

Strategies for Successful Recruitment and Retention of Latinos in Clinical Trials

Our Experience in a Community-based
clinical trial setting



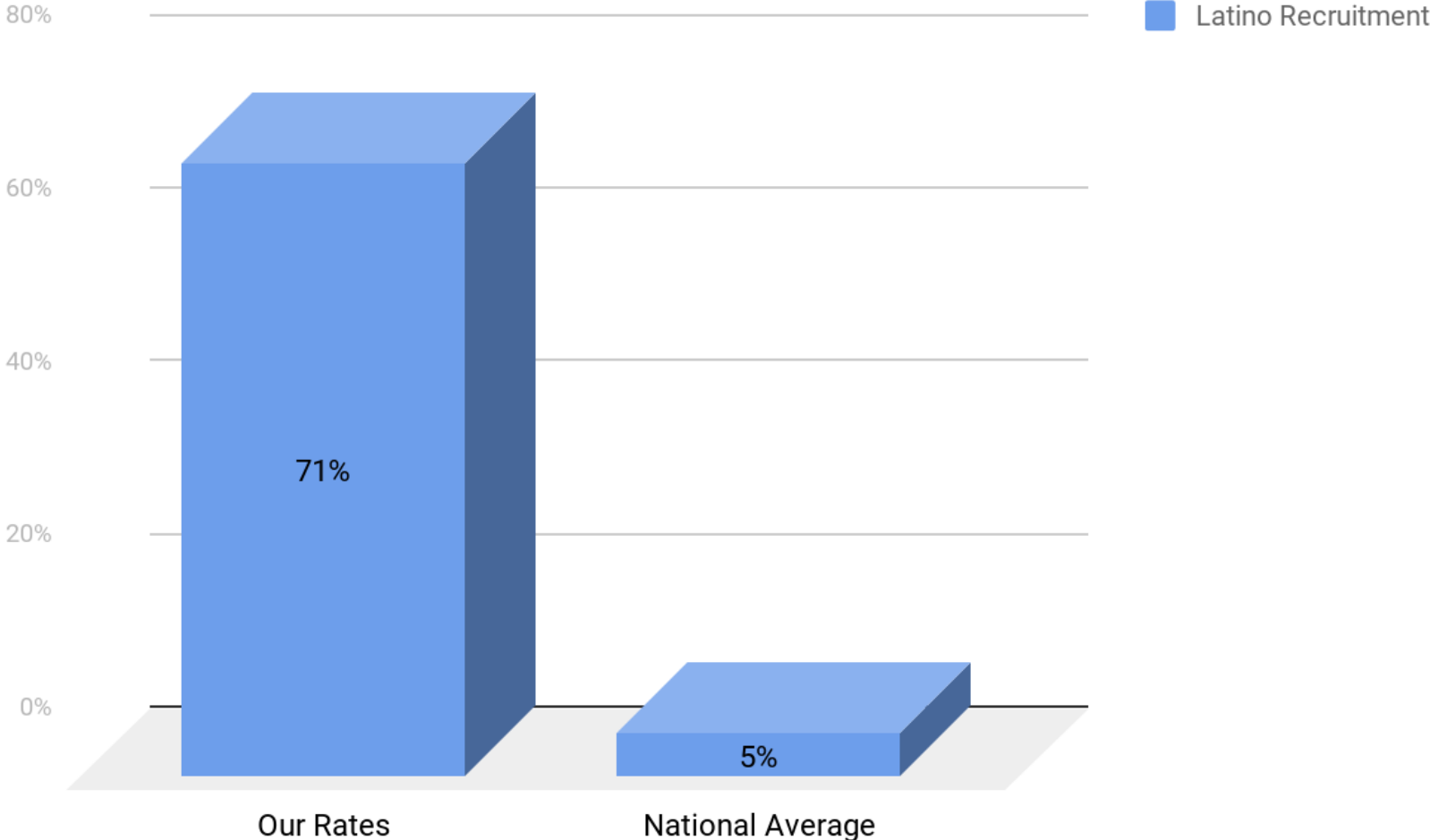
VISION CONSULTANTS AND SURGEONS



EMERSON CLINICAL
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Recruitment of Latino Patients Into Clinical Trials



Data based on last 3 yrs
n = 503
15 clinical trials

Keys to Successful Recruitment

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- Structure
 - SMO(Site Management Organization)

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- In Spanish
- Culturally Appropriate

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- Patient Trust

- Infrastructure
- Convenience
- Education

● Structure

- SMO (Site Management Organization)
 - Organization that has:
 - infrastructure in place
 - personnel and policies
 - relationships with pharma sponsors
 - Allows for fast growth
 - Brings experience

● Marketing

- Targeted
 - Facebook / Google
- Local
 - Radio
 - TV
- In Spanish
- Culturally Appropriate
 - Popular colloquial words: “carnosidad” instead of pterygium
- Data Mining of own database

● Patient Trust

● Infrastructure

- Bilingual Staff
- Multiple ways of communication
 - phone
 - text
 - email

● Availability


- Saturday hours
- After 5pm hours

● Education and Empathy


- Patient
- Family Approval
 - Extended family
 - Pets

● Convenience

- Provide Transportation
- Snacks if Long Stay
- Rewards for Kids



Estan
experimentado
conmigo?

- 
1. Es un medicamento que ya paso por experimentos de seguridad y eficacia.
 2. Monitoreamos efectos adversos muy de cerca
 3. Creemos que es mas eficaz que los que estan disponibles en el mercado por que...

Thank You



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