



Considerations for the Clinical Trials in 2030

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Expected changes to clinical trials



1. De-centralized clinical trials
2. Use of technology
3. Diversity in clinical trials

Enhance Diversity in Clinical Trials



1. Invest in building longitudinal relationships
2. Build trust
3. Come to the community well before recruitment is needed

Reaching the Patient via the HCP



Annual typical time spent in the healthcare system

Average minutes in a year

525,623

Average number of minutes spent with a healthcare provider per year

67

The opportunity missed =

525,556 minutes / 364 days/year

The Patient/Person Experience



Informal Factors in the Patient Experience

- The patient/a person does not live in the formal healthcare system. They live in their community with their family, friends, and peers.
- These relationships have the greatest impact on how people make decisions, develop habits



feeling



The importance of the community

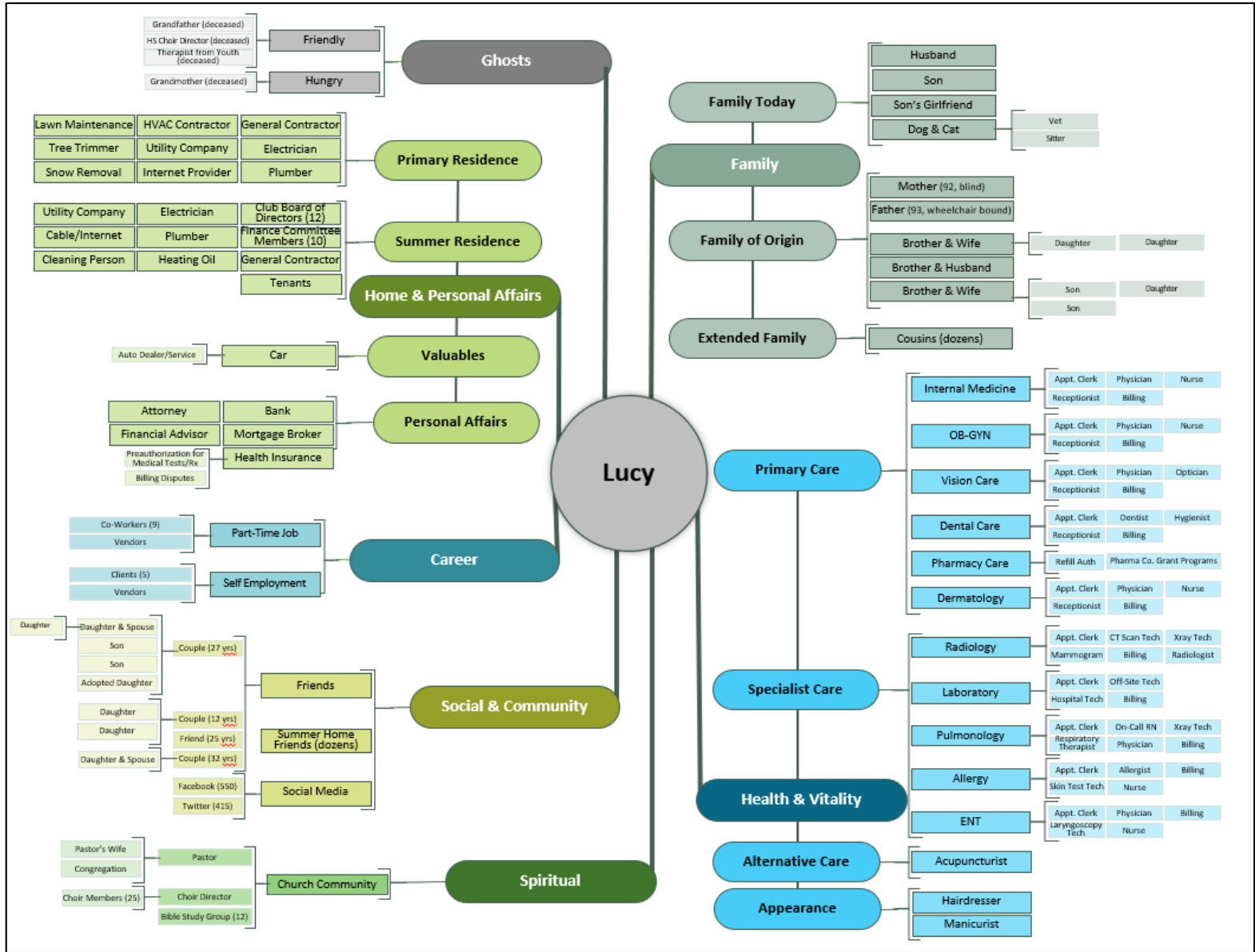


6 Defined Networks

1. Home and Personal Affairs
2. Career
3. Social
4. Spiritual
5. Family
6. Health & Vitality

Source: Glenna Crooks, PhD

Complexity of Community



Courtesy of Glenna Crooks, PhD Author, The NetworkSage: Realize Your Network Superpower

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The importance of the community



“Lucy” estimates that 71 of her connections will ‘weigh-in’ on any decision to participate in a clinical study.

Courtesy of Glenna Crooks, PhD Author, The NetworkSage: Realize Your Network Superpower
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Expected changes to clinical trials



1. Invest in building longitudinal relationships
 - Identify CBOs with which to build relationships
2. Build trust
 - Commit only what you can really do
 - Be prepared to pay for access
3. Come to the community well before recruitment is needed
 - Be there, at least, months before the identified need
 - Collaborate with existing efforts
 - If you do any “one time only” events you will lose all credibility

Thank you!



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