



Advancing Health Equity: Data-Driven Site Engagement for Underrepresented Patient Participation

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Designing Trials for Precision Medicine and Patient Access



Improves Patient Matching to the right therapy



Better Adaptive and Targeted Designs



Higher-Quality and more relevant Data



More efficient and focused clinical trials

Precision Medicine

- Treatments guided by patient biology
- Clinical trials designed around patient populations
- Evidence that helps patients and physicians make better decisions



Key Factors that influence Patient Participation

Access

- Geographic access to clinical trial sites
- Travel and Transportation barriers
- Equitable access to biomarker testing and diagnostics

Education

- Awareness of clinical trial opportunities
- Understanding how trials work
- Access to clear, patient-friendly information

Trust

- Historical Experiences with healthcare and research
- Trust in institutions and investigators
- Confidence in trials will benefit patients and communities

Patient Burden

- Time commitment and visit frequency
- Caregiving or family responsibilities
- Work, financial and logistical pressures



When patients face barriers, sites feel the impact.



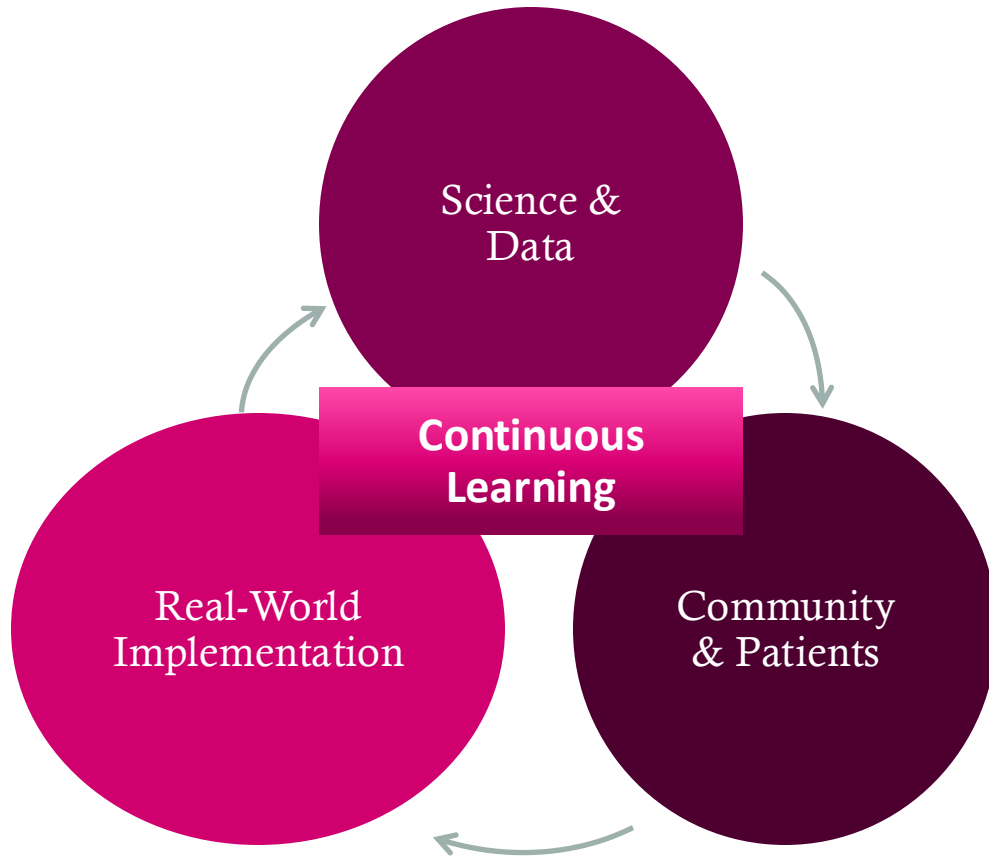
Reducing Operational Barriers to Improve Access

Operational Barriers Identified:

- **Streamline startup:** Simplifying activation processes helps sites open studies faster and enables patients to access trials sooner.
- **Standardize materials:** Consistent templates and documentation reduce administrative burden and improve efficiency across studies
- **Reduce system sprawl:** Sites often navigate multiple disconnected platforms, creating inefficiencies that slow study activation and patient enrollment
- **Enable reuse:** Allowing sites to reuse commonly required documentation across studies reduces duplication and accelerates activation timelines.



