

# Developing Trust: Engaging Referring Physicians as Partners in Health Care Research

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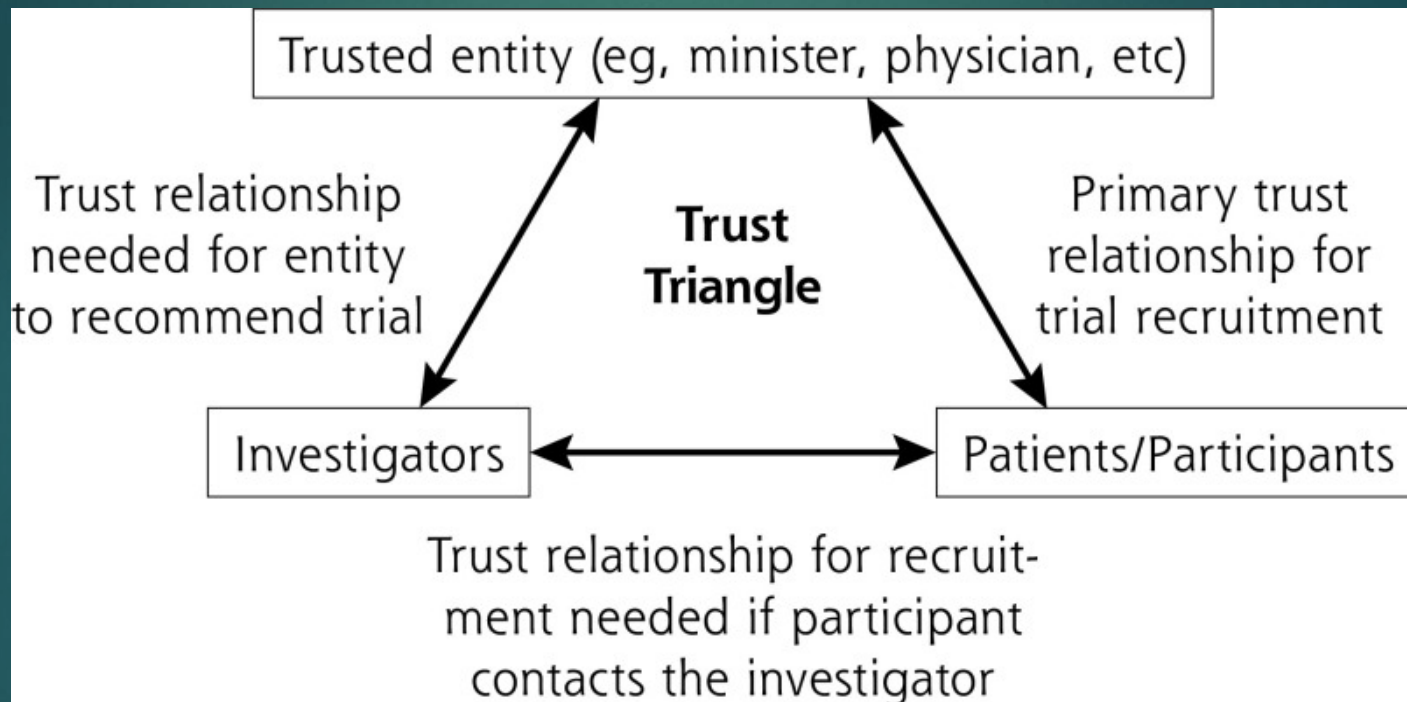
# Background

- ▶ Clinical trials of health studies often lack racial and ethnic diversity
- ▶ Trust is a key variable in subject recruitment and particularly minority participation
- ▶ Community-based minority recruitment approaches help in common conditions but not for conditions with physician referral
- ▶ Trust is important for both patients and community physicians

