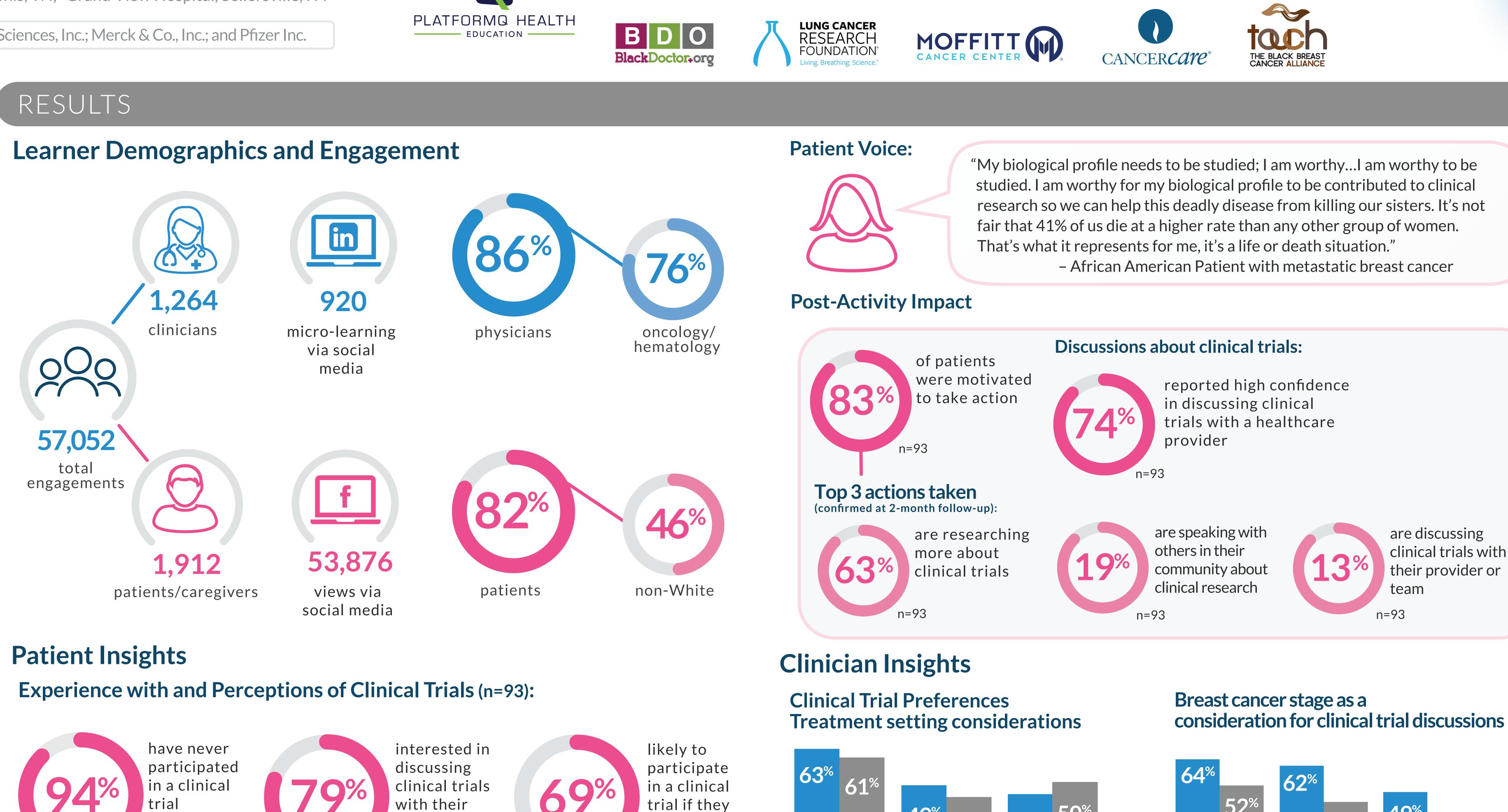




Aaron Lisberg, MD Assistant Clinical Professor of Medicine David Geffen School of Medicine University of California, Los Angeles

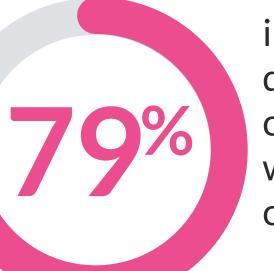




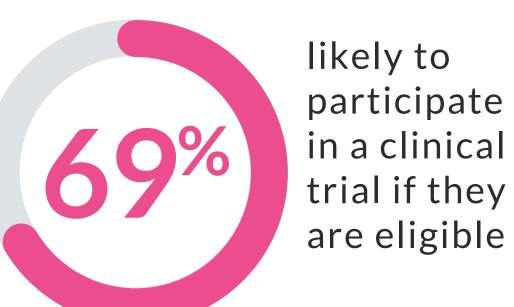


n=93





with their care team



Highest Social Media Engagement Related to Posts on:

