

Case Study:

# Leveraging An Affective Trust Framework To Enhance Clinical Trial Diversity

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BIO – Clinical Trial Diversity Roundtable

Jan 31, 2023

# Affective Trust vs. Cognitive Trust

## Emotion

### Affective Trust is Based On:



Social Relations



Human Emotions



Personal Goodwill



Genuine Concern



Intrinsic Virtue

## Logic

### Cognitive Trust is Based On:



Utility



Rationality



Competence



Knowledge



Evidence

- Meyer E. Building Trust Across Culture. Insead Knowledge. 2015. <https://knowledge.insead.edu/blog/insead-blog/building-trust-across-cultures-3844>.
- Leadership Skills: The 2 Types of Trust & Why You Need Both. Investors in People. <https://www.investorsinpeople.com/knowledge/leadership-skills-trust>.

# Key Elements of an “Affective Trust Framework” for Clinical Trial Diversity

**Inclusive  
Study Design**

**Sustained Affective  
Community Engagement**

**Trust-Enabling  
Technology**

# Sustained Affective Community Engagement

## A Comprehensive Strategy

- Involves community members, patients, caregivers, patient advocates, healthcare providers, etc
- Is implemented across all aspects of research, (including study design, clinical endpoint identification, recruitment, retention, and result dissemination)
- Leverages trusted messengers and local leaders reflective of cultural norms and community demographics (e.g., “*Activation Points*”)



# Case Study

- In mid-2022, Acclinate partnered with a DCT-focused CRO to enhance African-American representation in an ongoing Phase 3 clinical trial
  - Therapeutic Area: Neurodegenerative Disease
  - Majority Minority City: Birmingham, AL
  - Contract Timeframe: 4 Months
- **Services leveraged:**
  - **NOWINCLUDED** community platform (in-person and digital) to access and engage communities of color, raise awareness of disease state/clinical research, and present study participation opportunity
  - Existing and new “**activation points**” – to serve as trusted connectors to large numbers of the targeted demographic
  - **e-DICT**, our patent-pending analytics tool that uses AI and machine learning to identify community members most likely to participate clinical research

**Based on previous 12-month results achieved by the CRO, Acclinate’s 4-month goal was to increase interest and number of participants willing to participate (as measured by a pre-screener)**

Prior Efforts By CRO (over 12 months)

Criteria	Total	Per Month
Screened Participants of Color	43	3.5

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Acclinate’s Goal (over 4 months)

Criteria	Total	Per Month
African-Americans Accessed	10000	2500
African-Americans Engaged	2000	500
African-Americans Pre-Screened for Trial	43	11

# Community Engagement

## Boots-on-the-Ground Engagement

Acclinate organized **6 in-person events** with a **100+ people** in attendance.

Acclinate's Community Engagement Specialists leveraged their network to connect with **50+ community members**.

## Digital Engagement

Social media marketing efforts resulted in **17,109 impressions**.

#NOWINCLUDED community email campaign, resulting in **532 engagements**.

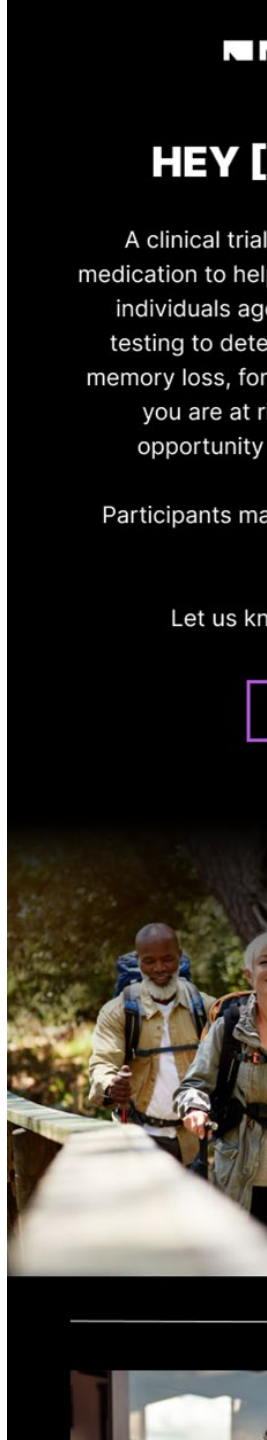


HEY [

A clinical trial  
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# Pre-Screener Completion Statistics

**164 NOWINCLUDED** community members completed the study-specific Pre-Screener

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**86** community members were deemed eligible for the trial

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**78** community members were deemed ineligible

