

# PLANTING A SEED:

## How bringing research to the community can blossom into patients making informed health care decisions and participating in clinical trials

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Abstract category:  
Trial Recruitment &  
Disparities Research

Type of project:  
Work in progress

### Describe the background of the problem:

Minority under-representation in clinical trials is a challenge in research today. According to a study performed by Pro-Publica, 24 out of the 31 cancer drugs approved in the past three years had less than 5% African American clinical trial participants despite African Americans accounting for 13% of the nation's population and having the highest death rate among cancer patients. South Pointe Hospital, a Cleveland Clinic Regional Hospital, serves an area that is predominately African American. A Community Health Needs Assessment showed compared to other local areas, patients in South Pointe's community have an unfavorable health status, particularly for minority residents. Bringing clinical trials out into the community can provide education on cancer, decrease barriers to care and increase participation in clinical trials.

### Provide metrics or goals to be achieved:

- Integrate research and community outreach
- Provide education on cancer and clinical trials
- Decrease barriers to care
- Increase enrollment of minorities

### Describe the solutions or methods implemented:

- Created a Clinical Research Coordinator (CRC) position to work with both Research and Community Outreach at SouthPointe Hospital
- Successfully executed two research studies (prostate, colorectal) within Community Outreach screening events to bring clinical trials into the neighborhood
- Implemented an education table at community outreach events and created new educational materials for patients

### Describe the outcome or show data representing a change (+ or -):

- The CRC has become an integral member of both the Research and Community Outreach Teams. The research education table is considered for every community outreach event allowing the CRC to attend and gain trust from community members. They are able to answer questions about clinical trials and help dispel myths about participating in research studies.
- The CRC also designed new educational materials such as a poster and a video that answer questions about participating in a clinical trial.
- Incorporating a Patient Navigator within the team provides patients an advocate that can assist with scheduling appointments and reducing barriers (i.e., coordinating transportation for those that cannot drive themselves).
- Adding the Research Nurse to community outreach events allows that RN to learn more about the targeted community, positively impacting their practice.
- The Prostate study was our first trial introduced to the community and has been conducted successfully for three years. This unique approach of offering education, informed decision making and prostate screening modalities resulted in 48 accruals in 2017 and 54 accruals in 2018. South Pointe has now established a colorectal cancer screening study, which will be conducted during an educational community outreach event. These research trials are being successfully funded by grants that the Medical Director of Oncology at South Point secured.

### Address lessons learned and future directions:

- Conducting research in the community requires a multidisciplinary team.
- Gaining trust from community members provides an opportunity for open communication between the clinic and the community.
- Minorities are interested and willing to participate in clinical trials if they have trust in the system, feel valued and are offered appropriate education.
- Through learning more about the community, South Pointe Hospital can open trials that target the most prevalent diagnoses for their patients.
- Increase enrollment to clinical trials by reducing barriers and dispelling myths.
- Standardize this process and expand to other Cleveland Clinic sites.