19,663 views

Everyone deserves the chance to participate in #clinicaltrials



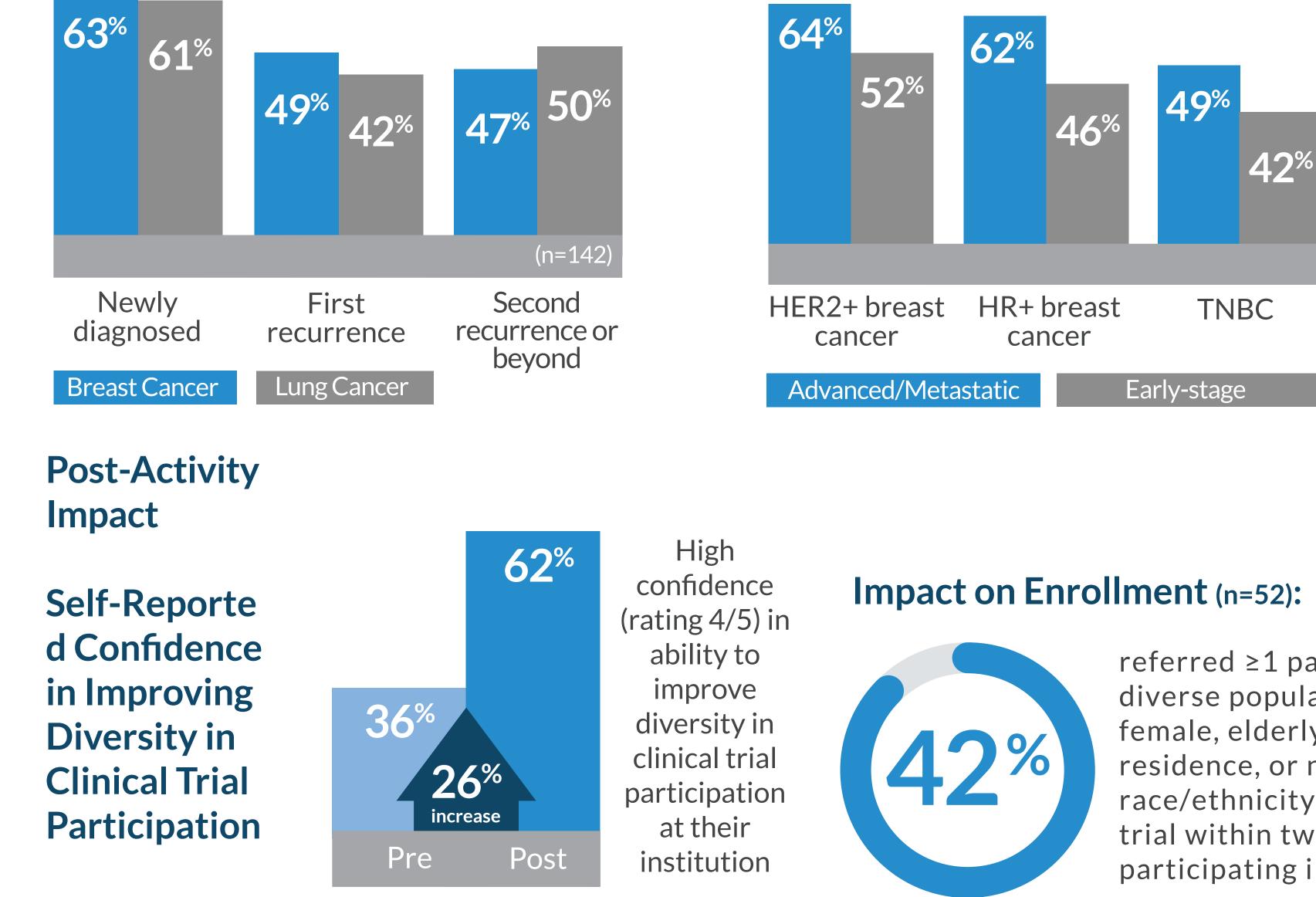
ls a #clinicaltrial right for you?

Concerns about clinical trials

3%	Transportation/lack of time or resources
14 %	Potential associated costs
19 %	Lack of familiarity with the process
19 %	Fear of the unknown
46 %	Concern of potential side effects

CONCLUSION

Outcomes revealed a willingness among patients to engage in clinician motivation to address barriers to enrollment and clinical trial eligibility with their patients. Real-world accounts of patient experiences provided clinicians with varied and insightful perspectives and encouraged the use of effective approaches to improve clinical trial diversity.

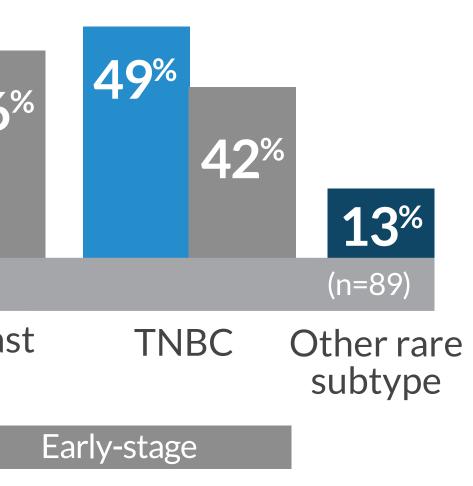


ClinicalSeriesLive

OMedLive



are discussing clinical trials with their provider or



referred \geq 1 patient from diverse populations (e.g., female, elderly, rural residence, or non-white race/ethnicity) to a clinical trial within two months of participating in this education

Clinician Insights continued

Top 5 Barriers to Patient Enrollment that Clinicians were Motivated to Address (n=89):

44 %	physician awareness/engagement	
43 %	lack of trials at institution	
37%	patient lack of interest	
37%	eligibility requirements	
35%	lack of trials in demographic region	

Lung cancer type as a consideration for clinical trial discussions (n=89)

53%	NSCLC, with an actionable mutation	
45 %	NSCLC, without an actionable mutation	
64 %	Advanced/metastatic NSCLC	
43 %	SCLC, early-stage	
Z 1 %	SCIC advanced/metastatic	

17[%] Other rare subtype