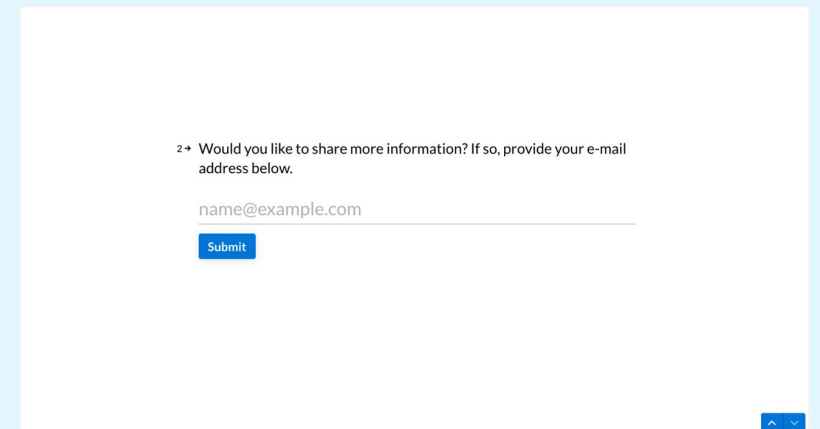
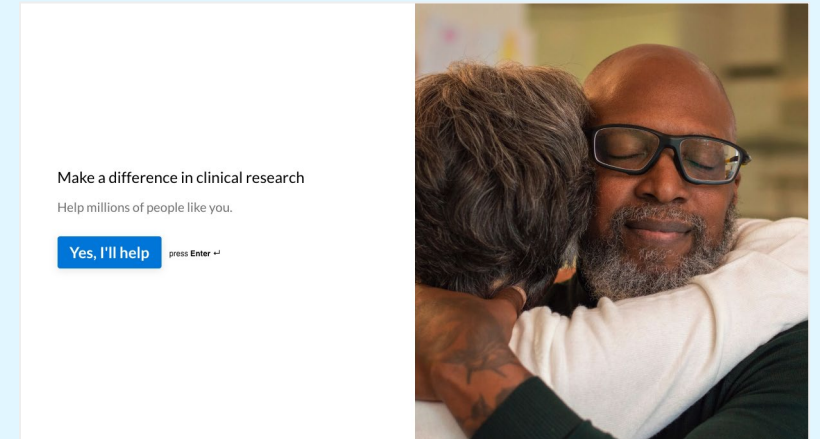
## Breakdown of Pre-screen source

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**146** through boots-on-the-ground and #NOWINCLUDED community efforts

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**18** through digital marketing efforts





## Post-Screen Follow-Up

After each completed pre-screener, Acclinate reached out to community members **within 24 hours** to discuss the next steps.

Those that passed the pre-screener were informed that a CRO representative would reach out to them, while those who did not were provided additional disease state-related information and told they would be notified of future trials for which they may qualify.

# 39.2%

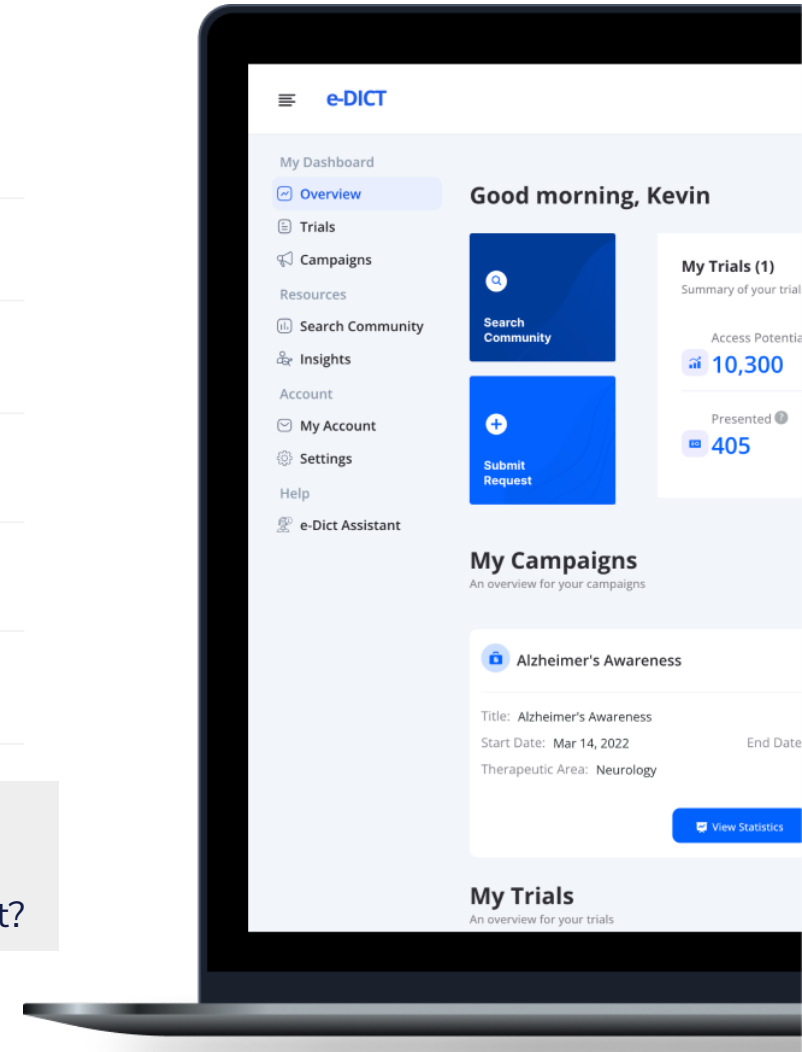
of those who completed a pre-screener answered a follow-up call from Acclinate and expressed interest in participating in the trial as opposed to 18.4% who answered 1-3 calls from the CRO's central call center.

# Deliverable Metrics

17,109	African-Americans reached with disease-related messaging
718	African-Americans with an increased awareness of the disease-state
718	African-Americans with increased awareness of the specific study
157	African-Americans pre-screened online for the study
65	African-Americans willing to participate in the study*
80	African-Americans passing the the online pre-screener for the study

**Discussion Point:** Conversion of “pre-screened” participants to “enrolled”:

- What’s the benefit of a “warm hand-off” to the sponsor or trial site?
- What’s the short-term vs long-term benefit of early, sustained community affective engagement?



\*Participants who completed the pre-screener, then also answered a return phone call from the CRO

