

Diversity Outreach



Immunology



US Community
Outreach



15 sites

Innovative Trials deliver successful strategies to improve diversity in a complex SLE study

Background

Innovative Trials were contracted to provide proactive remote recruitment support for the study, which aimed to recruit participants aged 16 to 75 with Active SLE at 61 US sites. This initiative was then rolled out to 15 diversity outreach sites, with a focus on minority populations, chosen based on their local demographics. These sites accounted for 16.2% of the subjects randomized on the study and 10.4% of racial and ethnic minorities enrolled.

Challenges

African American, Hispanics and Asians have a higher incidence of developing SLE, and these ethnic minorities have historically been underrepresented in studies. For instance according to the FDA, out of 18.1% the US Hispanics and Latino population only 1% have participated in a clinical trial*. The reasons for this are complex and varying.

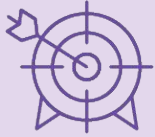
Solution

Innovative Trials delivered a range of Diversity Outreach recruitment strategies by deploying a community outreach services focused on increasing awareness and access to trial information in diverse communities.

- Outreach specialists were deployed to provide centrally approved recruitment materials with sites, and to discuss potential referral opportunities, with a focus on both Healthcare Practitioner (HCP) and non-HCP engagement.

Innovative Trials CEMs visited local communities including churches, grocery stores, rheumatologists, nephrologists, hair salons, libraries, gyms and universities.

Outcome



52.6% patients screened were from diverse populations



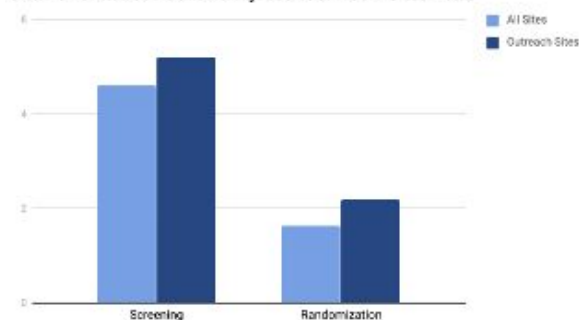
43 visits
Approx 4500 brochures and 400 posters distributed



100% patients enrolled at 2 sites were from diverse populations

- Innovative Trials successfully developed and maintained compliance under a sponsor approved framework for diversity outreach services
- Communities were receptive to receive study information and many knew someone with SLE
- At the outreach sites, 52.6% patients screened and 33.3% patients randomised were from diverse populations.
- Over 300 HCP practices and non-HCP locations learned about the study and received materials.
- Excluding race, diversity sites screened and randomised more patients per site, when compared with sites that did not receive a community visit
- Diversity outreach sites randomised on average, 2.2 patients per site versus 1.4 patients randomised per site at sites that did not receive a visit

Site Performance - Community Outreach vs All Sites - SLE



Contact us

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