

Session III: The Era of COVID-19 and Beyond

Drug Research & Development for Adults
Across the Older Age Span

A NASEM Virtual Workshop

August 6, 2020

Moderated by
Deborah Collyar
President
Patient Advocates in Research

Engaging older adults

The Era of COVID-19 and Beyond

1. Outreach & networking strategies

Jonathan Tobin, Clinical Directors Network and
The Rockefeller University Center for Clinical & Translational Science

2. Barbershop-based outreach programs

Ciantel Adair Blyler, Cedars-Sinai Medical Center

3. Patient perspective

Susan Strong, Heart Valve Voice

4. Caregiver perspective

Laurel Pracht, NCI Symptom Control & HRQOL Steering Committee

5. Education: older adults + healthcare practitioners

Steven Rothschild, Rush Medical College

Session objectives

- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults

The “everyone” of 65+ year old patients...

Marathon
runners

Regular
exercise

Mobility
issues

Cognitive
issues

Assisted
living

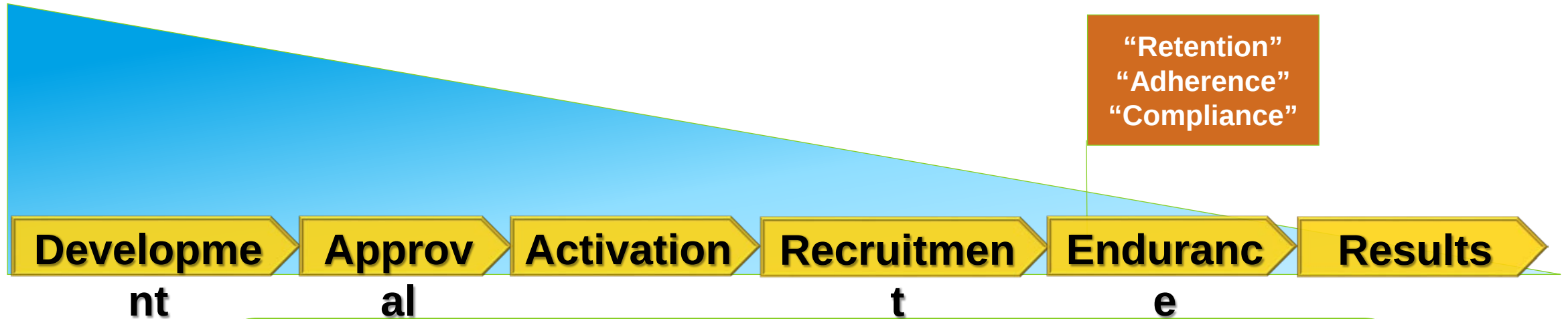
Nursing
home

Why exclude so many from...

- Clinical trials + treatment options?
- Who is ‘responsible’ to show benefit? To include patients?

Time to create a “healthy aging” program!
Connect research + pilots + initiatives + community + PEOPLE

How to incorporate older adults into clinical trials?



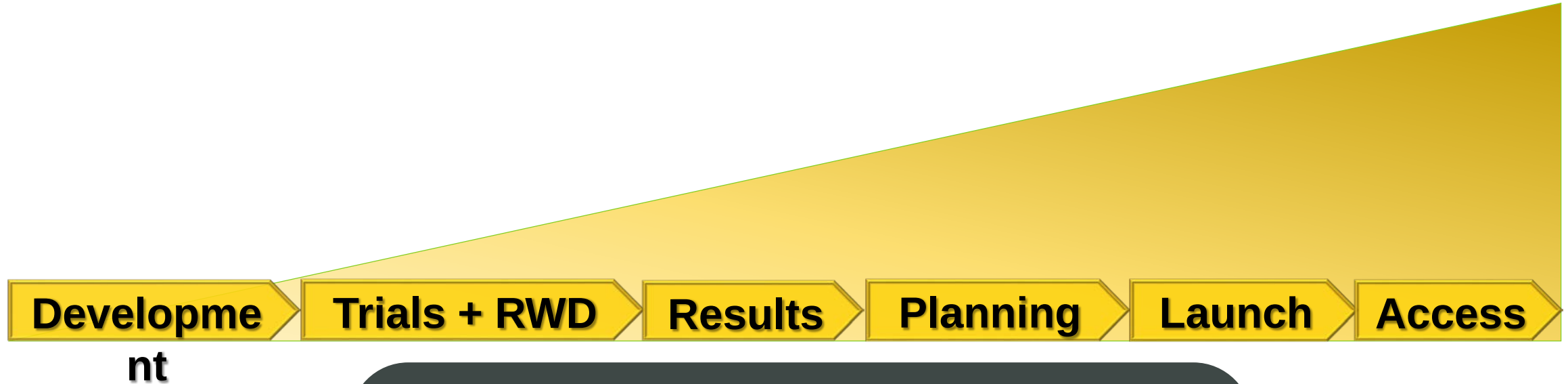
Better pre-planning pays off...

