

## **Equitably Including Diverse Participants in Pragmatic Clinical Trials**

Consuelo H. Wilkins, MD, MSCI

Senior Vice President and Senior Associate Dean for Health Equity
Professor of Medicine
Vanderbilt University Medical Center

NIH Collaboratory Grand Rounds August 12, 2022 Twitter: @DrCHWilkins

### Disclosures as of August 12, 2022:

### Consuelo H. Wilkins, MD, MSCI

Professor of Medicine, Division Geriatric Medicine Chief Equity Officer, Vanderbilt University Medical Center Senior Associate Dean for Health Equity, Vanderbilt University School of Medicine

### Dr. Wilkins currently receives research support from:

- National Institutes of Health (NCATS, NIMHD, NCI, NIA, NHGRI)
- Patient-Centered Outcomes Research Institute
- Robert Wood Johnson Foundation
- American College of Radiology
- Alzheimer's Association

## Objectives

- Understand historical, systemic, structural and sociocultural factors that impact diversity in trials
- Identify barriers to racial and ethnic diversity specific to pragmatic trials
- Discuss strategies to enable equitable inclusion of minoritized racial and ethnic groups in pragmatic trials



The New Hork Times

### F.D.A. Approves Alzheimer's Drug Despite Fierce Debate Over Whether It Works

Aducanumab, or Aduhelm, is the first new Alzheimer's treatment in 18 years and the first to attack the disease process. But some experts say there's not enough evidence it can address cognitive symptoms.





Hispanic/Latino 3% and Black 0.6%

#### PHARMACEUTICALS & MEDICAL TECHNOLOGY

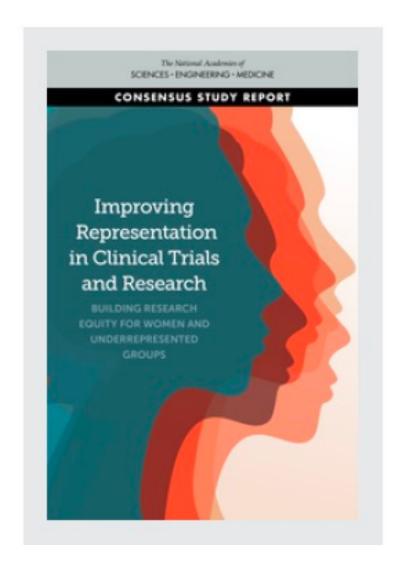
DOI: 10.1377/hithaff.2021.01432 HEALTH AFFAIRS 41, NO. 3 (2022): 368-374 ©2022 Project HOPE— The People-to-People Health By Angela K. Green, Niti Trivedi, Jennifer J. Hsu, Nancy L. Yu, Peter B. Bach, and Susan Chimonas

### Despite The FDA's Five-Year Plan, Black Patients Remain Inadequately Represented In Clinical Trials For Drugs

### STAT

Lack of diversity in clinical trials costs billions of dollars. Incentives can spur innovation

By Dana P. Goldman, Edith A. Perez and Carlos del RioAug. 3, 2022













National Academies of Sciences, Engineering, and Medicine 2022. Improving Representation in Clinical Trials and Research: Building Research Equity for Women and Underrepresented Groups. Washington, DC: The National Academies Press. https://doi.org/10.17226/26479.

## What is meant by diverse participants?

### WHICH POPULATIONS ARE INCLUDED?

## NIH-designated U.S. populations:

- •Racial and Ethnic Groups
  - American Indian/Alaska Native
  - Asian American
  - •Black/African American
  - •Hispanic/Latino/x
  - •Native Hawaiian and other Pacific Islander
- Sexual and gender minorities
- Socioeconomically disadvantaged populations
- Underserved rural populations

### **Race**



Artist Angélica Dass rethinks the concept of race by showing the diversity of human skin colors in her global photographic mosaic. https://www.angelicadass.com/humanae-project



