We need to increase patient interest in clinical trials (CT) now, to be ready to recruit a new target market in the future & advance access to precision treatments.

**Existing Clinical Trials**

- Enroll patients representative of the general patient population
- Need to increase patient interest/accessibility to trials
- Once to market, requires trial and error to identify right treatment for the individual; must stay up to date on government/multisource healthcare regulations
- Missed 6 month window before damage begins, lower chance for remission, higher chance for long term healthcare costs

**Future Precision Medicine Trials**

- Enroll patients who meet specific subgroup requirements
- Higher accessibility to trials
- Once to market, immediate match to best treatment for the individual; until enough research, step change/government/multisource regulation still dictates until enough proof
- Timely treatment, increased quality of life and chance for remission, lower costs and better outcomes for patient

**SOLUTION TO ELIMINATE EXISTING BARRIERS TO CT PARTICIPATION**

**EDUCATE • INCREASE COMMUNICATION • PATIENTS GAIN ACCESS**

- WHO’s preparing for a new sample of patients?
- Address Known Barriers
  - Lack of Interest/Knowledge
  - Doctors Do Not Suggest CT Option

**Shared Decision Making (SDM) Tool**

**INNOVATION: SDM Tool/initial development**

- By patients, if interested patient has tool to discuss option with doctor; Final decision is made between doctor & patient.
- Anticipated high % response to treatments
- Pioneered high % response by treatments

**FUTURE IMPACT**

- Measurable improvement in overall trial interest & increase in enrollment
- We will identify a target market & seed potential SDM trials.
- A new peer-reviewed SDM tool will be introduced to primary and secondary care teams in recruitment.
- Findings will evolve to develop practice materials.
- We will have recruited subgroups in advance, enabling expedited protocol progression.
- Identify existing barriers to advancing clinical trials planning & solving the issue.

**OBSTACLES TO OVERCOME: EXISTING CT RECRUITMENT BARRIERS**

- Existing CT knowledge
- Lack of Interest/Knowledge
- Doctors Do Not Suggest CT Option
- Industry/Researchers are developing new drugs that target certain patient demographics
- New to market, immediate match to best treatment for the individual; until enough research, step change/government/multisource regulation still dictates until enough proof
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