- Include questions that answer patient needs
- Use improved FDA eligibility criteria¹
- Include Comprehensive Geriatric Assessments (CGA)²
- Recruitment plans + healthcare workers³

¹ <https://www.raps.org/news-and-articles/news-articles/2020/7/fda-finalizes-guidance-on-broader-cancer-trial-eli>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6693722/> ³ <http://bit.ly/2Pfiv4E>

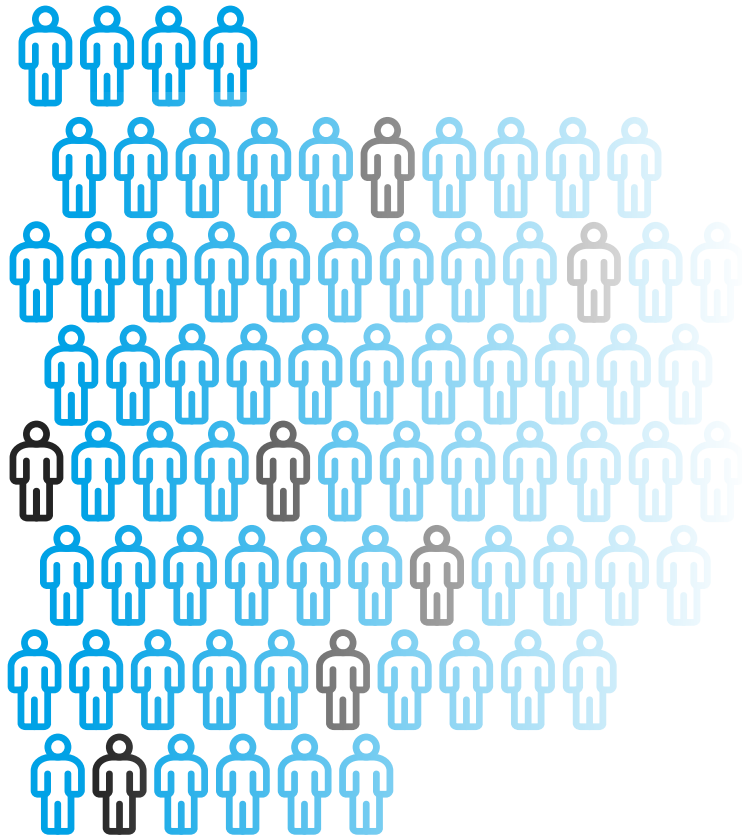
Different approaches for product lifecycle