## In the United States, the primary purpose of race/ethnicity category is oppression

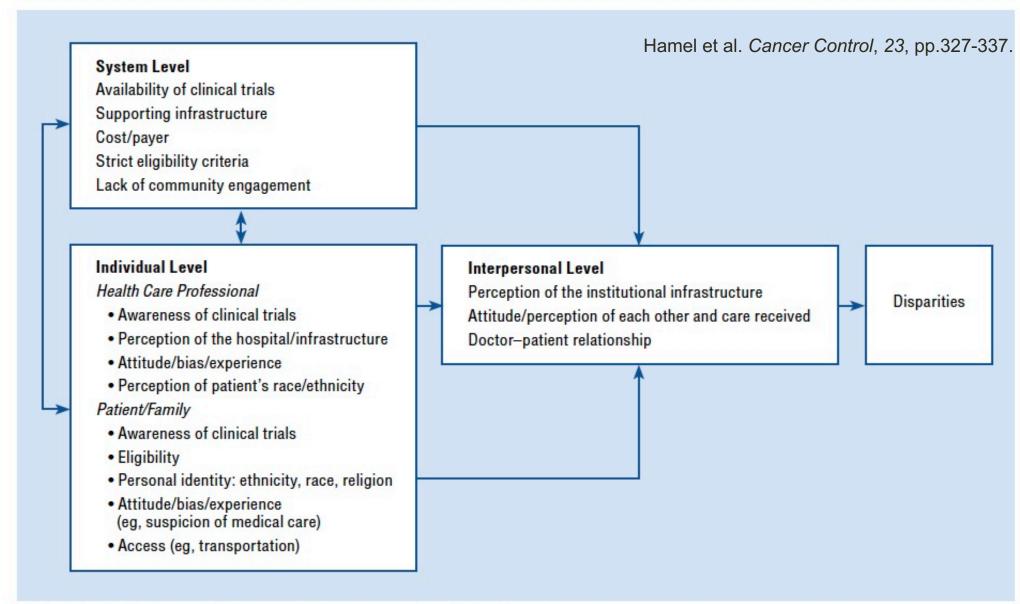
- Black: Different rules and limited rights for slaves and eventually descendants, segregation; "one drop" of black blood = Black.
- American Indian: Land stolen, massacred; initially didn't have US citizenship; blood quantum used to restrict rights.
- **Hispanic:** only two options for ethnicity per federal categories- Hispanic or not.
- Well into the 20<sup>th</sup> century, only White immigrants were eligible for US citizenship.



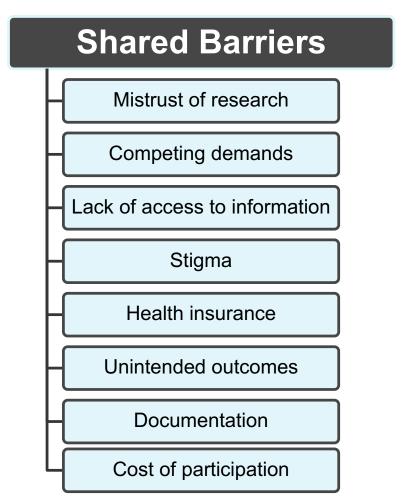
http://i0.wp.com/panafricanalliance.com/wp-content/uploads/2011/05/RacialDifferences.jpg

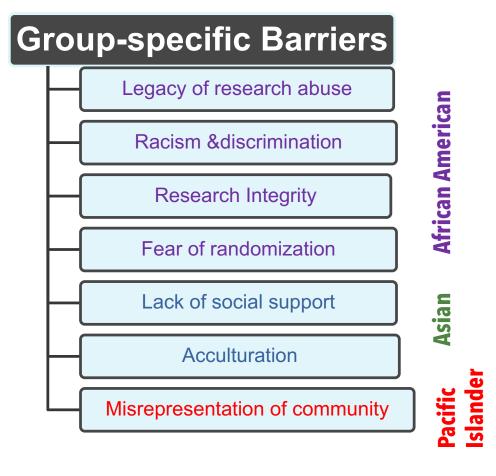
## Factors contributing to lack of diversity in clinical trials

@DrCHWilkins



## Barriers to clinical trial participation among African American, Hispanic/Latinx, Asian American, and Pacific Islander groups





## Study-level Barriers to Recruiting Minoritized Racial and Ethnic Groups

### Investigators

- Limited knowledge/experience recruiting diverse groups
- Few, if any, minority researchers
- Little to no experience working with community orgs
- Ineffective communication strategies
- Lack of cultural humility
- Do not demonstrate their trustworthiness

