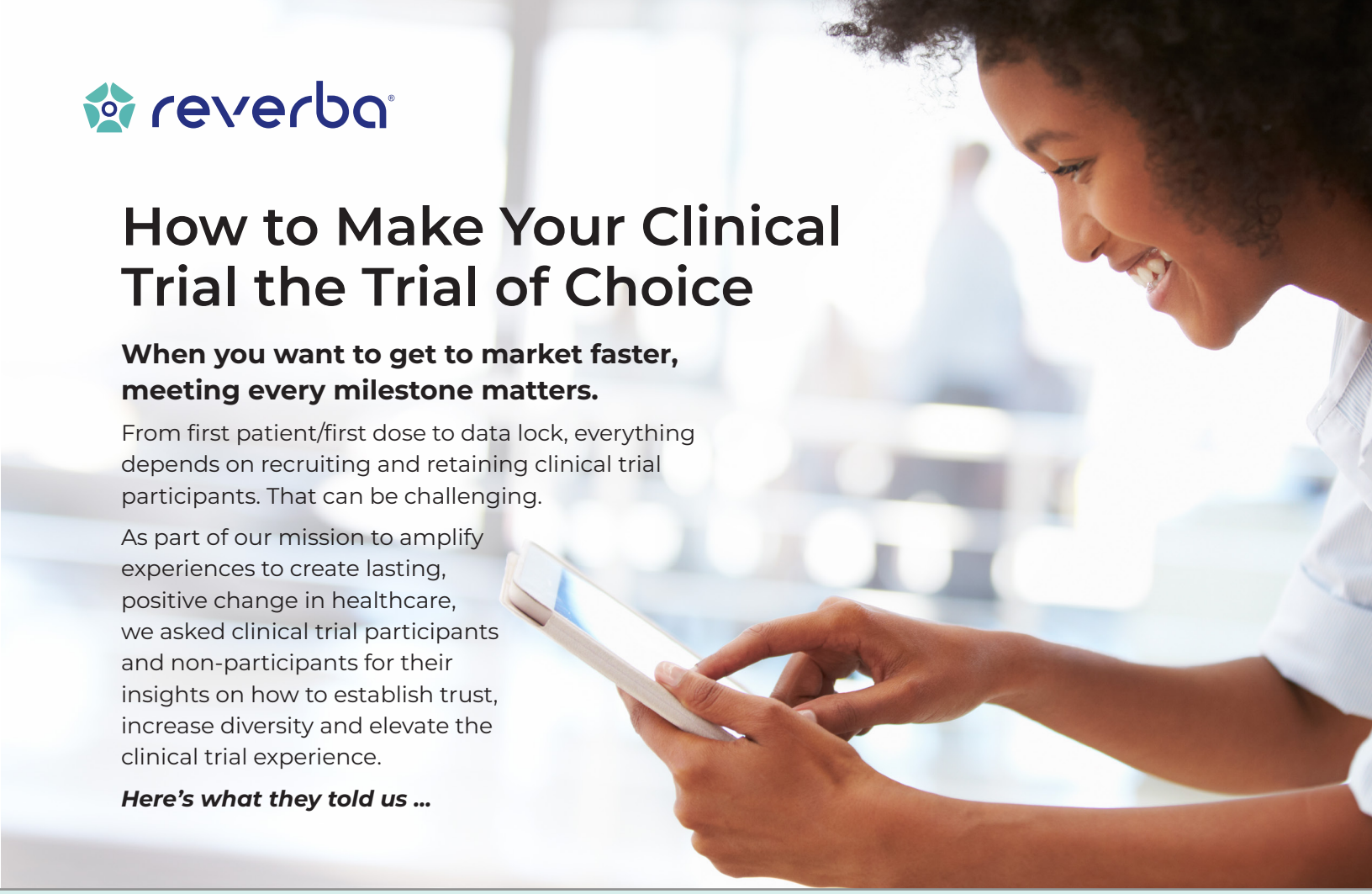


How to Make Your Clinical Trial the Trial of Choice

When you want to get to market faster, meeting every milestone matters.

From first patient/first dose to data lock, everything depends on recruiting and retaining clinical trial participants. That can be challenging.

