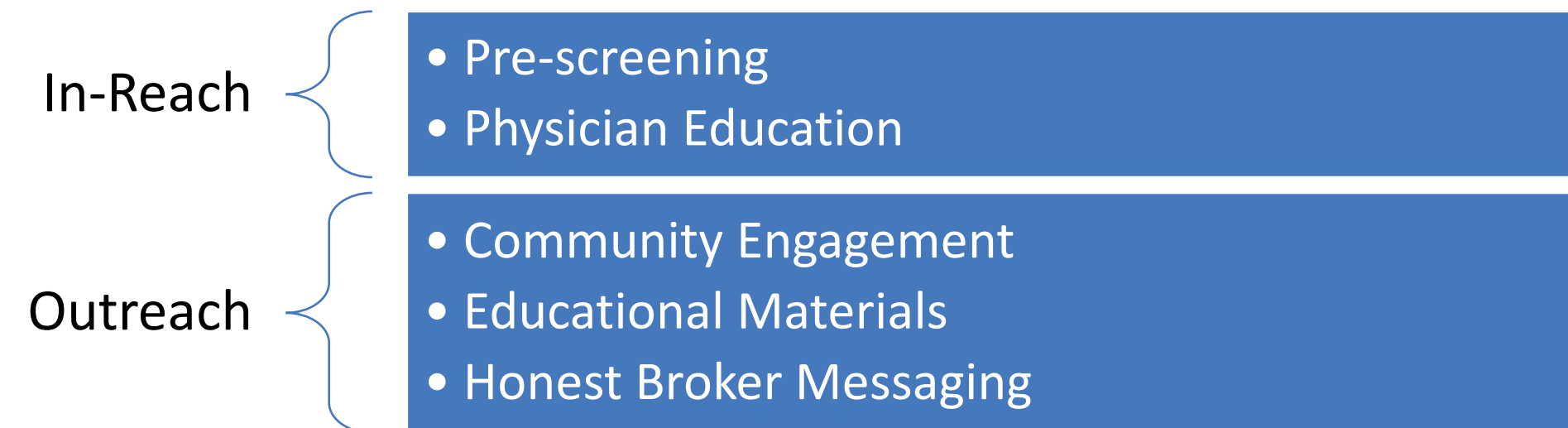


# Optimizing Clinical Trial Enrollment and Community Connection: The Role of Sidney Kimmel Cancer Center's Recruitment Enhancement Service

Nicole Hartman, MPH, Mary Sherman, BS, Dania Mohammad, BS, and Caroline Parker, BS  
Sidney Kimmel Cancer Center at Jefferson Health

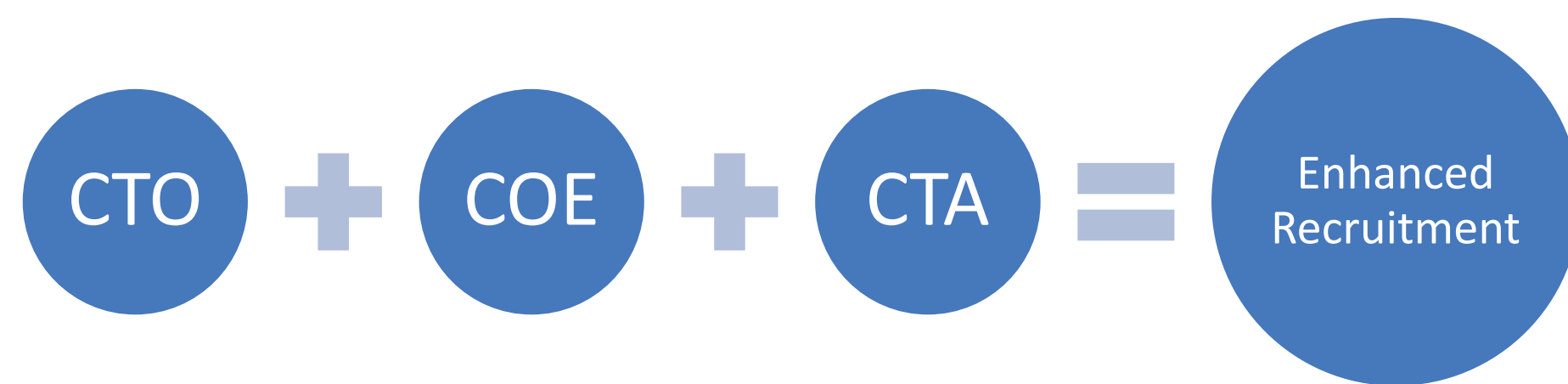
## Background

### Processes contributing to participant enrollment:



## Solutions and Methods

Partnerships between the Clinical Trials Office (CTO), Community Outreach and Engagement (COE), and Clinical Trials Analytics (CTA) significantly enhance recruitment by increasing diversity in clinical trials and identifying gaps in cancer screenings and recruitment.