### Study-level barriers

- budgets inadequate for recruitment
- no expertise to culturally adapt tailor documents
- lack of culturally congruent research staff
- No bilingual staff or access to language services

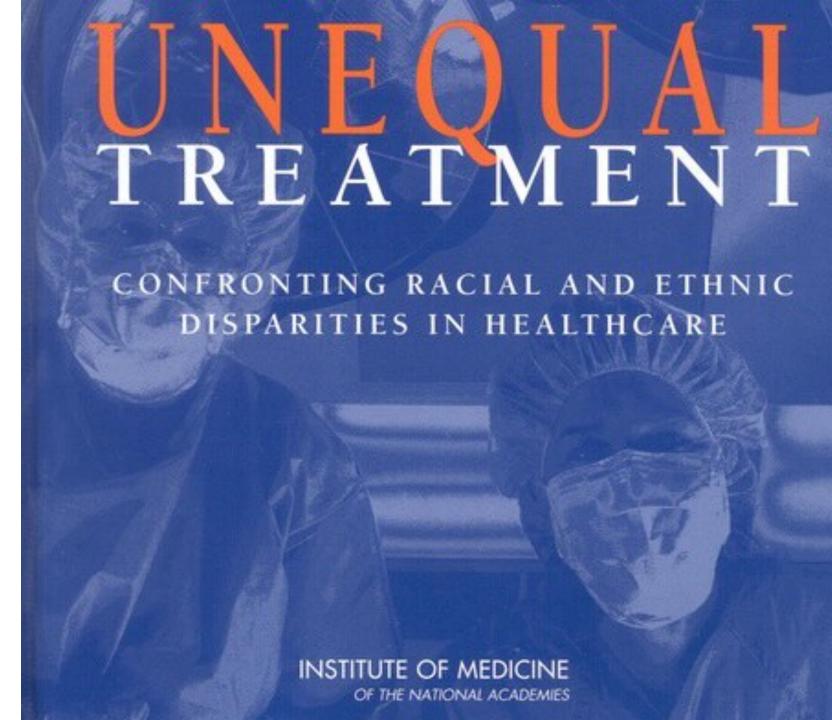


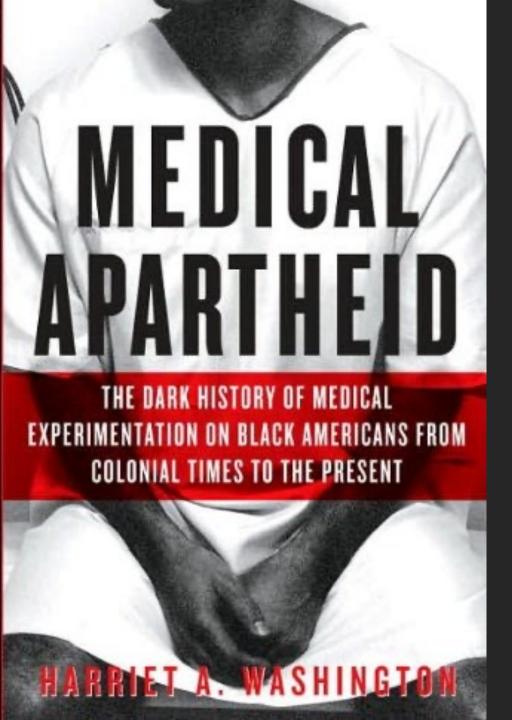
# What does pragmatic mean to minoritized racial and ethnic groups?

When we say pragmatic = real world do we understand that health care in the real world is unfair, unjust, racist, discriminatory?

"There hasn't been a lot of progress in 20 years. We are still largely seeing what some would call medical apartheid."

https://www.statnews.com/2022/02/23/landmark-report-systemic-racism-medicine-so-little-has-changed/







From the era of slavery to the present day, the first full history of Black America's shocking mistreatment as unwilling and unwitting experimental subjects at the hands of the medical establishment.

