Patients Into Participants

Consenting Strategies to Improve Clinical Trial Recruitment

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Objectives

At the end of this presentation, you will be able to:

1. Assess a patient’s knowledge prior to consenting
2. Develop a personalized approach to consent discussions
3. Implement communication strategies to uncover recruitment barriers

Yes, No, and Maybes

Yes

- Excited to try anything
- Trusts the doctor who made the referral
- High medical literacy

No

- Want the standard treatments
- Can not travel easily
- Has other commitments

https://www.cardiosmart.org/topics/decisions/clinicians-start-a-conversation

Assessing a Patient’s Knowledge

Before talking about the clinical trial

- What do they know about their disease/condition?
- What is their level of medical literacy?
- Is the patient ready to learn?
- What do you know about the clinical trial?

https://www.sermo.com/resources/how-to-communicate-with-patients/

Personalized Approach

- What medical terms did the patient use?
- What are their major concerns?
- Invite them to share some personal details
- Use empathy, patient experiences, and trust

https://digitalhealthtimes.com/2021/patient-communication-preferences-in-2021-sr-health/

Communication Strategies

- Set clear expectations
- Address stigma or barriers
- Stay curious about the patient
- Add context to the question
- Consent discussion, not a consent presentation

https://ccrps.org/clinical-research-blog/informed-consent-what-every-clinical-researcher-must-know

Practice Consent Discussion

- 87 year old women with breast cancer
- Has gone through chemotherapy once before
- Plays cards with her neighbors once a week
- No close family
- “I’m scared of taking this new drug when I live alone”

https://www.freepik.com/premium-vector/cartoon-elderly-woman-radiologist-female-patient-doctor-team-vector_263186379.htm

Next Steps & Questions