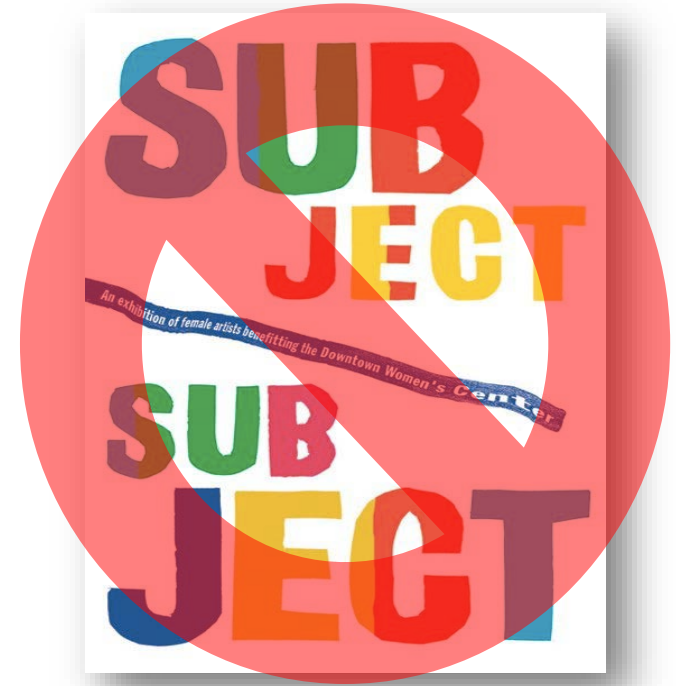
Incorporate better tools

- Physical settings: COVID-19 changes
- Training needs: all kinds
- Enabling services
- Health literacy – a MUST!

Remember, please stop blaming patients *e.g., “failing” or “response” and “non-responders”*