Harriet A. Washington 2006



Latest

### **POLITICS**

## America's Health Segregation Problem Has the country done enough to overcome its Jim Crow health care history?

VANN R. NEWKIRK II MAY 18, 2016



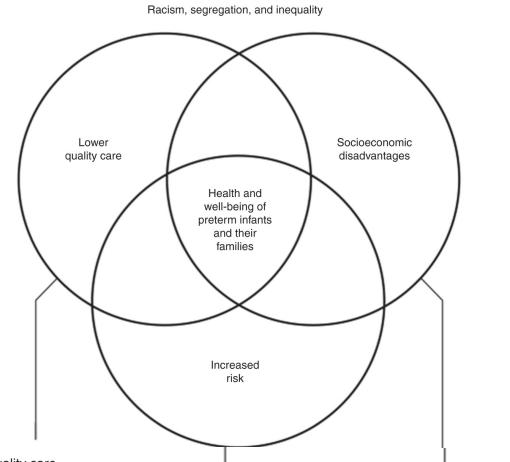
A doctor's office in Merigold, Mississippi in 1939 (MARION POST WOLCOTT / LIBRARY OF CONGRESS)

## Legacy of racial segregation endures at many U.S. hospitals

Andis Robeznieks 2021

# The color of health: how racism, segregation, and inequality affect health

Beck et al 2020



Lower quality care

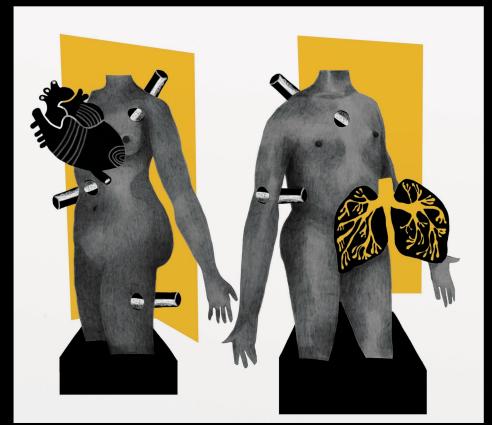
- Disparities dashboard
- · Implicit bias education
- Quality improvement to eliminate modifiable disparities
- SDH screening
- Structured discharge process with coordinated follow-through services
- · Culture of equity

### Increased risk

- Access to quality prenatal and interconception care
- Increased interpregnancy intervals
- 17-alpha hydroxyprogesterone access and adherence
- Cerclage placement in high risk women
- Screening and treatment of specific genital infections

### Socioeconomic disadvantages

- Meaningful clinicalcommunity partnerships
- Early intervention and intensive early education programs
- Quality health care across the lifespan for infants and families
- EHR data for populationlevel pattern recognition



Myths about physical racial differences were used to justify slavery — and are still believed by doctors today.

By Linda Villarosa AUG. 14, 2019

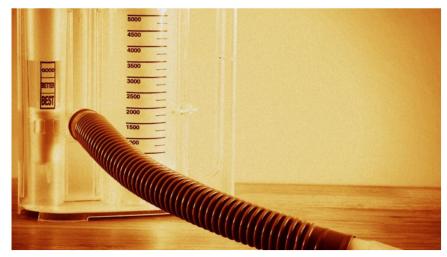
ILLUSTRATION BY DIANA EJAITA



### How Racism Creeps Into Medicine

The history of a medical instrument reveals the dubious science of racial difference.

HAMZA SHABAN AUGUST 29, 2014



GLENDA/SHUTTERSTOCK

In 1864, the year before the Civil War ended, a massive study was launched to quantify the bodies of Union soldiers. One key finding in what would become a 613-page report was that soldiers classified as "White" had a higher lung capacity than those labeled "Full Blacks" or "Mulattoes." The study relied on the spirometer—a medical instrument that measures lung capacity. This device was previously used by plantation physicians to show that black slaves had weaker lungs than white citizens.

 In 1864, Samuel Cartwright, a physician and slaveholder, reported 20% lower lung capacity among Blacks.

It is the red vital blood sent to the brain that liberates their minds when under the white man's control, and it is the want of sufficiency of red vital blood that chains their minds to ignorance and barbarism when in freedom (7, 8).

From History of Spirometer, Lujan and DiCarlo; Adv Physiol Educ 42: 163–165, 2018.



The NEW ENGLAND JOURNAL of MEDICINE

### MEDICINE AND SOCIETY

Debra Malina, Ph.D., Editor

### Hidden in Plain Sight — Reconsidering the Use of Race Correction in Clinical Algorithms

Darshali A. Vyas, M.D., Leo G. Eisenstein, M.D., and David S. Jones, M.D., Ph.D.

