Strategies for Successful Recruitment and Retention of Latinos in Clinical Trials

Our Experience in a Community-based clinical trial setting
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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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- Marketing
  - Targeted
  - Local
  - In Spanish
  - Culturally Appropriate
Keys to Successful Recruitment

- **Structure**
  - SMO(Site Management Organization)

- **Marketing**
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- **Patient Trust**
  - Infrastructure
  - Convenience
  - Education
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
1. Es un medicamento que ya paso por experimentos de seguridad y eficacia.
2. Monitoreamos efectos adversos muy de cerca.
3. Creemos que es más eficaz que los que están disponibles en el mercado por que...
Thank You
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