




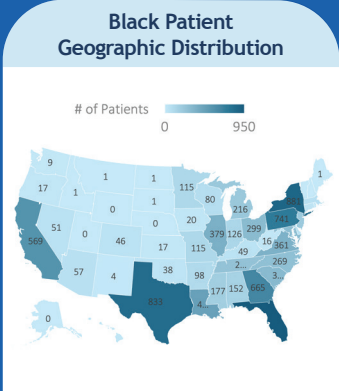


# Optimizing Clinical Trial Recruitment for Diversity and Inclusion

## CASE STUDY ON HEALTH EQUITY IN RARE DISEASE

### BACKGROUND

- Condition was a rare infectious disease that was likely underdiagnosed and suboptimally treated in Black and Hispanic patients
- Recent findings suggest that Black and Hispanic patients may experience a higher prevalence of this rare condition than previously reported
- Client wanted to understand key strategies for recruiting diverse patient populations into their clinical trials

																							
OBJECTIVES	DEVELOP PATIENT PROFILES FOR BLACK AND HISPANIC PATIENTS	DETERMINE DISEASE PREVALENCE BY RACE/ETHNICITY AND GEOGRAPHY	UNDERSTAND EXPERIENCE OF BLACK AND HISPANIC PATIENTS	PRIORITIZE CLINICAL TRIAL SITES AND HCPS TO REFER PARTICIPANTS	IDENTIFY CLINICAL TRIAL RECRUITMENT STRATEGIES																		
RESEARCH APPROACH	Based on quantitative secondary health data and qualitative interviews with patients of interest	Analyzed 5 years of claims data and incorporated projection strategies	<ul style="list-style-type: none"> <li>• Captured holistic perspectives of diverse patients and relevant HCPs to determine unmet need</li> <li>• Leveraged best-in-class qualitative market research to capture testimonials through recordings, transcripts, and audio clips</li> </ul>	<ul style="list-style-type: none"> <li>• Mapped trial criteria onto claims data and scored patients' likelihood to enroll</li> <li>• Ranked HCPs near each potential trial site based on the ability to be a source of diverse participants</li> </ul>	Synthesized qualitative recommendations and quantitative insights from physicians and Black and Hispanic patients																		
WHAT WE OFFER	<p>Claims data analysis enhanced and contextualized with qualitative insights to explore the impact of social determinants of health</p> <p><b>Black and Hispanic Populations</b></p> <ul style="list-style-type: none"> <li>▶ 3 out of 10 HCPs believed Disease X was more prevalent in their Black and Hispanic patients because:             <ul style="list-style-type: none"> <li>• They are more likely to live in underserved communities with poor healthcare access and thus are at a higher risk for comorbidities (e.g., immunocompromising or lung conditions)</li> <li>• Occupational environment (e.g., factory work) may increase risk of Disease X and other lung conditions</li> <li>• Suboptimal living conditions may expose them to risk factors for Disease X (e.g., poor water quality)</li> </ul> </li> </ul>	<p>Key demographic makeup of diverse patients and their healthcare providers, including projected demographic changes</p> <p><b>Black Patient Geographic Distribution</b></p> 	<ul style="list-style-type: none"> <li>• Custom and varied HCP recruitment strategies</li> <li>• Insights from key stakeholders on the healthcare experience of diverse patients</li> </ul> <p><i>I know someone who did a trial for [another condition], and they had terrible pain in their arm. You end up worse off than before.</i></p> <p>- Hispanic Female, Age 69, FL</p>	<p>Advanced data analytics to identify optimal clinical trial sites</p> <p><b>Top MSAs/PMSAs Associated With Trial Sites</b></p> <table border="1"> <thead> <tr> <th rowspan="2">MSA/PMSA</th> <th rowspan="2">Site Name</th> <th colspan="2">Black or Hispanic</th> </tr> <tr> <th>Patients</th> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td>New York, NY</td> <td>Mount Sinai Roosevelt Hospital</td> <td>911</td> <td>7,297,907</td> </tr> <tr> <td>Philadelphia, PA-NJ</td> <td>University of Pennsylvania Perelman Center for Advanced Medicine</td> <td>512</td> <td>4,410,410</td> </tr> <tr> <td>Miami, FL</td> <td>MB&amp;V Medical Research</td> <td>471</td> <td>2,979,296</td> </tr> </tbody> </table>	MSA/PMSA	Site Name	Black or Hispanic		Patients	Overall Score	New York, NY	Mount Sinai Roosevelt Hospital	911	7,297,907	Philadelphia, PA-NJ	University of Pennsylvania Perelman Center for Advanced Medicine	512	4,410,410	Miami, FL	MB&V Medical Research	471	2,979,296	<p>Recommendations to drive clinical trial enrollment among diverse patients</p> <p><b>Clinical Trial Information to Provide</b></p> <ul style="list-style-type: none"> <li><b>Product Overview:</b> Patients desired information on product efficacy, benefits compared to other options, side effects, and treatment duration</li> <li><b>Trial Requirements:</b> Patients wanted to know details of participation (e.g., frequency of follow-up)</li> <li><b>Patient Engagement:</b> 1 patient wanted to be informed of her progress and provide input beyond biometric monitoring (e.g., detailed accounts of her daily experience with symptoms)</li> </ul>
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