Cardiology	
Guidelines-Heart Failure" (https://www	Adds 3 points to the risk score if the patien is identified as nonblack. This addition increases the estimated probability of death (higher scores predict higher mortality).



VIEWPOINT

### Addressing Bias in Artificial Intelligence in Health Care

Example of Bias	Type of Bias	Potential Reasons for Bias	Methods to Address Bias
Low sensitivity of Framingham Risk Score in minority subgroups	Statistical	Algorithm training sample differs significantly from the population of interest	Oversample minority subgroups in training sample; tailor predictions or scores for specific subgroups
Delayed diagnosis of lung cancer Partition R land Lock loc Sportlav status or who lack transportation access to clinic	athe AS.	JAMA 2019;322(2	Create flags for model uncertainty 24-press vives & Svensin high-risk subgroups
	Statistical and social	Missing data	Base predictions on "upstream" data at presentation of illness, not on subsequent follow-up data

Invited Commentary | Health Informatics

Algorithmovigilance—Advancing Methods to Analyze and Monitor Artificial Intelligence–Driven Health Care for Effectiveness and Equity

Peter J. Embi, MD, MS

# What strategies might enable diversity in pragmatic trials?

### Trial Innovation Network



Infrastructure and Support for Site Based Research



### Paul Harris, PhD and Consuelo H. Wilkins, MD, MSCI Vanderbilt University Medical Center

## Vision and purpose

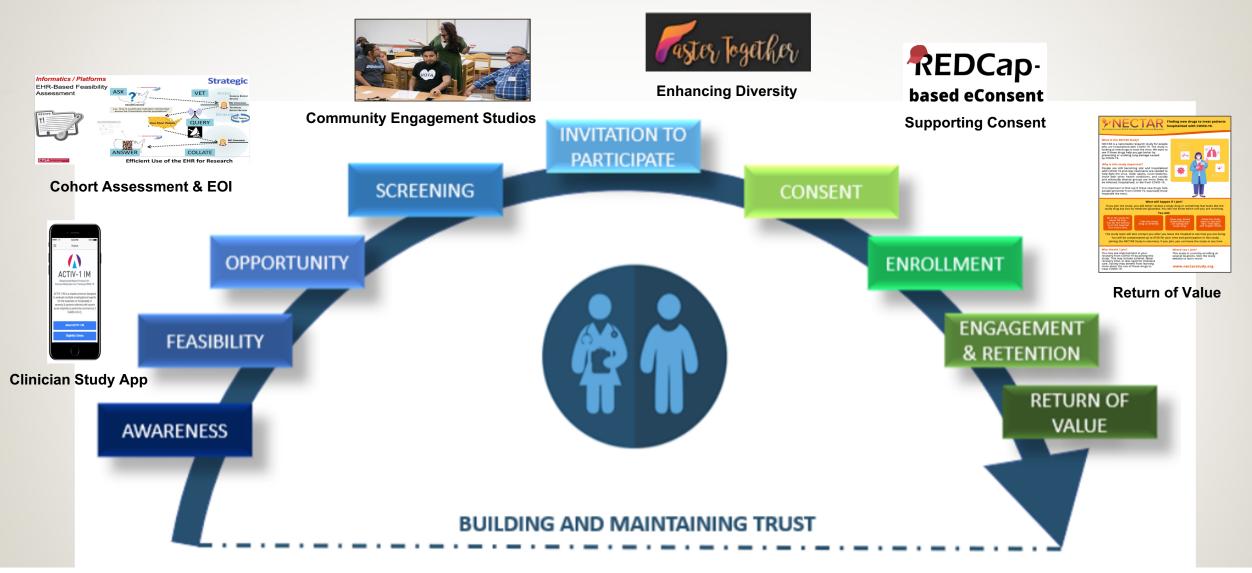
Our goal is to positively impact human health by improving participant enrollment and retention in multi-center clinical trials.

Achieving this goal will require sophisticated informatics-based recruitment tools and novel engagement approaches to accelerate recruitment and retention.





