

“The Patient Perspective on Clinical Trials”

SCORR Marketing and Antidote Technologies, 2019, 180 pages, \$1,250

Review by Norman M. Goldfarb

“The Patient Perspective on Clinical Trials” provides startling insights into why we have so much trouble recruiting patients into clinical trials. In simple terms, not only are we functionally invisible to many of them, but when we are able to get our message across, it’s the wrong message.

The report presents findings from a 2018, U.S. survey of people afflicted with selected health conditions. SCORR Marketing, a marketing firm dedicated to the life sciences, Antidote Technologies, a digital health company, and eight partners, mostly patient advocacy groups, conducted the survey. Of the 3,987 survey respondents, about a quarter reported that they had participated in one or more clinical trials.

Some of the report’s many fascinating findings include the following:

- Seventy-three percent of respondents would most like to receive information about clinical trials from their doctor’s office (their number one preferred source by far), but only 32% of respondents have ever received such information from their doctor. Of the five listed reasons why a respondent might have joined a clinical trial, the lowest percentage (32%) said, “I was following my doctor’s recommendation” as a primary or major reason.
- Motivations and concerns vary significantly by health condition. For example, melanoma and lung cancer patients who had joined clinical trials were primarily concerned with extending their own lives, while those with lupus or kidney disease were more interested in helping future patients. Respondents with melanoma, kidney disease, or lung cancer were most likely to say the opinions of their families and friends were essential or matter quite a bit in their decision to join a clinical trial, while the input of families and friends matters the least for those with gastrointestinal disease or allergies/asthma. Respondents with lupus were most likely to believe that being consulted about what they want from a treatment would motivate them to participate in clinical research.
- The second most important way (of nine) that a researcher could motivate a respondent to participate in a clinical trial would be to make information about findings from clinical trials more readily available. Ninety-percent of respondents would want at least monthly reports on how their trial is going.
- Nineteen percent of respondents believed you have to be close to a major hospital to participate in a clinical trial. Thirty-two percent of respondents believed that children cannot participate in clinical trials. Twelve percent of respondents believed they cannot join a trial unless their doctor tells them about it first. Eight percent of respondents believed that once they decide to participate in a clinical trial, they can’t change their mind.

A free 29-page report summary is available now from SCORR Marketing at <https://www.scormarketing.com/resources/the-patient-perspective-on-clinical-trials/>, as well as the full report, which explores differences in perception of and motivation to participate in clinical trials by demographic characteristics and health condition.

Reviewer

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