



DRIVERS OF PATIENT INTEREST IN CLINICAL TRIALS

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Objective

- ◆ The literature on what motivates patient interest in trials is limited in both sample size and therapeutic focus (i.e., often one condition)
- ◆ Rather than relying on physicians to characterize patient interest in a clinical study, best in class feasibility has evolved to include data captured directly from patients

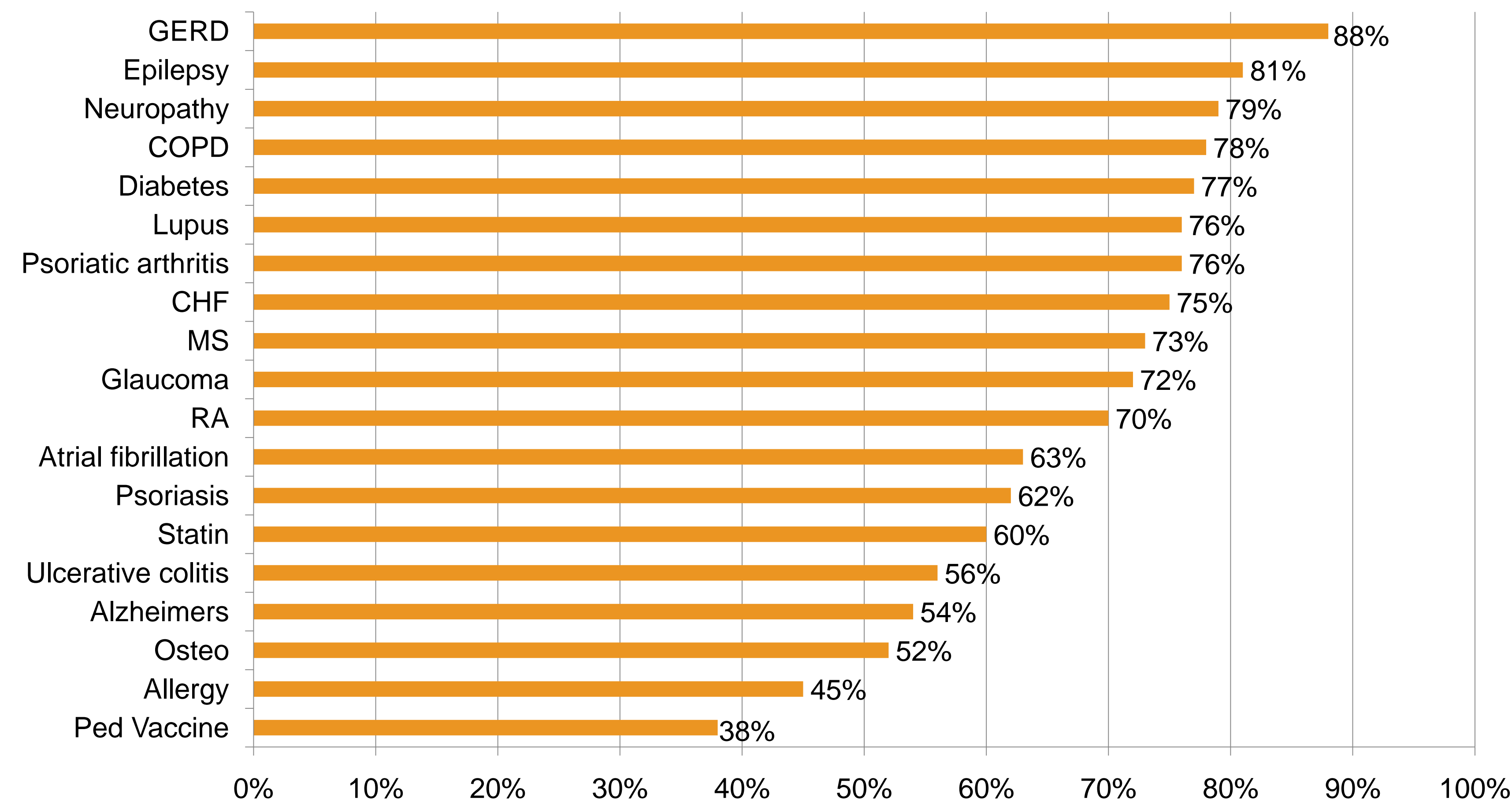
Methods

- ◆ We analyzed responses from 2,408 patients across 32 protocol feasibility assessments completed by iGuard.org
 - iGuard.org is a free medication monitoring service that provides safety alerts and updates to over 2 million members in the US and UK
- ◆ Protocol feasibility assessments typically include feedback from approximately 50 members likely to meet study inclusion/exclusion criteria on:
 - Disease history & care patterns
 - Patient interest in a clinical trial
 - Challenges to recruitment
 - Benefits from participation
 - Expectations for subject compensation
- ◆ Specifically, we performed correlation analyses and a stepwise logistic regression model to identify significant contributors to study interest using data from 32 protocol feasibility assessments

Results

- ◆ Survey response rates range from 2% (low engagement disease such as Allergies) to a maximum of 20% (high engagement disease such as MS).
- ◆ An average of 72% of patients would like to be contacted about a nearby clinical trial. The highest level of interest seen in patients with GERD (88%) and lowest seen in Pediatric Vaccines (38%).

Patient Interest in a Clinical Trial by Condition



Results (continued)

- ◆ Correlation analysis revealed the factors associated with clinical trial interest were receiving free care (0.43), reimbursement (0.37), Dr. concern (0.22), Dr. recommendation (0.27), comprehensive evaluation of condition (0.44), and helping others (0.37).
- ◆ In multivariate logistic regression, Dr. concern, reimbursement, free care, comprehensive evaluation, and satisfaction were all found to be significant drivers of patient interest in clinical trials.

Patient Drivers of Interest

Significant Factors (p<0.05)	Insignificant Factors
Satisfaction with current medication (-)	Age
Side effects with current medication (-)	Clinical trial experience
Condition	Duration (study months)
Dr. Recommends study (+)	Managing Dr (PCP vs. Specialist)
Dr. Concerned about study (+)	Number of daily medications
Helping others by contributing to research (+)	
Comprehensive evaluation of condition (+)	
Medication/care provided at no charge (+)	
Reimbursement for time & travel (+)	

Conclusion

- ◆ Community-based patients are interested in clinical trials
- ◆ Patients with low treatment satisfaction or who experience bothersome side effects with their current treatment are significantly more interested
- ◆ Messages such as reimbursement, free care, and a comprehensive evaluation of condition are also correlated with interest