From Insights to Implementation



Key Areas of Focus:

- Expanding Patient Access to Trials
- Enabling representative enrolment
- Improving operational feasibility at sites
- Scaling successful approaches

Addressing patient participation barriers requires changes across trial design, site operations and communication.



Improving Access & Representative Enrollment

Diagnostic Access

Local biomarker testing support:

Biomarker testing provided by the sponsor in the community

Decentralizing Trial approaches:

Widening access by allowing local test results

Empowering Patient Access: Helping patients find clinical trials

Representative Enrollment

Eligibility and Feasibility Review:

Inclusion/exclusion criteria stress-tests and watchlists

Data-Informed Decisions: Using past performance to drive strategies

Using Feedback to Drive Strategy: Updated patient insights platform to inform trial design

Site Expansion: Expanding access to emerging markets



Operational Improvements: Making Clinical Trials Work for Sites and Patients

Operational Acceptance

Community and Provider collaboration:

Catalyze site and patient feedback to determine where communities are impacted and how best to address their needs

Operational feasibility review: Stress-test operational feasibility to mitigate site and patient capability challenges

Strengthening Site Relationships: Regular touchpoints to develop WOW and tailor site needs

Translating Trial Wins to Business as Usual

Continuous Reinforcement: Standardize training and workflows so successful practices become defaults.

Real-time monitoring framework: Use dashboards to maintain performance and scale proven approaches.

Outcome orientation: Tie adoption to improvements in enrollment, site/patient experience, and quality metrics.



Improving Communication and Transparency

Equity Focused Toolkit

- Patient support
- Advocacy and Partner Support
- Translated Consent & Patient Materials

Clinical Trial Education

- Unbranded, Generic clinical trial materials
- Trial Diversity Action Plan awareness
- Soft skills enhancement materials

Plain Language Consent

- Spanish translations provided standard
- Short Forms & eConsent accepted
- Interpreters supported at study start

Returning study results

- Study results provided to sites in Spanish
- Improved process for study results distribution

Process Consistency

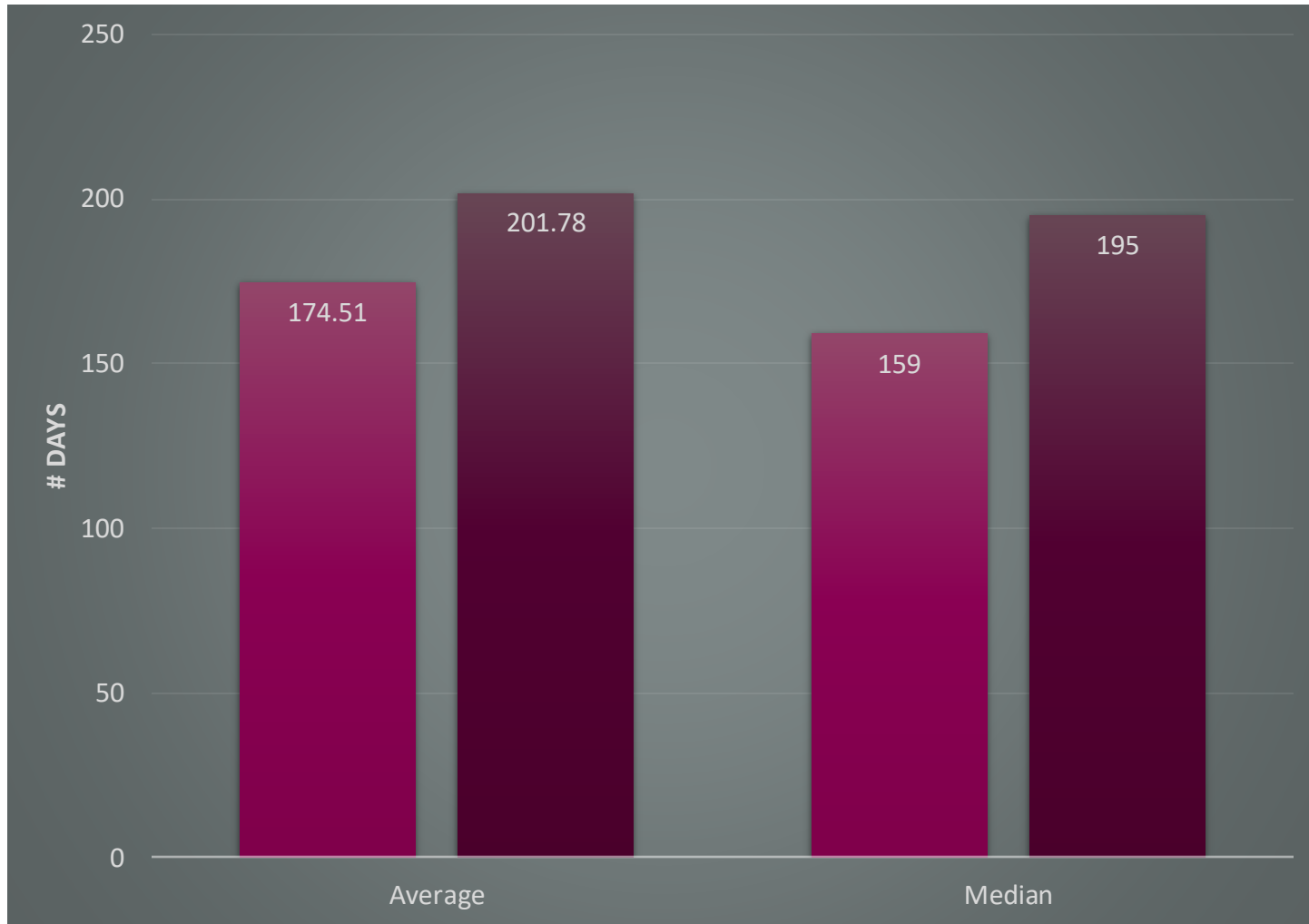
- Internal standardization and coaching
- Enhanced cultural competence, bias recognition, and communication training