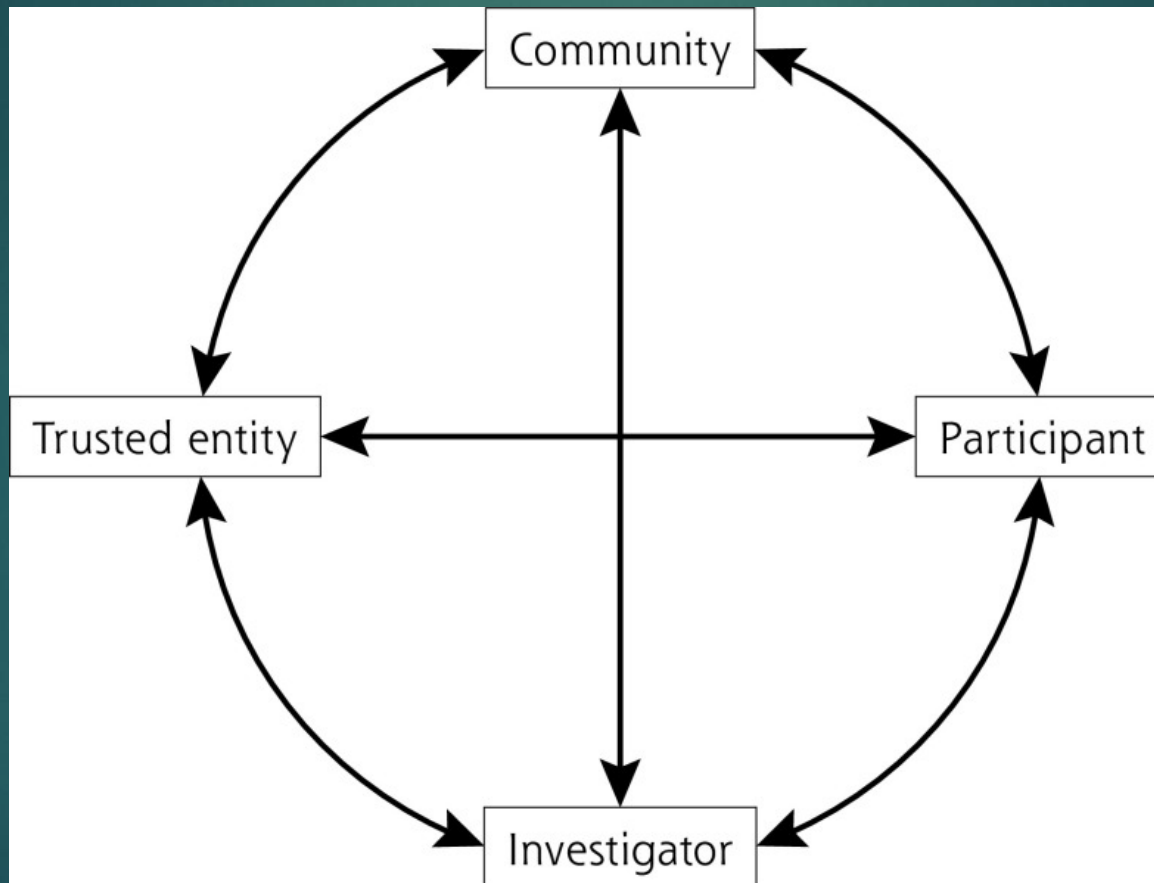
# Background 2 (sources of mistrust for referring physicians)


- ▶ Concern about risks for patients
- ▶ Concern about patients treated with respect
- ▶ Minority serving physicians have lower levels of trust in medical researchers than other physicians
  - ▶ Higher levels of trust is associated with higher likelihood of referral to trial
- ▶ Concern about clinical center stealing their patients

# Trust Triangle for Recruitment



# Circle of Trust for Recruitment





How do we engage  
providers to refer patients  
to studies?

EVIDENCE FROM RECRUIT.

U24MD006941 NATIONAL INSTITUTE OF  
MINORITY HEALTH AND HEALTH DISPARITIES.

# RECRUIT Methods

- ▶ Design: A cluster-randomized trial conducted within 4 NIH funded multi-site trials.
  - ▶ *A trial within trials*— 50 sites were randomized within their parent trials
  - ▶ *Parent trials*— CABANA-Cardiovascular; PACES & BMT-CTN-Cancer; STEADY-Parkinson's
- ▶ Intervention:
  - ▶ Trust-based training modules and continuous quality improvement methods
  - ▶ Monthly coaching calls between investigators and sites for 12 months

# Strategies to Build Engagement with Community Providers

- ▶ Training module for investigators on communication with minority serving physicians
  - ▶ Sensitize PI to potential concerns in the community
- ▶ Training module for investigators on development of a minority recruitment plan
  - ▶ Plan who they are going to talk to and how
- ▶ Training module for investigators on communication with recruited patients
  - ▶ The patients will report back to their doctor
- ▶ Encourage active engagement between site PI and community doctors
  - ▶ Don't dump all contact with the community onto the staff



# Results

- ▶ In three of four parent trials (PACES, CABANA and STEADY-PDIII) the intervention sites exhibited greater minority enrollment (29.9%) compared to control sites (8.2%).
  - ▶ The bone marrow transplant trial was too diverse and was actually multiple different studies classified as one.
- ▶ Sites that followed the intervention program showed success!

# Discussion

- ▶ This intervention focused on building trust between investigators and referring physicians
- ▶ This strategy works
- ▶ Building trust and relationships is work
  - ▶ difficult to implement due to time and effort **but it pays dividends**
- ▶ Trust is not built by sending blast emails by the recruitment coordinator
- ▶ RECRUIT strategy may be suited for certain types of trials and not others

# The End