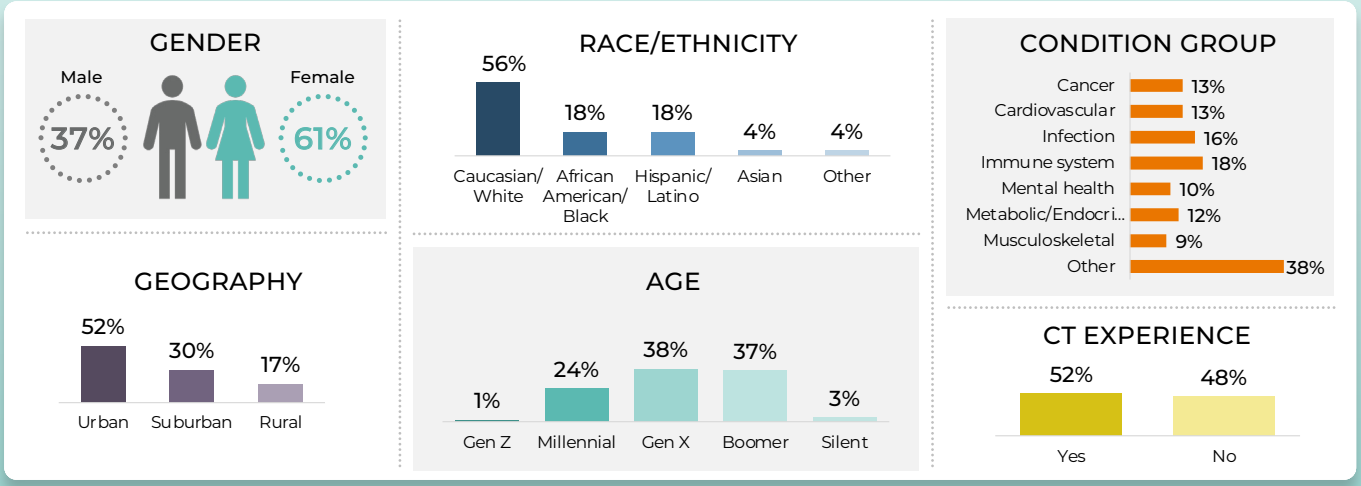
As part of our mission to amplify experiences to create lasting, positive change in healthcare, we asked clinical trial participants and non-participants for their insights on how to establish trust, increase diversity and elevate the clinical trial experience.

Here's what they told us ...

Understand the patient population.

Trial participation should reflect real-world patient demographics.

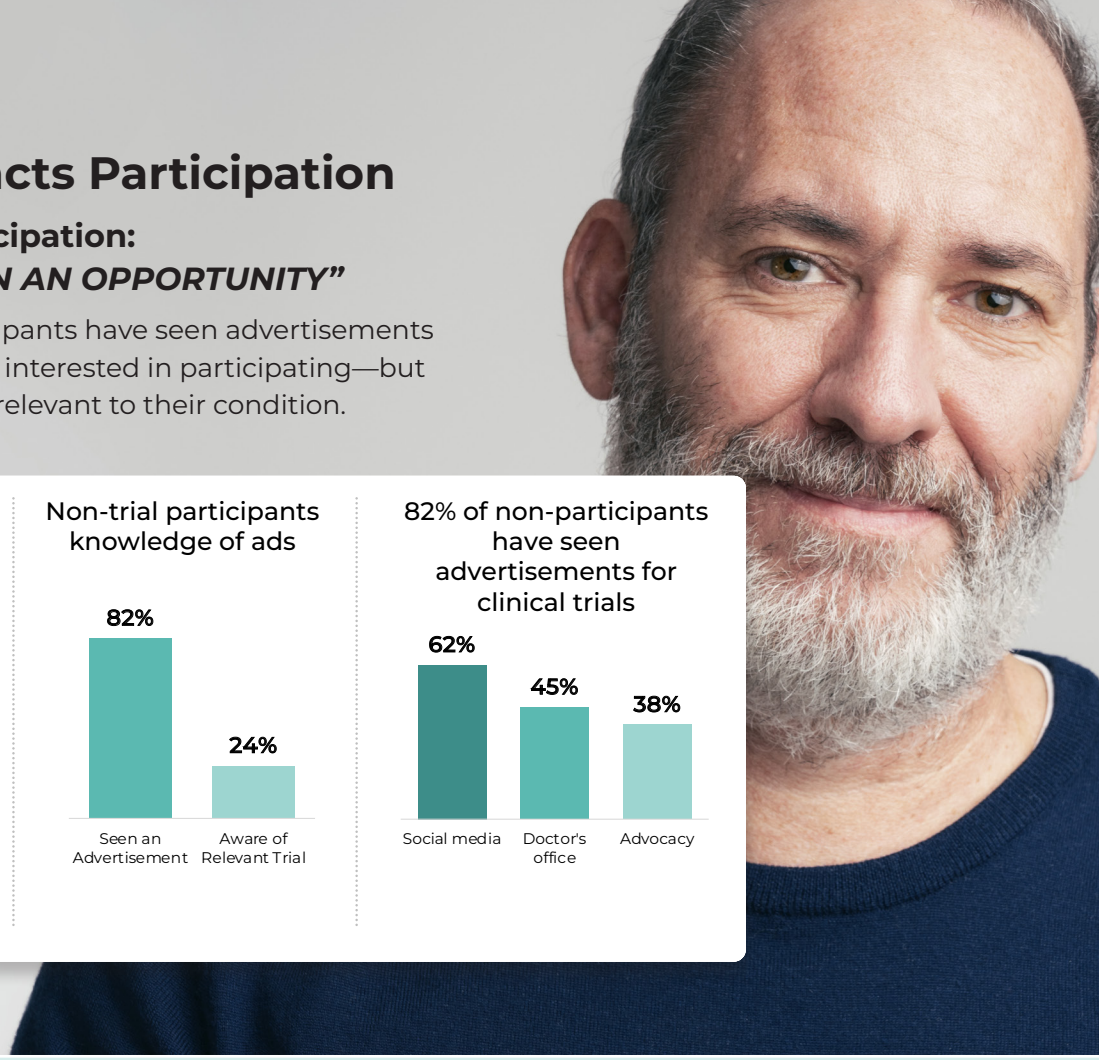
We surveyed more than 800 individuals—including members of Health Stories Project™, a wholly owned subsidiary of Reverba, and representative of the total U.S. population, and collected responses across a wide range of health conditions. Respondents represented a range of races/ethnicities and age cohorts. We asked respondents with clinical trial experience (52%) about logistics, their understanding of the trial and future interest. We asked non-participants about interest in and barriers to participation.



