

Observational Studies: Key to Community Engagement: The SVRC Experience

- Underserved and limited resource community
- Latino/Hispanic population
- High prevalence of psychiatric, metabolic and neurological conditions
- Lack of clinical research sites in community->lack of resources to patients about clinical trials->research staff time spent on educating community
- Most HCP's/Clinics do not work in clinical research->HCP's do not discuss clinical trials
- Lots of potential participants but limited referral process to clinical trials by HCP's
- Limited access to specialty care->**Strong Study Interest and Retention**

Observational Studies: Key to Breaking Barriers

- Observational studies such as:
 - Memory screenings
 - Sample Studies
 - Non-Medication Studies
- Help sites build long term trust within a community
- Importance of contributing to research and benefits
- Participants will understand the basics of a research study
- Opportunity to receive a service not offered anywhere else
- Research sites/staff need to invest time in the community

Referral Source	Total Referrals	# Screened/Randomized	# of Completed	Website Application
Annual Alzheimer's Disease Health Fair	9	3	3	0
Apartment Complex	4	3	3	0
Brawley Senior Center	2	2	2	0
Calexico Community Center	8	3	3	0
Calexico Wellness Center	2	2	2	0
Desert Foot and Ankle Clinic	2	0	0	1
Dr. Rosario Araguas	1	0	0	0
El Centro Senior Appreciation Day Event 2024	17	13	13	0
Family Member	2	1	1	0
First 5 Imperial Event Kennedy Garden Elementary	1	1	1	0
Friend	4	3	3	0
Heber Community Senior Center	16	16	16	0
HeyCafe El Centro	1	0	0	0
Hope Pharmacy	1	1	1	0
Imperial Radiology	8	8	8	0
Legacy El Centro Grand Opening	6	4	4	0
Local Health Fair	1	0	0	0
My Doctor	1	0	0	1
New Jerusalem Church Heber	1	1	1	0
Pioneer Memorial Hospital Calexico	1	0	0	0
Sevilla El Centro Senior Apartments	2	2	2	0
Xochicalco University	1	0	0	1
Total	91	63	63	3
AD 56 / Roche / BP45085 / Mass Texting	12	2	2	0
Database Search	247	46	46	0
Email Message	3	1	1	3
Participant	52	45	45	0
SVBMC New Patient	6	4	4	0
SVBMC Staff Referral	1	1	1	0
SVRC Staff Referral (Emilia/Diana/Edgar/Javier/Rosy)	13	13	13	0
Text Message	1	1	1	0
Total	335	113	113	3
Facebook	32	19	19	1
Instagram Referral	10	5	5	0
Total	42	24	24	1
Overall Total	468	200	200	7

Study Duration: 4 1/2 months

	Community Engagement Efforts
	Internal/Staff Efforts
	Social Media Efforts

2024 Memory Study

- 200 pts over 4 ½ months
- Memory screening/demographics/medical hx
- Over 75% were Latinos/Monolingual/Bilingual
- Transportation was provided if needed

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2025/2026 Memory Study

- 170 pts over 6 months
- Memory screening/demographics/medical hx
- Included blood-based biomarker test
- 30+ pts with elevated P-Tau values were referred to an ongoing/upcoming Alzheimer's study

Referral Source	Total Referrals	# of Completed 1st Visits	# Randomized	Website Application
Alejandra Molina, Research Advocate	1	1	1	1
Annual Community Clinical Trial Health Forum	1	0	0	1
Brawley Senior Center	2	2	2	0
Calexico Community Center	2	0	0	0
Calexico Wellness Center	1	1	1	1
Calexico Wellness Center Colon Cancer Health Fair	5	2	2	0
CETYS University	1	0	0	1
Dr. Minerva Kelada	1	0	0	0
El Centro Community Center	4	1	1	1
Fresenius Kidney Care (El Centro)	1	0	0	0
Friend	7	2	2	3
Healthy Connections IV Mall	19	16	16	3
Heber Community Senior Center	28	25	25	0
Innercare (Formerly Clinicas De La Salud) (Flier)	1	1	1	0
IVC Annual Career Expo	1	1	1	0
IVC Mental Health Fair	1	0	0	0
Local Health Fair	2	1	1	0
Sun City Medical Group (Rheumatology)	1	0	0	1
Sure Helpline	2	2	2	0
Westmoreland Senior Citizen Center	16	10	10	0
Total	97	65	65	12
SVRC Staff Referral (Nina/Pedro/Rosalia/Michelle)	22	19	19	0
Database Search	419	9	9	3
Dr. Alidad Zadeh (Chart Reviews)	9	0	0	0
Email Message	4	0	0	4
Family Member	7	4	3	4
Ian Snider (NP SVBMC)	1	0	0	0
Mail	1	0	0	1
Participant	64	30	30	0
SVBMC Staff Referral	1	1	1	0
Tyler Martin	2	1	1	0
Víctor Rivera, Research Advocate	39	25	25	1
Website	1	0	0	1
Total	570	89	88	14
Facebook	52	7	7	3
Google Ads	2	0	0	1
Phases.AI	11	1	1	0
Twitter Referral	1	0	0	1
Total	66	8	8	5
Overall Total	733	162	161	31

Study Duration: 7/30/2025-Ongoing as of Jan 2026

	Community Engagement Efforts
	Internal/Staff Efforts
	Social Media Efforts

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Memory Studies-Key Takeaways

- Study Visit Accommodations
 - Visits done at community/senior centers
 - In Mobile Research Unit throughout community
 - Participants/families come into the office
- Majority had never had a memory screening done before
- Many have heard of or are aware of Alzheimer's due to a personal experience from a family/friend
- *Constant Community Engagement & Education is Key to a successful recruitment and not just per study!!!*

The Mobile Research Unit is coming to

Denny's Parking Lot in Calexico

Hosted by Sun Valley Research Center
In collaboration with Roche and Global Alzheimer's Platform Foundation
Join us for free memory screenings, brain health education, and a chance to win raffle prizes — open to adults ages 50–90.

Monday, December 15
12:00 PM – 06:00 PM
110 W Cole Rd.
Calexico, CA 92231



(760) 545-0123 sunvalleyr.com



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Beneficios de la investigación clínica
Acceso a tratamientos innovadores:
Participar en ensayos clínicos permite a los pacientes acceder a tratamientos experimentales que aún no están disponibles en la atención médica.



NO TIENES QUE HACERLO SOLO.
AQUÍ EN EL VALLE IMPERIAL, HAY APOYO PARA TI.

Encuentra apoyo y recursos en nuestro sitio web:
sunvalleyr.com/resources

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