## RIC Areas of Support





## Research Environment

## Foster a diverse, anti-racist research environment:

 Study team members should be educated and trained on implicit bias and best practices for working with diverse populations

**Example:** <u>"Faster Together, Enhancing the Recruitment of Minorities in Clinical Research"</u>

 Goal: To teach individuals how to enhance the recruitment of racial and ethnic minoritized communities in clinical research

Kusnoor SV, et al. Design and implementation of a massive open online course on enhancing the recruitment of minorities in clinical trials - Faster Together. BMC Med Res Methodol. 2021 Mar 5;21(1):44.

### coursera



### Modules:

- 1. Understanding the need to increase minority recruitment in clinical trials
- 2. Key principles of community engagement
- 3. Reaching out into the community: effective communications
- 4. Educating potential research participants
- 5. Outreach with community healthcare providers
- 6. Effective screening, education, and decision support
- 7. Managing an effective, person-centered consent process
- 8. Person-centered retention



## Recruitment & Retention Approach

Ensure recruitment approach and study materials are accessible, tailored, and culturally appropriate

- Research team is trained on best practices in recruitment
  - Example: Art of Recruitment
- Study materials are tailored and accessible
- Identify opportunities to raise awareness and reach potential participants – thinking "outside the box"
  - Support groups on social media
  - Hashtag searches
  - Connecting with other care providers (e.g., social workers)
  - Build community awareness through Facebook live events, attending Church events, and other community gatherings





### Study materials are tailored and accessible

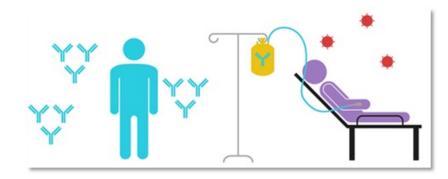
- Provide supplemental information and educational materials that are approachable - the consent form is not enough
- Content should be comprehensive and outline study purpose, procedures, end-goal of the study, expectations, and present potential side effects, risks, and benefits
  - Visuals can be useful tools for research procedures
  - Address fears about participation
- Materials are easy to understand for all literacy levels
- Language is transparent, clear, and trust-building
- Available in multiple languages with images that are relatable





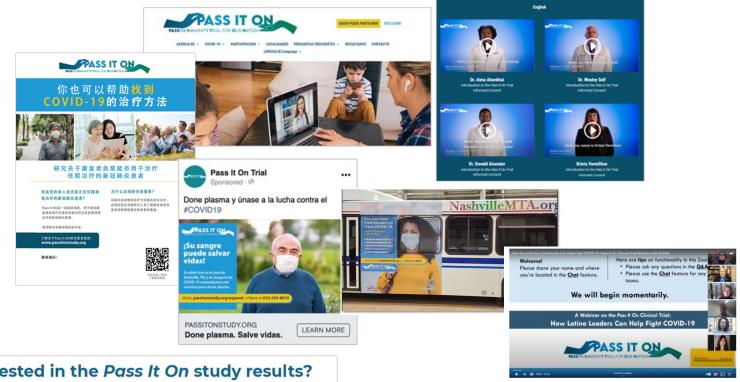
### **PassITON Trial**

- A multi-center, randomized, placebo-controlled trial to determine if anti-SARS-CoV-2 convalescent plasma is safe and effective in adult hospitalized COVID-19 patients
- Enrollment goal: 1,000 participants across 26 sites
- Partnered with a multi-cultural marketing agency (Culture Shift Team)
  - Develop a comprehensive strategy to raise national awareness at the onset of the trial
  - Broadly share results of trial
  - Emphasis on inclusivity, equity, and diversity
- 40% of study participants identified as Black, Hispanic, Asian, American Indian or Alaska Native, Native Hawaiian, or Multiracial
- The informed consent document was translated into over 20 different languages including Spanish, Arabic, Chinese, and Hindi
- The study website was culturally tailored and was available in 4 different languages