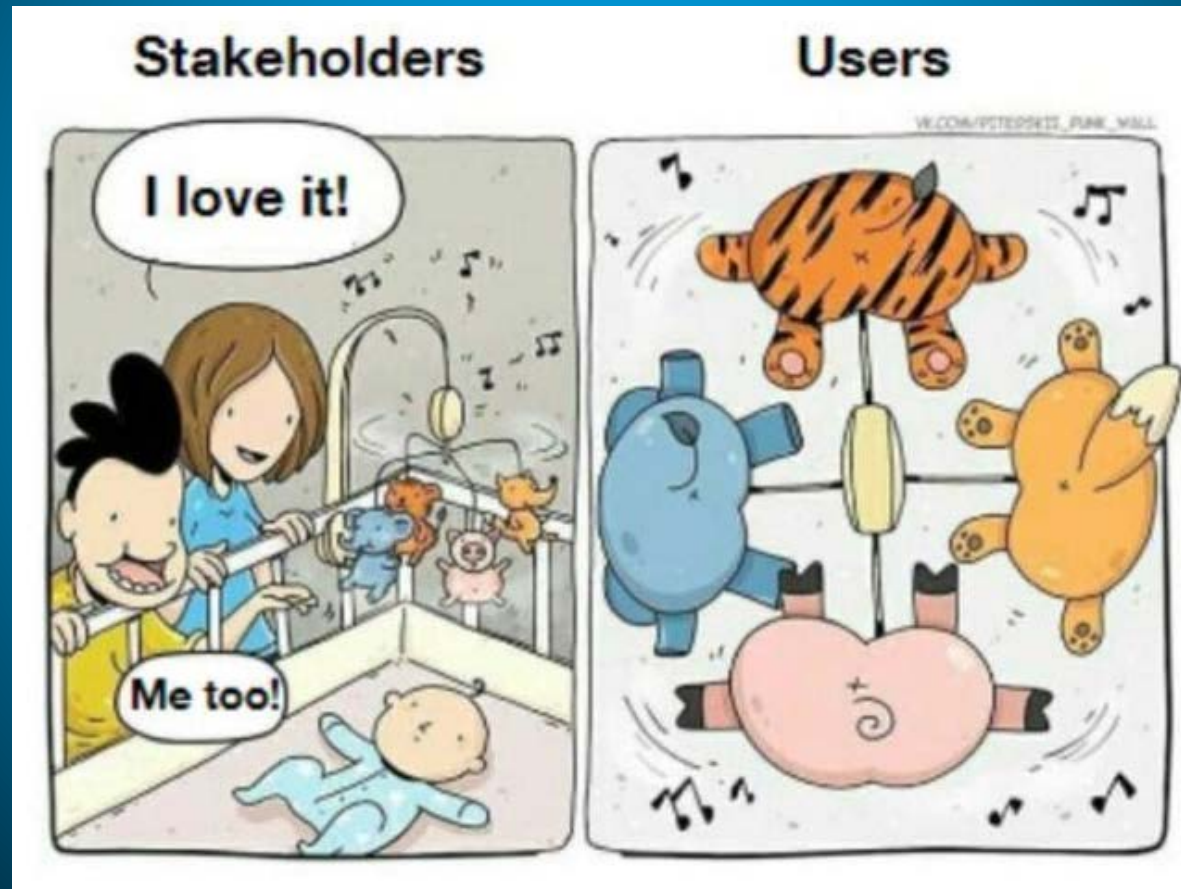


**PATIENTS RESPOND
TO TREATMENT**
...their disease may not



Let's work together on **accurate**
language

One final point: CONTEXT



Engaging older adults

The Era of COVID-19 and Beyond

1. Outreach & networking strategies

Jonathan Tobin

- President/CEO, Clinical Directors Network
- Senior Epidemiologist, The Rockefeller University Center for Clinical & Translational Science

Session objectives

- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults

Engaging older adults

The Era of COVID-19 and Beyond

2. Barbershop-based outreach programs: Case study

Ciantel Adair Blyler

- Clinical Research Pharmacist
- Cedars-Sinai Medical Center

Session objectives

- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults

Engaging older adults

The Era of COVID-19 and Beyond

3. Patient perspective

Susan Strong

- Director, Patient Engagement
- Heart Valve Voice

Session objectives

- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults

Engaging older adults

The Era of COVID-19 and Beyond

4. Caregiver perspective

Laurel Pracht

- Research Patient Advocate & Patient Representative
- NCI Symptom Control & HRQOL Steering Committee

Session objectives

- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults

Engaging older adults

The Era of COVID-19 and Beyond

5. Education: older adults + healthcare practitioners

Steven Rothschild

- Chair, Family Medicine
- Professor, Department of Family Medicine
- Professor, Department of Preventive Medicine
- Rush Medical College

Session objectives

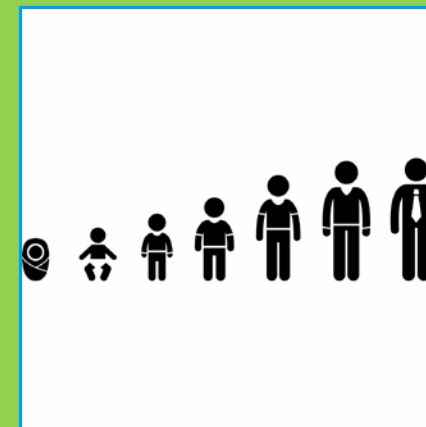
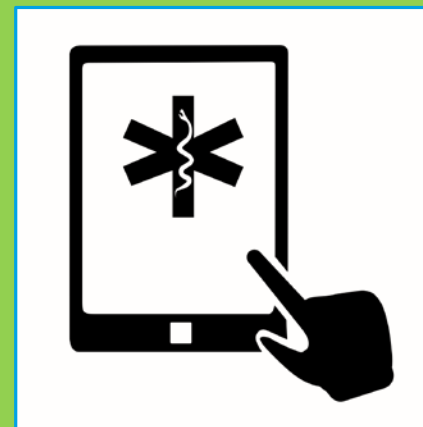
- Explore methodologies to study **pharmacology** for older adult populations
- Explore ways to **engage** 65+ people, including 80+ year olds
- Generate evidence to best optimize **treatment** for older adults



Q & A

Give people (& providers) the 4 Cs...

