

Compendium

Overcoming Racial Disparities in Healthcare



“How can we improve diversity and inclusion along the patient journey?”

Introduction

While we are all striving to reach a place of medical diversity, there are several disparities that still exist. Together we can all move in the right direction.

The current system in which patients find clinical trials and even care is far from perfect. This is a truly complex issue and ultimately the patients, who need new types of care and unique solutions, are the ones who have paid the price.

While disparities in healthcare have been the norm for a long time, it doesn't have to be that way forever. In fact, providing the equity and access in which patients can get the care and solutions they need matters now more than ever.

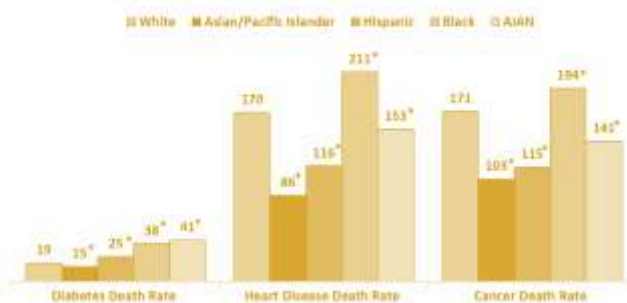
Understanding Current Issues

Kate Hermans, 83bar

Everyone hears about health inequity, but I really think that the data sets you through. If you happen to look here, you can see that there are absolute disparities, even at age adjusted death rates across several different key disease states here. And it's just whites and blacks in comparison to some of the other ethnicities, are just disproportionately affected.

So, here's the reality that we face today. Addressing the issue of equity really requires starting early in the development and eventually research space and making sure that minorities and women have equal opportunity to participate. I think maybe because I'm female, the one that caught my attention is heart disease is the number one killer of women, and yet, women only make up 38% of all participants. There was research done that went back and looked at 740 different trials. There were more than 800,000 participants and still only 38% participated from the women gender. But you can see it, African-Americans, Hispanics all disproportionately underrepresented in clinical trials.

Age-Adjusted Death Rates per 100,000 for Selected Diseases by Race/Ethnicity, 2014



The good news is that there are lots of things that can be done to fix this. There are many wonderful examples of how we can impact this reality and make changes to it. And I think that the reasons to do so are multifold. Scientifically, there are just different ways in which different populations show up. So, understanding what those factors are that affects their disease or health is super important. Ethically, to make sure that everyone is getting equitable treatment. And then financially because it will affect drug uptake, utilization, labeling, and ultimately revenue.

Establishing Vision for Change

Deborah Guadalupe Duran, PhD, NIH

Clinical trials are research studies involving human volunteers to evaluate medical products like medications, vaccines, or devices for safety and effectiveness.

Ensuring people from diverse backgrounds join clinical trials is key to advancing health equity. Participants in clinical trials should represent the patients that will use the medical products. This is often not the case—people from racial and ethnic minority and other diverse groups are underrepresented in clinical research. This is a concern because people of different ages, races, and ethnicities may react differently to certain medical products. The FDA encourages diverse participation in clinical trials. If you think a clinical trial may be right for you, talk to your health care provider.

Source: <https://www.fda.gov/consumers/minority-health-and-health-equity/clinical-trial-diversity>

Exploring Potential Causes Survey Results

Stakeholders in clinical trials know the need for greater diversity and inclusion. What do people believe is the primary obstacle?

- 27% of the public believes is the **lack of related materials.**
- 33% of the public believes is the **unconscious cultural bias.**
- 27% of the public believes is the **low trust of the trial process.**
- 13% of the public marked **“other” as the primary obstacle.**

Listening to Site Managers Latinos in Clinical Research

Ashley Margo is the remote site monitor II at a global CRO, co-founders of Latinos In Clinical Research and also the founder of The AM Approach.

Dan Sfera is the owner of The Clinical Trials Guru blog and Youtube Channel. Focuses on solving practical problems in clinical research.

Monica Cuitiva is one of the co-founders of Latinos in Clinical Research, The CRC Academy and The Clinical Research Circle. She is also the site director of a clinic in California that specializes in CNS.

Judy Galindo is the director of research for Sun Valley Research Center as well as co-founder and co-owner of Latinos in Clinical Research.

Chris Sauber, co-founder of Latinos in Clinical Research who also works with CRO, CRA as well as site owner and consultant.

[WATCH FULL VIDEO](#)

Defining Stakeholder Commitments

AMGEN

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology innovator since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.



Takeda is a patient-focused, values-based, R&D-driven global biopharmaceutical company committed to bringing Better Health and a Brighter Future to people worldwide. Our passion and pursuit of potentially life-changing treatments for patients are deeply rooted in our distinguished history in Japan since 1781.

Medtronic

Medtronic was founded in 1949 as a medical equipment repair shop by Earl Bakken and his brother-in-law, Palmer Hermundslie. Over the years, Medtronic has developed additional core technologies, including implantable mechanical devices, drug and biologic delivery devices, and powered and advanced energy surgical instruments. Today, their technologies are used to treat nearly 40 medical conditions.