- Study materials
- Outreach efforts
- Broad dissemination of findings



### Interested in the Pass It On study results?

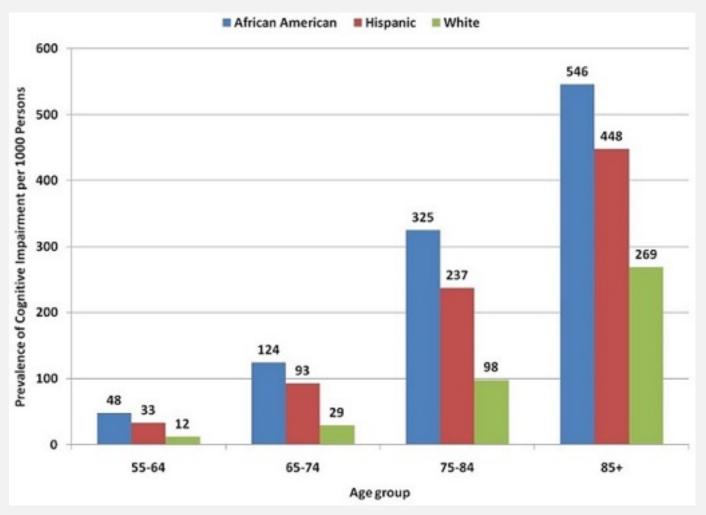
Information from this study will help researchers learn if convalescent plasma helps patients recover from COVID-19.

> If you would like to receive a summary of the results when they are available, please CLICK HERE to sign up to receive



https://passitonstudy.org/results/

## **Alzheimer Disease Disparities**





Alzheimer's Association 2020

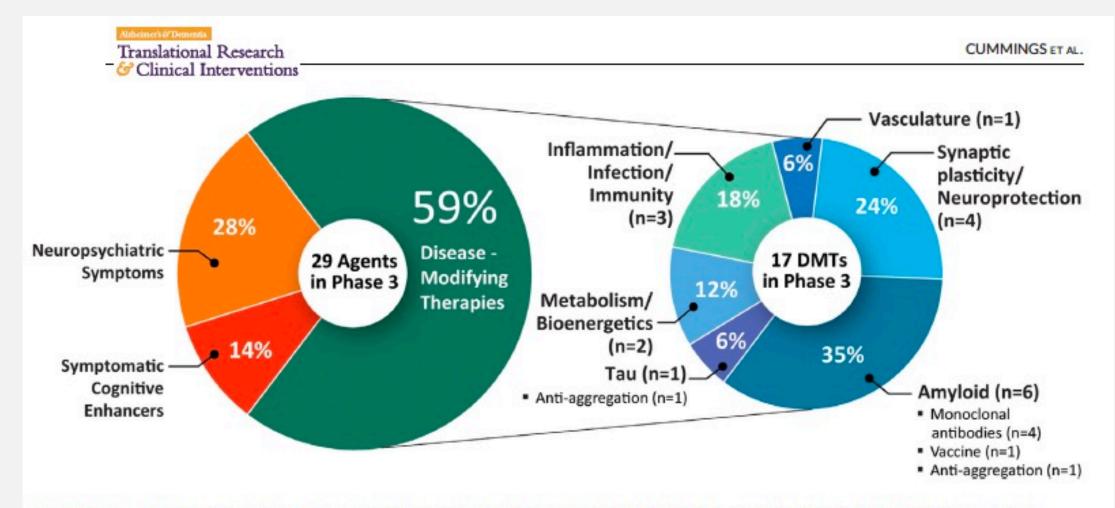


FIGURE 2 Mechanisms of action of agents in Phase 3 of the Alzheimer's disease drug development pipeline (ClinicalTrials.gov accessed February 27, 2020) (Figure by Mike de la Flor)



### **Culturally Tailored Materials**

## Four sets of recruitment materials were reviewed by community members

- General (across all audiences)
- Black/African American Community
- Hispanic/Latinx (English) Community
- Hispanic/Latinx Community (Spanish)
  - Transcreation: Adaptation of Content from one language to another to ensure that messaging is culturally adopted to and resonates with your audience.
  - Used in creative writing and marketing materials



#### Have you or a loved one noticed changes in your memory and thinking?

Partner with us on our journey to improve medical care for people with memory loss.

New IDEAS is a research study looking for better ways to diagnose and care for people with memory loss by using FDA-approved brain imaging.

#### You may be able to join if:

- . You or a loved one has noticed some
- changes in your memory and thinking. . You are seeing a doctor who is
- participating in the New IDEAS Study. · You have Medicare as your primary

Taking part in New IDEAS is up to you. If you join, you can leave the study at any time.

