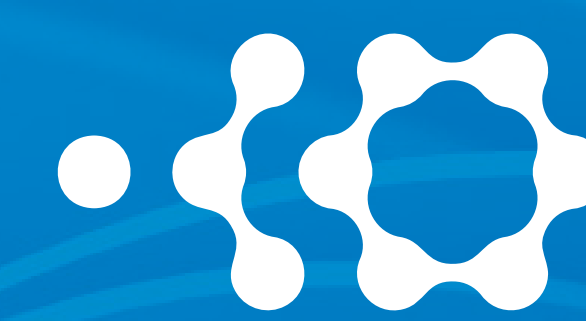


Examining approaches to educating US oncologists about clinical trials



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As the number of clinical trials continues to expand, pharmaceutical companies are under increasing pressure to educate clinicians about their trials. To further overcome barriers to enrollment, companies must also ensure diverse and equitable patient representation.

Share your thoughts!

Take our survey regarding learning about clinical trials.

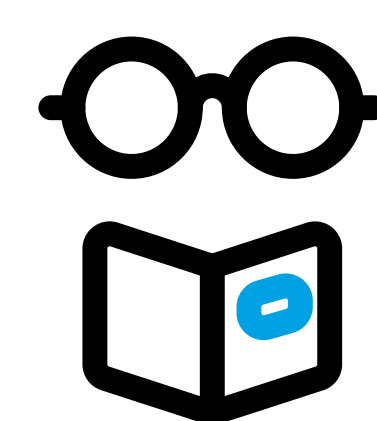


Background

- The rapid pace of oncology drug development has led to an explosion in clinical trials
 - As of March 25, 2023, there were 11,742 phase 1, 2, or 3 oncology clinical trials that were not yet recruiting or were recruiting on clinicaltrials.gov¹
- Consequently, timely patient recruitment is difficult and is a barrier to successful completion²⁻⁵
 - Up to half of all phase 3 oncology trials close because of poor patient accrual
 - Fewer number of research sites is one factor associated with inadequate patient accrual and may result from lack of trial awareness and/or ability to participate
- Pharmaceutical companies are increasing efforts to spread awareness of their studies
 - Common tactics for increasing trial awareness include trials in progress (TIP) abstracts and reviews, but the impact of these tactics is unclear

Methods

- We conducted a survey among users of the clinician networking platform SERMO that focused on US academic oncologists who have served as clinical trial investigators
- The survey included 3 screening questions and 6 questions on motivation, preferred educational channels, and barriers for participation in trials



Our aim is to better understand oncologists' information-seeking behavior about clinical trials

Conclusions and insights

- When searching for information about new clinical trials, the most frequently used channels among the oncologist respondents were online resources and fellow oncologists
- Although trial-in-progress posters and manuscripts are common tactics to generate awareness of clinical studies, review manuscripts may reach an even greater number of clinicians than either
- For tactics supporting MSL discussions with potential investigators, slide decks (and to a lesser extent, brief leave-behind materials) are considered helpful resources
- To facilitate enrollment in clinical studies, pharmaceutical companies should consider making their trials more inclusive and increase efforts to spread awareness of their studies
 - Encouragingly, most respondents were not overwhelmed by the volume of clinical trials
- We acknowledge the limitations of this analysis, including the relatively small number of respondents and focus on SERMO users among the population of practicing oncologists