Boston Scientific

Boston Scientific is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world. They foster an environment of creativity to transform new ideas into breakthrough services and solutions that create value for patients, customers and employees.

Amgen: “Clinical Trial Diversity and Representation”

We can understand more about how a medicine will work in people when we have studied it in patients who better reflect the types of patients our products are intended for. Amgen strives to include representative patients in clinical trials, including patients of diverse race, ethnicity, sex, and age. In designing our clinical trials, we seek to engage directly with patients, their caregivers, and their advocates and work hard to reduce burdens and barriers to trial participation. This patient-focused approach can make it easier for diverse patients to enroll in and complete our clinical trials.

In addition, we will enhance clinical trial diversity by recruiting and selecting a range of trial locations where diverse patients may be treated, particularly those who have been historically underrepresented in research. Amgen will also collaborate with clinical trial staff with a range of backgrounds who can be trusted and knowledgeable partners for a diverse patient population.

Amgen believes that these and other strategies will enhance the diversity of our clinical trial populations, contribute to improved representation among patients who choose to volunteer as participants in research, and lead to studies that better reflect the patient populations that may benefit from our medicines.

Takeda: “Commitment to Improve Diversity in Clinical Trials”

When we thoughtfully engage diverse populations in our clinical trials, we generate evidence that better reflects the patients and patient sub-groups most likely to use a medicine if approved, giving everyone more accurate data and insights to inform regulatory submissions, future trials, and, for approved treatments, potentially more efficacious and safer utilization. Enhancing diversity in clinical trials is simply the right thing to do.

Changes to the way the clinical trials are conceived, sites and investigators are identified, patients' study experience and study accessibility have been long needed in order to achieve greater diversity in clinical trials and will enable the biopharmaceutical industry to better serve patients and support innovation. While acknowledging these shifts are overdue, we are pleased that a sea change is happening across our industry. Within just the past year, we have witnessed greater collaboration, resourcing and commitment for trial diversity and there is no going back.

Takeda is proud to stand with our industry peers and PhRMA, and embrace these first-ever, industry-wide principles on clinical trial diversity, which will take effect in April 2021. The principles aim to:

- Enhance education about the role of clinical trials
- Increase awareness of clinical trials
- Expand diversity in clinical trials by reducing barriers to clinical trial access and participation
- Use real world data to enhance information on diverse populations
- Increase information about diversity and inclusion in clinical trials

Medtronic: “The People Behind our Mission”

We strengthen Medtronic by hiring and developing diverse talent, creating a culture of inclusivity, measuring our performance, and being transparent about our progress. Everyone contributes knowing they are making us more competitive as a company, which improves health for a greater number of patients in our global communities.

At the same time, to deliver equity, we recognize that we must move from offering the same to everyone (equality) and instead remove barriers by providing the right support for everyone to have the same opportunities (equity). We actively listen, learn, and advocate for dignity, creating a level playing field with broad opportunities for employees throughout Medtronic's global footprint.

We lead the way from a strong foundation built on systems of accountability at every level. This includes inclusive hiring practices, robust career development and education, data analytics, quarterly diversity reviews and active, strong Diversity Networks and Employee Resource Groups. As we look to the future, we seek ways to amplify our impact beyond our walls and get to the root cause behind lingering inequities.

Summary

83bar has always prided itself in our unique and inclusive patient activation system. Our methods have been proven time and time again giving us the unique ability to meet patients where they are now regardless of race, religion, or gender. Furthermore, our innovative methods allow us to reach many patients who are outside of the current medical system and traditional referral pathways.

Here is a brief look at how we can help our clients find and connect with patients with our one-of-a-kind, multiphase approach.

We start with the locate phase to find patients who meet the specific inclusion criteria for a clinical study. We do this by creating highly targeted digital ads designed specifically to attract patients that match the criteria of a study.

Then, we evaluate patients by first completing a brief survey. This is typically a set of questions to find out more about their medical history and background to make sure the study is right for them.

Next, we guide patients through a navigation phase. Essentially leading them through a series of touchpoints created specifically for engagement. We follow that up with a variety of trigger-based automations and interactions with live agents.

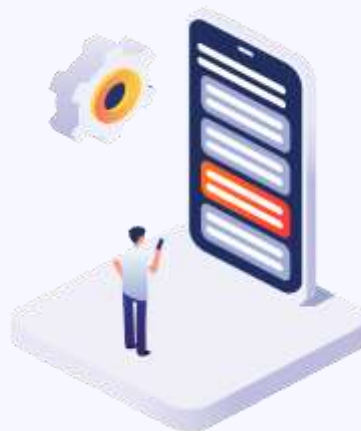
Lastly, we conclude with the activation phase in which a clinically trained patient educator reaches out (often in minutes) to further screen and educate patients.

