Factors affecting Clinical Trial Interest and Enrollment in IBD patients

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What do you think when you hear "Clinical Trial"?
Prevalence of IBD

1.6 million Adult Patients

80,000 Pediatric Patients

1500+ Clinical Trials available for IBD
Barriers to Patient Awareness / Participation

• Negative perception of clinical trials
• Lack of exposure or knowledge of relevant trials
• Fear of negative side effects / Drug ineffectiveness / Receiving a placebo
• Life interference: Time commitment, Burden, Travel costs
Barriers to Physician Awareness / Participation

- Lack of awareness of actively enrolling / relevant trials
- Reluctance to transfer care to another provider
- Lack of communication skills necessary to describe the protocol and clinical trial process to patients
- Lack of time to present the information or participate in the clinical trial
My (Smartphone) Doctor

FIGURE 9.4: Doctors are getting squeezed like never before.
Challenges in Trial Enrollment

Lack of Awareness
Only 6% of doctors suggest trials to their patients

Poor Understanding
40% of adults lack basic understanding of trials

Challenges in Enrollment
48% of trials under-enroll
6% of trials finish on time

References:
Overcoming Challenges

Silos

- Providers
- Patients
- Researchers
- Industry

PARADIGM SHIFT

Community

- Industry
- Providers
- Researchers
- Patients

CCFA
Clinical Trials Community

- Accelerate clinical trial recruitment
- Provide Education
- Offer Support
- Raise Awareness

Providing Hope. Inspiring Action.
Awareness Campaign

Increase awareness of clinical trials and benefits

Inform patients / providers of local opportunities

Direct patients / providers to our community resources
What is a clinical trial?
Why should I enroll in a trial?
When do I start considering a trial?
How do I find a trial?
How do I know which trial is right for me?
Hey Doc! Here are the trials I am interested in, let’s talk!
Support Campaign

Build support network:

• Help patients navigate the clinical trial landscape

• Find trials that are appropriate for them

• Provide patients with support resources to increase their comfort level with clinical trials
Clinical Trial Community

Empower Patients

Promote Clinical Trial Awareness

Strengthen Support Community

Faster Enrollment & Research Progress
I just heard there's a drug in trials that might stop my cancer!!

Great! Are you going to volunteer to participate for the trial?

Of course not...why would I do that?

I wouldn't either. Sure hope they get some results soon...