futureproofing
CLINICAL TRIALS

Chapter 3:

The Importance of Trust for Long-term Success

JPA HEALTH

This series explores strategies to optimize and futureproof clinical trials by improving recruitment and enrollment, broadening patient representation, and streamlining the medication submission process to the U.S. Food and Drug Administration to accelerate the delivery of treatments to patients in need.

To recap, we have identified three key limitations in the current clinical trial model that hinder treatments getting to healthcare providers and patients:

Diversity & Representation:
Diversity & Representation: Inequitable representation in trials leads to incomplete data and biased findings.[2]

Recruitment & Enrollment:
Approximately 80% of clinical trials fail to meet enrollment deadlines, delaying patient benefits and costing sponsors $600,000 to $8 million per day.[1]

Implementation & Management:
Challenges with trial location, participant understanding, and high dropout rates can compromise outcomes.

In our first chapter, we explored the application of cutting-edge integrated intelligence methods to address current limitations and challenges in clinical trials. In the second chapter, we highlighted decentralization opportunities that can help sponsors increase the inclusivity of their clinical studies. As we conclude our series, we will focus on the importance of trust and consistent communication as essential tools for long-term success.

The Importance of Trust for Long-term Success

Regular and open communication is critical to building trust in clinical trials. By engaging healthcare providers, primary investigators, and clinical trial sites from the start and keeping the dialogue going, trial sponsors can foster the confidence needed for successful recruitment and retention.

While stakeholders may have established communication channels with companies, building strong connections with patient advocacy organizations is equally valuable. These groups act as trusted messengers, increasing patient awareness and boosting recruitment and retention efforts.

1. Establish communication pathways with patient advocacy organizations.

Patient advocates are experts in the lived experience of disease. Companies should actively seek their insights on patient preferences, relevant outcomes, and real-world impacts. This collaboration ensures that study protocols are designed from a patient's perspective, focusing on eligibility criteria, endpoints, assessments, and scheduling. Engaging with advocacy organizations through regular briefings and webinars and seeking their input on clinical trial materials before distribution promotes a sense of ownership and partnership. Meeting advocates where they are and maintaining consistent, quality communication helps build trust and enhances the trial's success.

2. Engage trusted messengers to support awareness, recruitment, and retention.

Throughout the clinical trial process, from the initial contact with participants to the end of their involvement, address their needs and concerns at every stage. Clinical trials can be daunting, so ensuring participants' privacy, well-being, and comprehension must always be top of mind. Integrating clinical trial communications into the design from the beginning creates a positive environment, encouraging participants to stay committed and fully involved throughout the trial.

After crafting a patient-centered protocol with their input, implement a communication plan that keeps participants informed and engaged throughout their trial experience. Reliable, consistent updates encourage retention and completion, reinforcing the commitment required from both sides. Beyond site-level interactions, partnering with patient advocacy organizations can enhance communication and help support the patient community throughout the clinical trial and life cycle of an asset, paving the way for long-term success and differentiation.

Responsibly sharing clinical trial data also advances scientific knowledge. While many trial results remain unpublished or unanalyzed, data sharing facilitates secondary uses such as further analyses, examination of unpublished data, validation of published findings, and exploration of new research hypotheses.

3. Plan for long-term reputation protection.

Communication shouldn't stop with the completion of a trial. Historically, research participants don't receive updates on study findings. Yet actively sharing results, engaging participants in dialogue, and providing opportunities for them to ask questions helps maintain trust and foster ongoing community involvement. Including patient advocacy organizations in these dissemination efforts can further strengthen this connection and build credibility.

Participants who feel valued and informed are more likely to advocate for a company and its products, whether the trial succeeds or not. Trials often face setbacks, and treating participants with respect and keeping them well-informed enhances the likelihood that they will support future research, respect the sponsor, and speak positively about the company to the media and other stakeholders[3, 4].

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To learn how JPA Health applies strategic thinking and proprietary research to improve clinical trial recruitment and implementation efforts, please contact **Samantha Cranko at scranko@jpa.com.**

References:

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