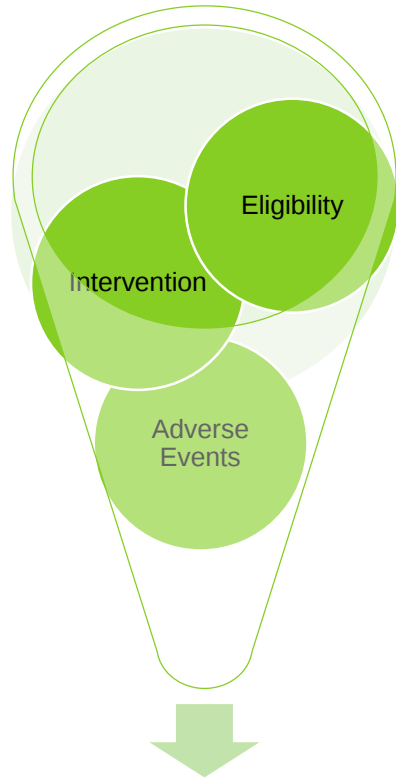
Clear Communication of Content in **CONTEXT**



For **THEM**, no matter their role in health

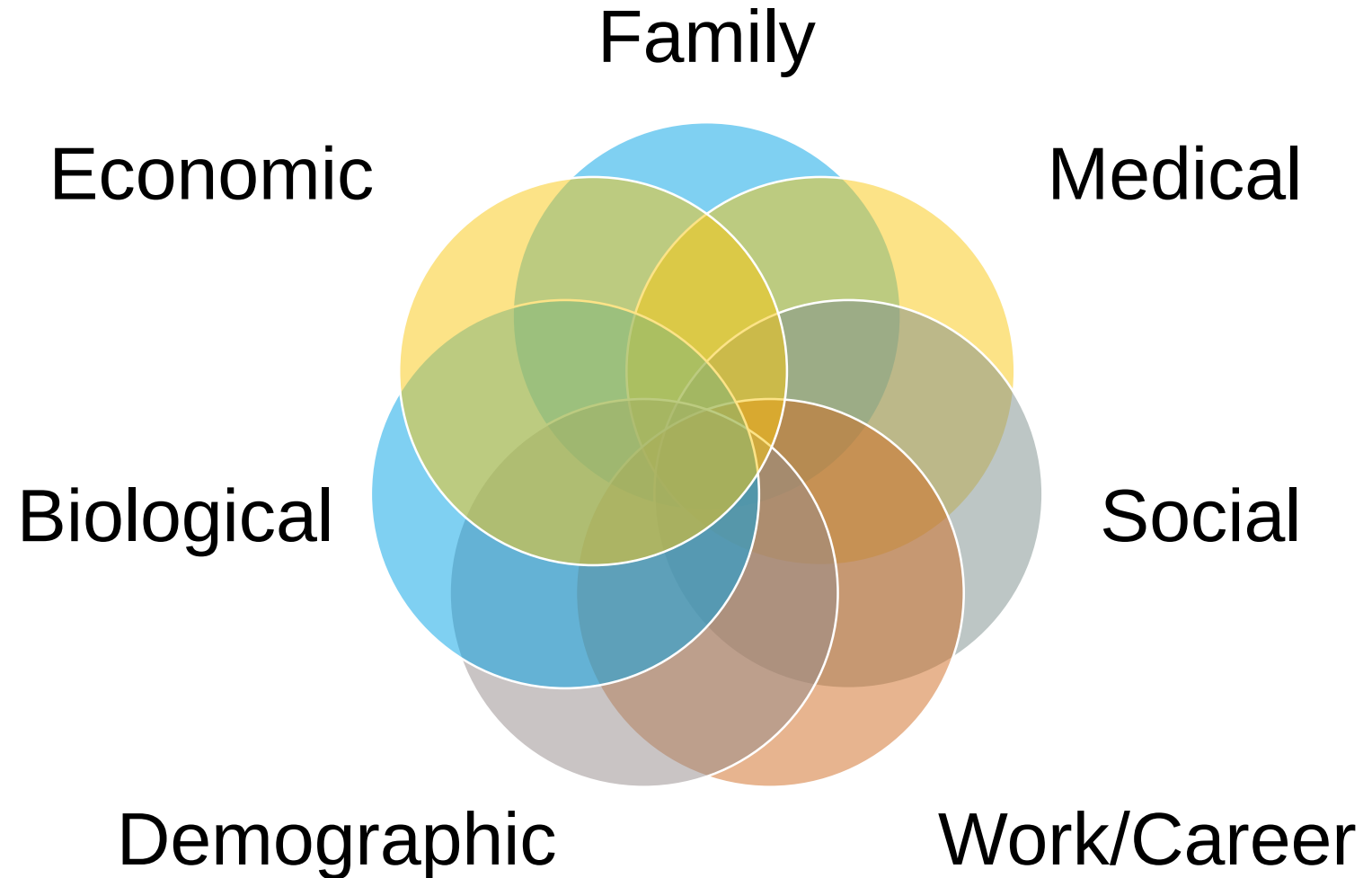
Traditional data...