#### For more information, please contact:

866-507-7254

newideas-participant@alz.org

### Potential benefits:

- · Joining New IDEAS could lead to better care for you, your family, and many others dealing with
- · With the PET scan, your doctor can better diagnose and treat your memory loss or that of your loved one.
- · The New IDEAS Study gives you the opportunity to have Medicare cover the cost of your amyloid PET scan.

Ideas-Study.org/PatientHome



Sponsored and Managed by

ACR



alzheimer's association<sup>o</sup>

Advised by: Centers for Medicare & Medicaid Services (CM)



resultados de su TEP

su doctor a mejorar el diagnóstico y

pérdida de la memori

voluntaria v usted pue dejar el estudio en

tratamiento de la

¿Qué

esperamos

del estudio

científico

Quest a que le tomen la muestra de sangre.

En la primera visita su especialista de la memoria le

hablará sobre los siguientes pasos a seguir:

saliva por correo.

· Responder algunas preguntas acerca de usted.

dirá si este estudio es la mejor opción para usted y le

Revisar su historia médica y el plan de tratamiento.

Recibir las Instrucciones para enviar la muestra de

Las personas que escogieron esta opción. Recibirán

las instrucciones para Ir a uno de los laboratorios.

- Tendrá dos visitas más a los 2 meses y a los 5 meses. · A los dos meses le harán el Amiloide TEP/PET Scan en
- A los cinco meses tendrá la visita con su especialista de la memoria quien revisara los resultados del TEP. PET Scan y establecerá un plan de tratamiento.

Después de estas dos visitas usted seguirá viendo a su especialista para continuar con su cuidado médico En los próximos 1 a 3 años, el personal del estudio obtendrá información de su historia médica (cambios de diagnóstico, nuevas medicinas, etc.). Esto no requiere tiempo adicional de su parte.



¿Cómo puedo saber sobre el progreso y los resultados del estudio?

En la página web del estudio Nuevas IDEAS mantendremos información sobre los avances y los resultados finales del estudio: EstudioNuevasIdeas.org.



Costos por participar en el estudio:

- Usted será responsable por:
- El deducible por el TEP/PET Scan. Su porción del costo de las visitas con su especialista.

Medicare pagara por el TEP/PET Scan. No hay ninguna compensación

por participar en el estudio. Si usted acepta dar la muestra

de sangre recibirá \$75



### Study materials are tailored and accessible

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## Designing Scientifically Just Research

Does the study population reflect the burden of the disease?

Has race been defined? Is it clear how race will be used?

Are social and structural determinants of health included?

If White people are the control, why? Is this justified?

### **Example of demographic data to collect**

Race/ethnicity: Self-reported; should allow individuals to select more than 1 group<sup>a</sup>

Primary language: Spoken at home (or preferred language)

Education: Total years of education; school characteristics (public vs private, rural vs urban vs suburban); parents' total years of education

Annual household income: Current and at age 40 years

Perceived social class: Occupational prestige, housing type, sources of income

Neighborhood characteristics: Walkability, availability of healthy foods, social cohesion, and neighborhood violence<sup>b</sup>

Perceived discrimination: 9-item Everyday Discrimination Scale<sup>c</sup>

Wilkins, Schindler, Morris. JAMA Neurol. 2020 Sep 1;77(9): 1063-1064.

@DrCHWilkins
January 20, 2202

Consuelo H. Wilkins, MD, MSCI; Senior Vice President and Senior Associate Dean for Health Equity; Professor of Medicine; Vanderbilt University Medical Center

## The Urgency of Justice in Research

Andrea Gilmore-Bykovskyi, Jonathan D. Jackson, Consuelo H. Wilkins

"Despite good intentions, we propagate and maintain a system where non-white populations bear the burden of disease but do not reap the benefits of research advances."

### **Proposed actions the scientific community should adopt:**

- Strengthen compliance, transparency and accountability in clinical research enrollment
- Address exclusionary research practices
- Invest in sustained, reciprocal relationships with marginalized communities
- Ensure enrollment goals are scientifically valid and reflect burden of disease
- Develop evidence-based guidance to inform inclusive research participation





Consuelo H. Wilkins, MD, MSCI

consuelo.h.wilkins@vumc.org