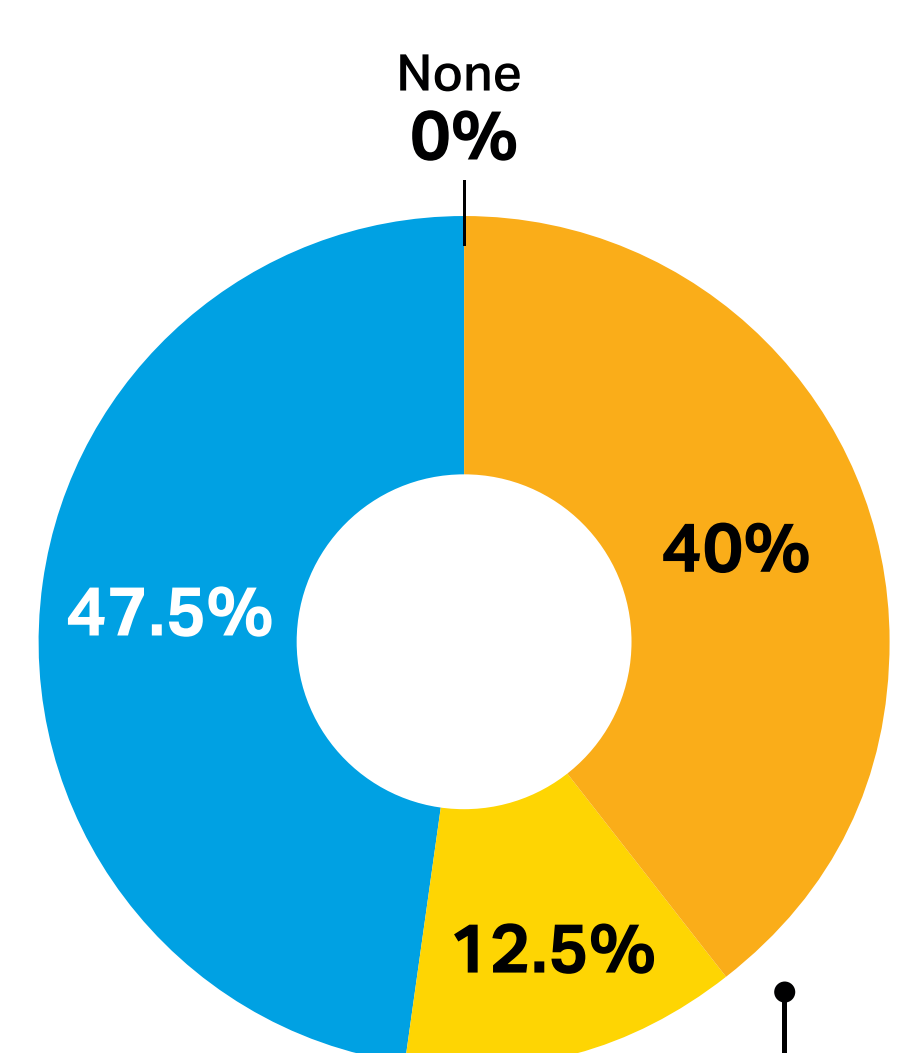
Results

Respondent demographics

The survey was conducted from Nov 30-Dec 1, 2022, and 40 of 109 respondents were included in the results. Per screening question design, all 40 respondents were practicing oncologists at academic institutions who had participated in ≥ 1 clinical trial within the past 10 years

Within the past 10 years, how many clinical trials have you participated in (ie, served as an investigator and/or enrolled patients)?

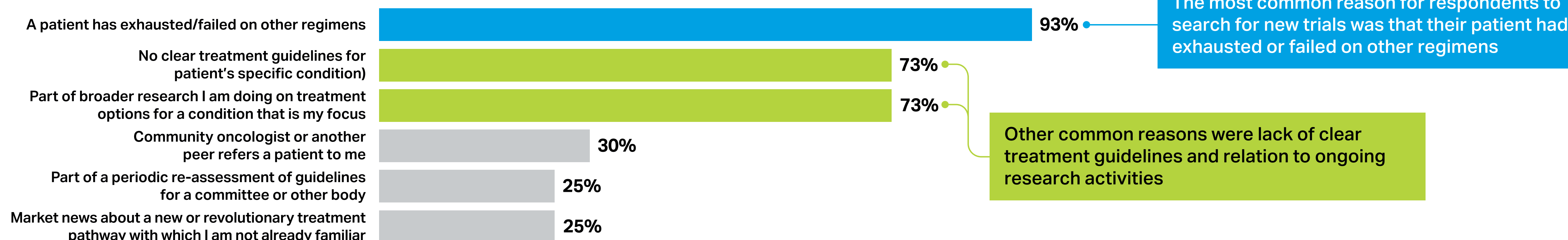
- 1-5 trials
- 6-10 trials
- >10 trials



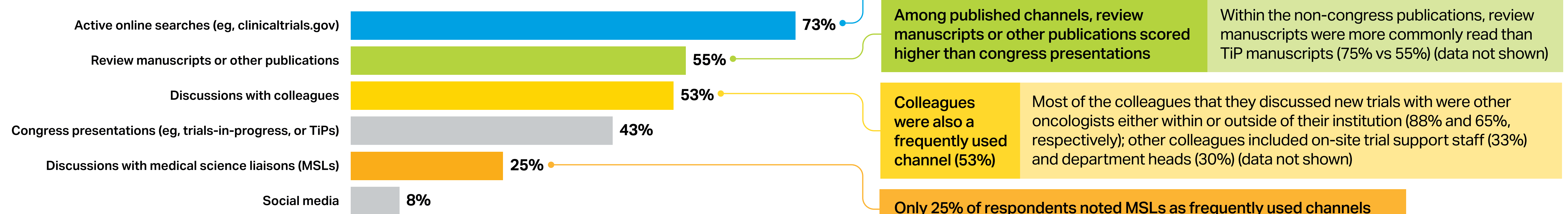
Interestingly, respondents of the survey primarily fell into 2 categories: highly active (participated in >10 trials) or somewhat active (1-5 trials)

Information-seeking behavior

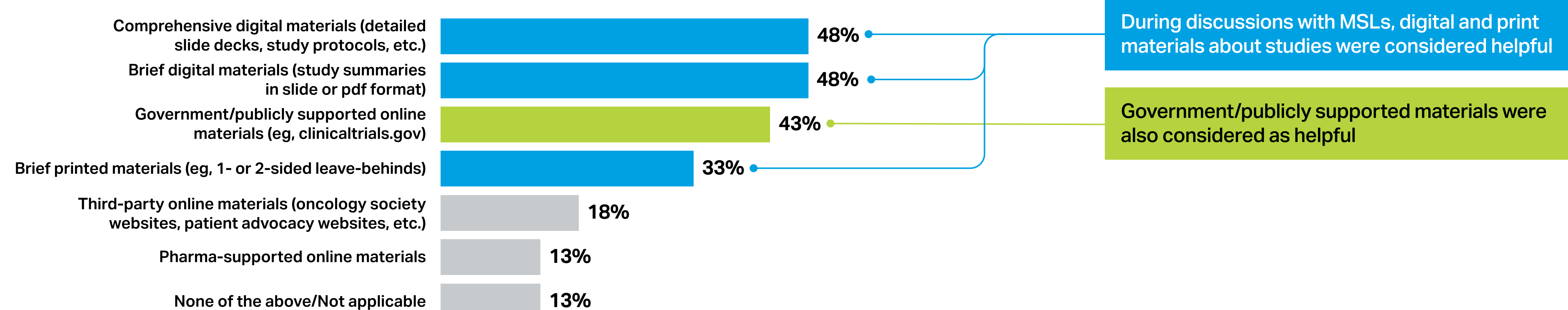
What are the circumstances that cause you to search for new clinical trials with which you might not already be aware?



When you are seeking information about new clinical trials, which of the following channels do you use most frequently?



During discussions with MSLs, which types of medical education materials focused on ongoing clinical trials are most helpful to you?



Barriers to participating in trials

Please rank the following factors based on how much of a barrier they are to participating in clinical trials