Site Metrics



Faster Site Activation Improves Patient Access to Trials

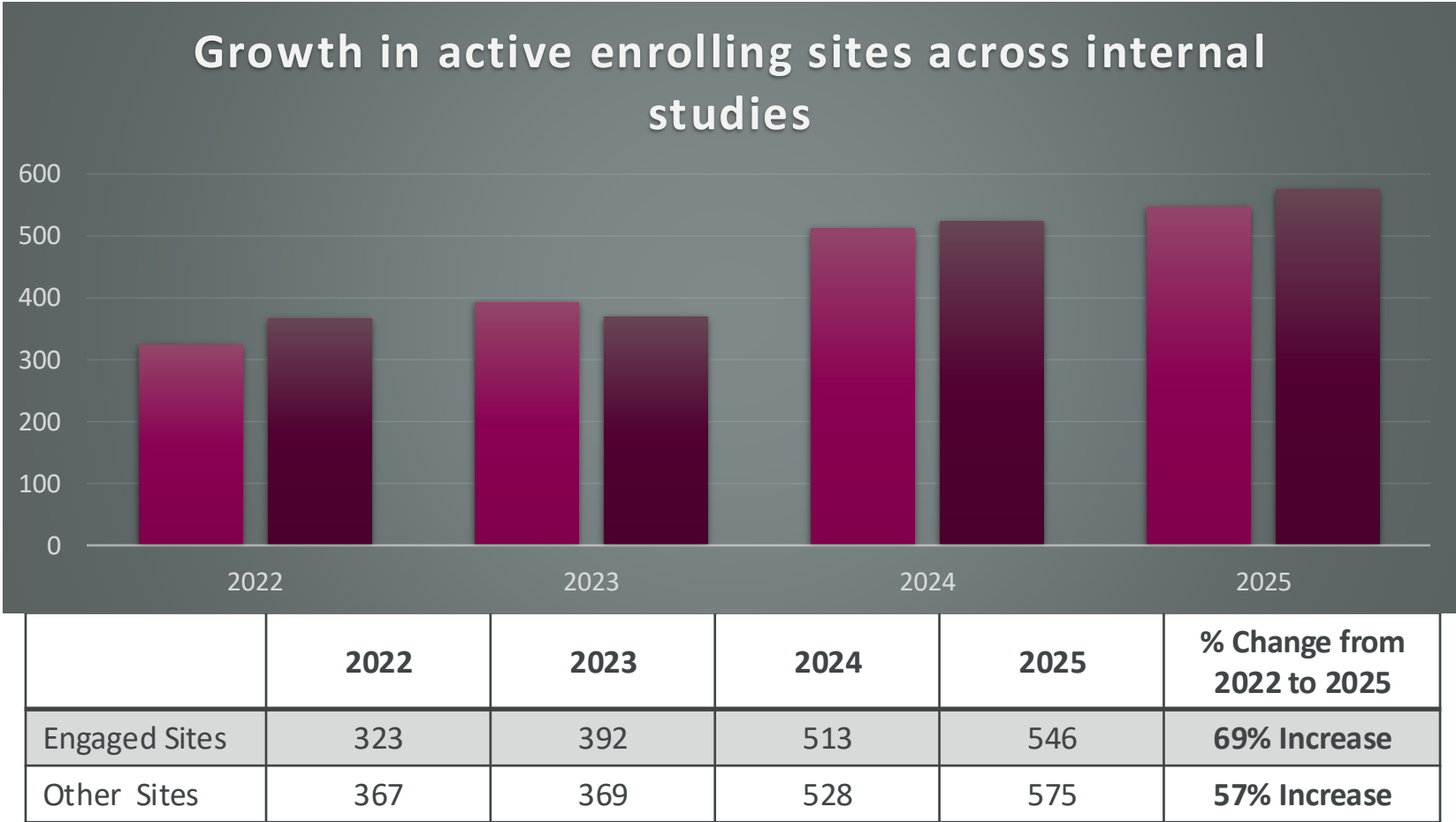


Average site activation time decreased by 14-18% across supported studies

- Reducing site activation timelines enables patients to access clinical trials sooner within their communities.



