

## **Optimizing Clinical Trial Enrollment and Community Connection: The Role of Sidney Kimmel Cancer Center's Recruitment Enhancement Service**

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### **1. Background**

Sidney Kimmel Comprehensive Cancer Center's (SKCC) Recruitment Enhancement Service (RES) plays a pivotal role in optimizing resources and deploying streamlined processes contributing to successful participant enrollment. This includes supporting Honest Broker services and centralized patient pre-screening activities. Community engagement within our catchment area, a crucial aspect of RES, builds trust between researchers and potential participants, encourages participation, and forms lasting community partnerships.

### **2. Goals**

Easing access to clinical trial information is crucial for broadening both online and in-person resources for the community. Establishing direct communication channels is key to reaching underserved populations and fostering trust. By consistently delivering customized education to patients, we aim to raise awareness and enhance accruals for all types of clinical trials. Furthermore, reducing the burden of recruitment frees up the time and resources of study teams as well as increases the likelihood of meeting recruitment goals.

### **3. Solutions and Methods**

Partnerships between the Clinical Trials Office (CTO), Community Outreach and Engagement (COE), and Clinical Trials Analytics (CTA) all significantly enhance recruitment by increasing diversity in clinical trials and identifying gaps in cancer screenings and recruitment. They also optimize resources and infrastructure and aid in the coordination of interdisciplinary research programs. Strategies to achieve these goals encompass maintaining the Clinical Trial Finder, conducting Honest Broker outreach via email and MyChart messaging, utilizing advertising, constructing trial-specific reports of provider schedules based on eligibility criteria to streamline the pre-screening process, and serving as study staff for trials with low accrual rates. These collaborations improve the efficiency and effectiveness of clinical trials and foster community engagement in research, both being crucial for success.

### **4. Outcomes**

Our trial support led to increased patient accruals as well as reached individuals who might have otherwise remained unnoticed. We proactively engaged with the community, addressing their concerns and inquiries through phone conversations and in-person events. Additionally, our clinical trial finder website simplifies access to our comprehensive catalog of clinical trials, empowering community members to explore the clinical trials process. Through this platform, individuals can actively engage in their healthcare decisions, make informed choices about trial participation based on their specific cancer type and stage, and gain insights into available trials. By optimizing patient pre-screening processes, study teams now have more time to focus on patient care, minimizing administrative tasks.

### **5. Lessons Learned and Future Directions**

SKCC's CTA has developed an application for real-time visualization of clinical trial enrollment. This aids in identifying collaboration opportunities between the CTO and COE, with the goal of increasing trial awareness in communities in need. Areas with limited trial accrual can benefit from targeted education

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and outreach. Upcoming initiatives involve integrating socioeconomic data into maps for assessing patient demographics related to trial enrollment. This enhancement enables tailored clinical trial educational resources, accessible both online and through in-person community engagement, at our Regional Research Sites. Additional opportunities include implementing a clinical trial-matching platform, which may enhance the CTO's current participant identification and enrollment processes. This would match patients to trials using their diagnosis, previous treatments, and location, and allow for multiple trial matches, thereby increasing the probability of finding an appropriate trial.