

New insights for better patient engagement

CISCRP study reveals that patients don't get information and needed support from physicians

In the largest and most in-depth global survey of its kind, the Center for Information and Study on Clinical Research Participation (CISCRP) found the public has a high level of willingness to participate in clinical research, yet the industry lacks the ability to translate that support into clinical trial participation.

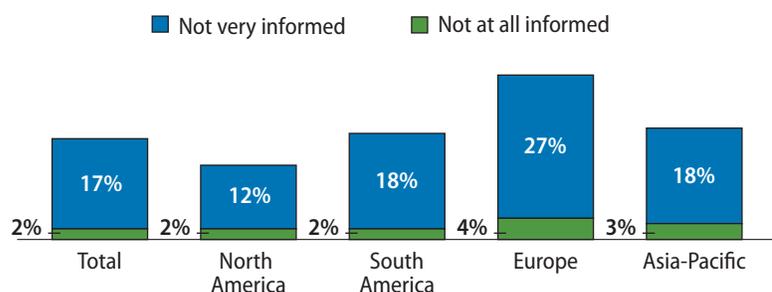
In addition, the disconnect between the stated willingness to participate in clinical research and low participation rates was more pronounced in certain subgroups, including minority communities and patients with mild-to-moderate diseases.

"The results are sobering," said Jeffrey Kasher, Ph.D., president of Patients Can't Wait, a consultancy he began last year after 28 years of leadership experience at Eli Lilly. "It raises some very big questions for the industry about how we are going to move the needle and increase participation in trials. What do we need to do?"

In general, the public has a good conceptual sense about why clinical research is important for the development of new medicines, yet the study found that individuals lack a personal connection to research and its significance in advancing public health. In addition, the data show that potential clinical study participants don't have suitable access to clinical trial opportunities—largely due to a lack of encouragement or support from their physi-

General knowledge about clinical research

Percent rate their general knowledge 'Not at all informed' and 'Not very informed'



Base: All Respondents (n=12,009), North America (n=6,665), South America (n=877), Europe (n=2,618), Asia Pacific (n=1,302)

Source: CISCRP 2015 Perceptions & Insights Study

cians and other healthcare providers, who are typically unaware of studies that might benefit their patients.

"Patients just are not asked or aware. Either they are never approached by their most trusted source—their primary care physicians or treating physicians—or they don't know how to find the information," said Beth Harper, president of Clinical Performance Partners, a clinical research consulting firm specializing in enrollment and site performance management. "If they don't have a general need or health issue, they are probably not searching and trying to get educated about clinical trials. But when they do have a need, they just may not have much accessible information."

The new study offers valuable baseline and trend data to understand patient perceptions and atti-

tudes about clinical research, as well as insights into new opportunities for engaging study volunteers in a more effective manner.

"Patient enrollment still tends to be a top obstacle," said Scott Connor, vice president of marketing at Acurian, a subsidiary of PPD. "Without understanding what people are thinking and perceiving about clinical trials, and taking the pulse every couple of years, we are all kind of fighting an enigma."

Largest poll of patient attitudes

CISCRP's 2015 Perceptions & Insights Study, which builds on its 2013 survey of public and patient attitudes about clinical research, was based on responses from more than 12,000 participants, including some 3,000 study