Strategies: Maintaining the Clinical Trial Finder website, conducting Honest Broker outreach, creating clinical trial advertising and educational materials based on catchment area needs, constructing trial-specific reports of provider schedules based on eligibility criteria to streamline the pre-screening process, supporting trials as early as first in human or Phase I, and serving as study staff for trials with low accrual rates.



QR Code for instant access to the Trial Finder

General inquiries related to clinical trials can be directed to [ONCTrialNow@jefferson.edu](mailto:ONCTrialNow@jefferson.edu) or 215-600-9151

## Goals



## Key Outcomes

Recruitment Enhancement Services (RES) 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 have more time to focus on patient care, minimizing administrative tasks.

## Lessons Learned and Future Directions

### Lesson 1: Community Engagement

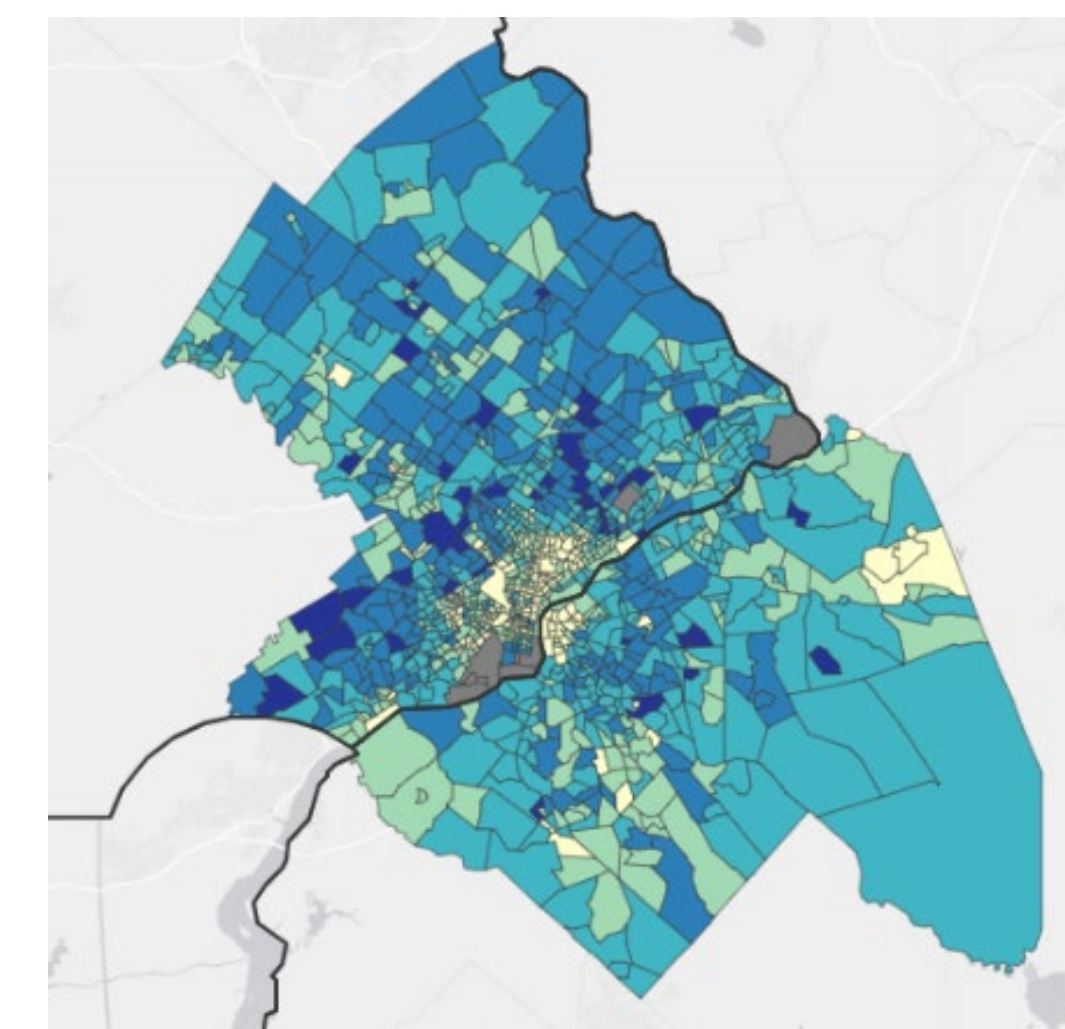
- Increasing Trial Awareness
- Being present in the community you serve
- Translating educational materials into multiple languages