Furthermore, we often share throughout these steps that we do not discriminate based on race, age, ethnicity, or any other demographic information. Even though we've always operated this way it is important that patients understand that as well.

While diversity in health care isn't likely going to be solved overnight, it is encouraging to see that companies across the globe are understanding these complex issues and are willing to take steps to move in the right direction.

At 83bar, we've pioneered innovative methods to directly connect with patients to help them find solutions to their unique health conditions. Our goal is to help transform this industry in the best way possible by empowering companies and patients to connect and grow.

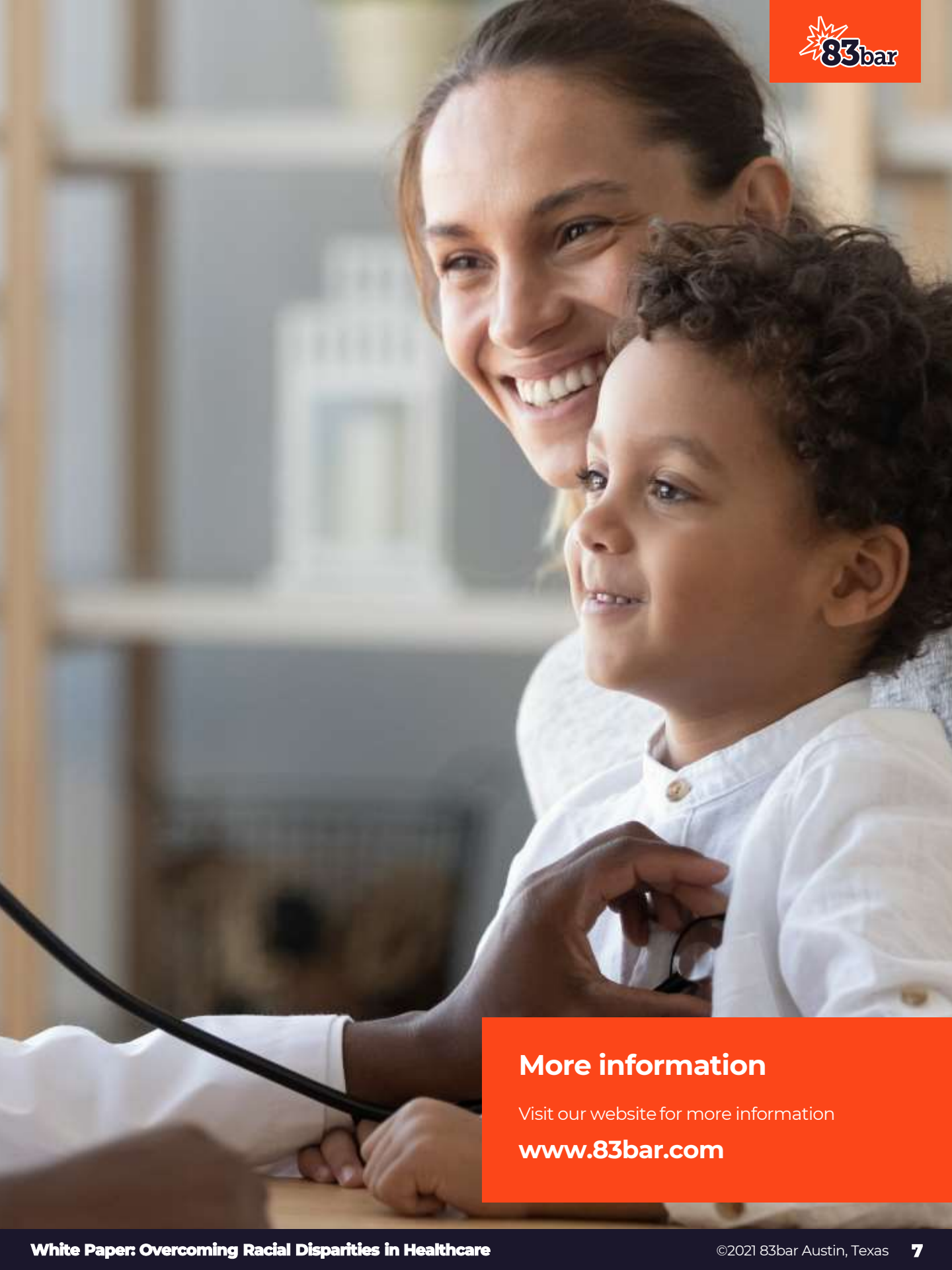
How can we help?



We want to help every medical company achieve their required outcomes. Patient health is our number 1 priority. This whitepaper, and many more like it, prove that our patient-centric solutions deliver results – often in less time and reduced costs.

[CONTACT US](#)

Our proven four-step process is created to help locate patients who meet the study criteria and empower them with knowledge, so they have the clarity on the next steps to move forward.



More information

Visit our website for more information

www.83bar.com