Clinical Trial Data

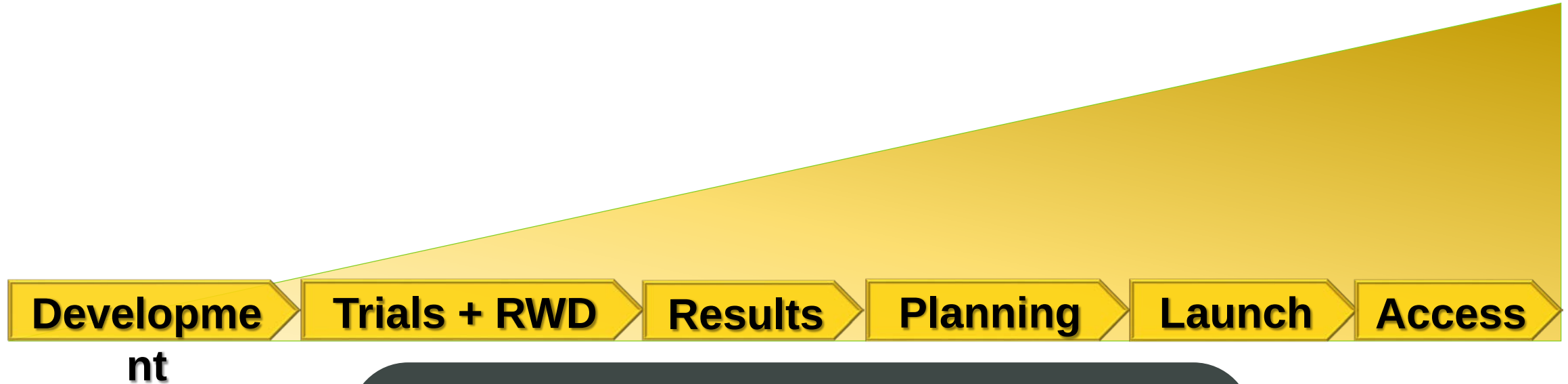


All Other ‘Patient’ Data

- THIS is real world!



Different approaches for product lifecycle



Incorporate better tools

- Physical settings: COVID-19 changes
- Training needs: all kinds
- Enabling services
- Health literacy – a MUST!



Panel discussion

Questions for panel

1. How do we start 'connecting the dots' to increase older adult participation into research (short-term)?
 - Ex: how to implement some COVID-19 changes permanently?
 - Structure + reimbursement + design + communication + empowerment + ?
 - Telehealth and help people participate through it – step forward
 - Telehealth has lowered burden of entry; no travel
 - e-divide: who am I missing? Zip codes, reflection pop.
 - What things matter to patients, not A1C, etc.?
 - How to create virtual linkages & understand that each point of contact is unique and captures important info, but only 1 point.
 - Social determinants of health have to be included for the whole picture

Questions for panel

2. What longer-term steps are needed to create a *real* system?

- Research: standards, initiatives, methodology, etc.
- Health:
 - What is reasonable to push forward and how (ex. AHA & hypertension)

Questions for panel

3. How can we incorporate better design for older adults?
 - Ex: clinical trial endpoints, eligibility, PROs, conditional approval, etc.
 - a) Understand misaligned incentives before we can fix them

Patient Advocates In Research (PAIR)



Where
research meets
reality

Thank you! Keep in touch

Deborah Collyar



deborah@tumortime.com



<https://collyar.wordpress.com/>



www.linkedin.com/in/deborahcollyar/



[@deborahcollyar](https://twitter.com/deborahcollyar)



www.facebook.com/DeborahCollyarAuthor