Expanded Site Participation in Clinical Trials

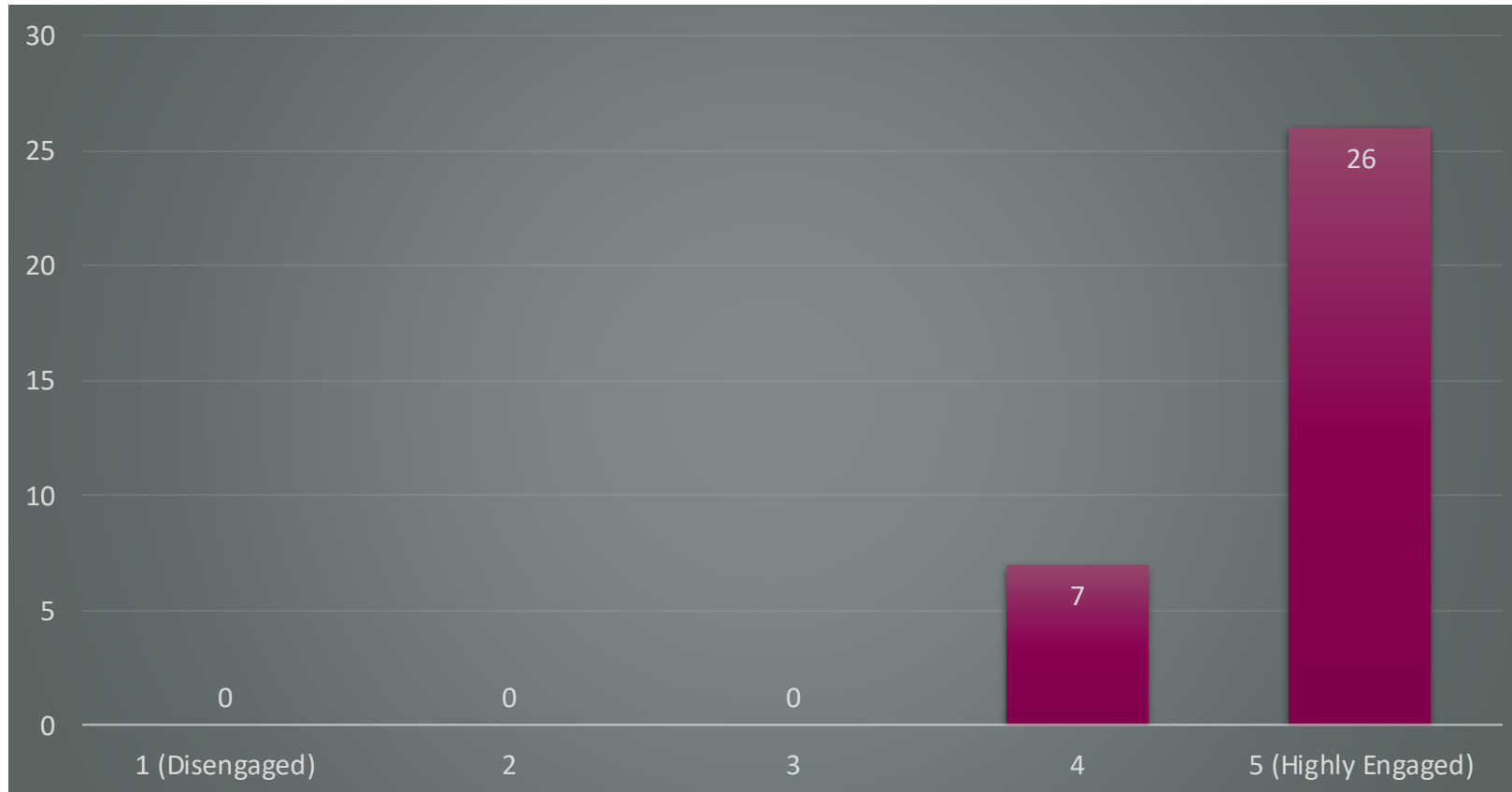


Site E-supported sites increased enrolment participation by 69% from 2022-2025

- Expanded site participation increases opportunities for patients to access clinical trials within their communities



Improving Site Engagement Through Dedicated Support

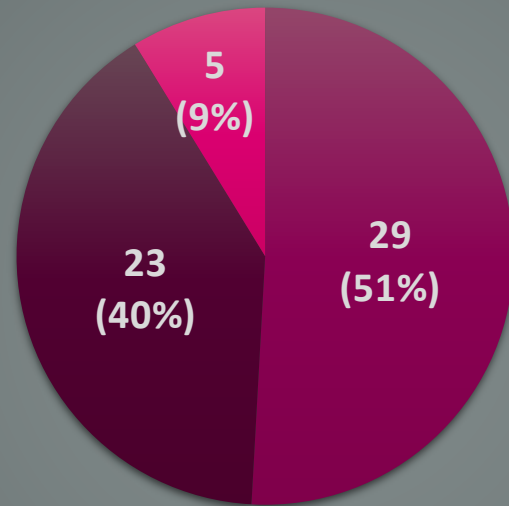


Site engagement score increased from 4.48 to 4.79 from 2024 to 2025

- Higher Site Satisfaction supports better patient experiences and stronger trial participation



What Sites Value Most in Engagement Support



- Dedicated site engagement support
- Simplification of site operational experience with AZ studies
- Other

91% of sites identified engagement support or operational simplification as the most valuable benefit.



What happens when these strategies work?



Case Study: Strategies that Improved Representative Enrollment

Inclusive Site Selection

- Sites chosen to better reflect the communities we serve.
- Engaged PIs partnering with local organizations to reach patients where they are.

Understanding Disease Prevalence

- Reliable referrals kept enrollment on track.
- Sites enrolled patients who mirror the populations we aim to serve.

Patient-Centered Study Design

- Patient-centric protocol reduced burden for patients and sites.
- Easy protocol design improved patient engagement and retention.

Strong Site Partnerships

- Dedicated Site Engagement support
- Regular check-ins and responsive support

Patient Support Strategies



Travel
Reimbursement



Meal/Refreshment
Support



Culturally
appropriate
materials



Translated
materials



Reduced Patient
Home Burden
(ePros, medication
delivery)



Precision Medicine Only Works When Patients Can Participate

**Innovation Alone is not
Enough**



Expand Patient Access to clinical trials



Enable representative participation across communities



Reduce operational burden for research sites



Build trust through clear communication and transparency





Thank You!

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