### Lesson 2: Fine Tune Methods

- Honest Broker vs other methods
- Creating standardized processes

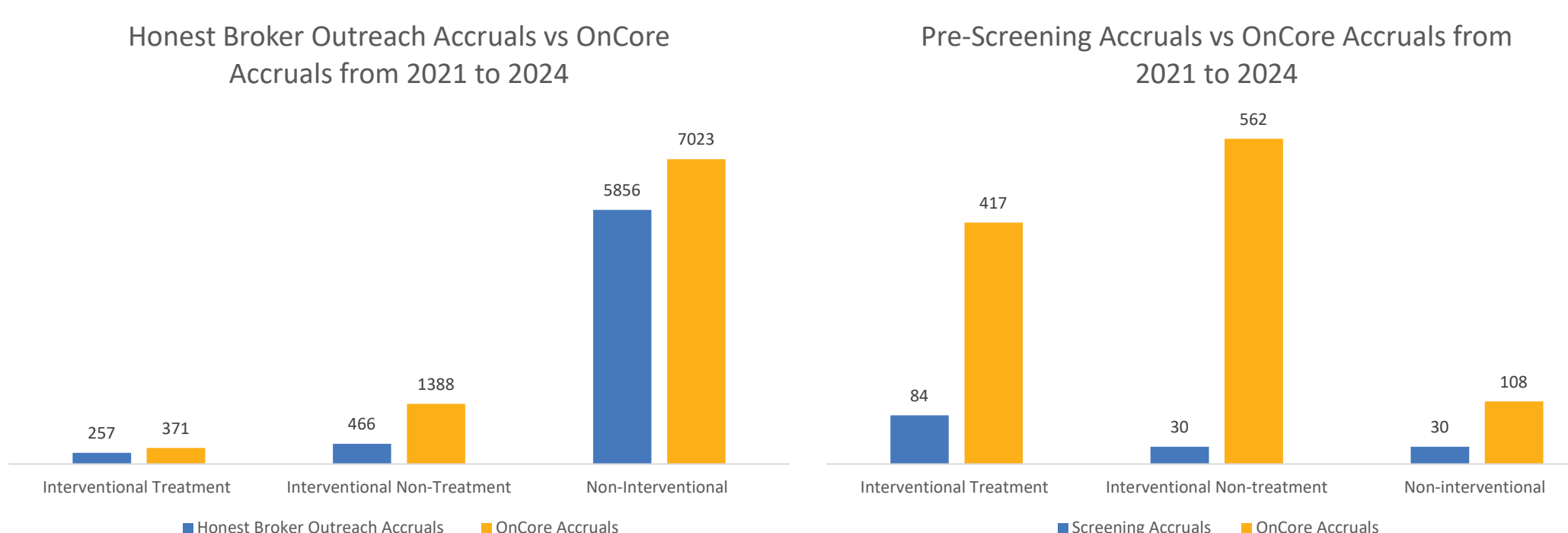
### Upcoming Initiatives

- Clinical trial matching
- Use of interactive mapping application to support targeted outreach strategies



Cancer InFocus: SKCC Catchment Area History of Cancer Diagnosis

### SKCC Trial Accruals for RES Services 2021-2024



## Resources

Jefferson Clinical Trial Finder:  
<https://www.jeffersonhealth.org/clinicalspecialties/cancer/clinical-trials>

Cancer InFocus: <https://jefferson-skcc.shinyapps.io/cancerinfocus/>