Awareness Impacts Participation

#1 reason for non-participation: *"I HAVEN'T BEEN GIVEN AN OPPORTUNITY"*

The good news is, non-participants have seen advertisements for clinical trials, and they are interested in participating—but few (24%) are aware of a trial relevant to their condition.



Interest in clinical trials among non-participants is high, but those willing to participate don't know of any opportunities

60%

of non-participants are 'very' or 'extremely' likely to participate, but only

24%

are aware of one relevant to their condition via advertisement

Non-trial participants knowledge of ads

82% of non-participants have seen advertisements for clinical trials

Why do prospective participants hesitate?

Location and medical risk are the top barriers.

Nearly all respondents (95%) reported that they would be more likely to participate in a clinical trial if they did not have to leave their home and instead were able to participate remotely or in a virtual capacity.

Most (74%) respondents said they would be more likely to participate in a clinical trial if they could talk with a mentor with CT experience—someone with whom they could discuss the process and their concerns.

60% of participants considered at least one other clinical trial before participating

Location is by far the top reason for not participating in previous trials **44%**

Next most mentioned reason for decline is concern about medical risk **22%**

42% of non-participants have considered participating, but decided not to

Location is by far the top reason for not participating in a trial **57%**

Next most mentioned reason for decline is concern about medical risk **40%**

Who do trial participants trust?

Health consumers in different demographic groups trust different sources of information about clinical trials.

Caucasians Trust:

- #1 Doctors
- #2 Nurses
- #3 Others w/same condition

BIPOCs Trust:

- #1 Others w/same condition
- #2 Nurses
- #3 Doctors

If you want to have a major positive impact on trust and participation, participants said:

	CAUCASIAN	BIPOC
Provide information about any potential risks in a way that's easy to understand.	59%	57%
Provide information about trial goals in a way that's easy to understand.	51%	54%
Help me speak with a knowledgeable medical professional so I can ask questions and learn about what to expect in the clinical trial.	47%	53%
Provide opportunities to speak with people who have been in a clinical trial who can answer my questions about the process.	37%	43%
Feature people who represent me in clinical trial adds and education materials.	17%	33%
Hire a diverse clinical trial staff that includes people who look like me.	17%	33%

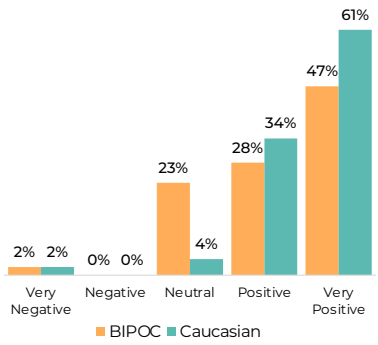
Positive trial experiences support future participation

Patients who participated in clinical trials and had good experiences (93%) are likely to engage in another trial—whether they participate in mid-trial surveys, an alumni program or study co-creation. That's not surprising. About half (51%) of those reporting neutral/negative experience also were "very" or "extremely" interested in future opportunities.

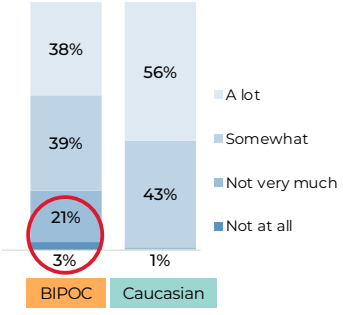
BUT... different populations report different experiences

Segmenting by race/ethnicity reveals an important difference. Black/indigenous people of color (BIPOC) populations are more neutral about their clinical trial experience than their Caucasian counterparts, and they are far less likely to trust trial organizers.

How positive or negative was your experience?



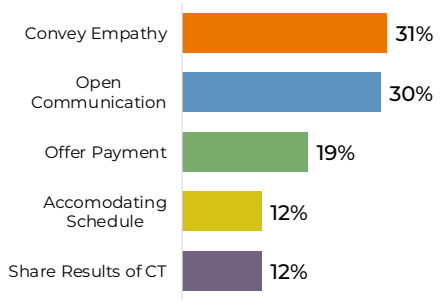
How much do you trust the organizers of the clinical trial to provide reliable information about how the treatment works?



Turn patients into true partners

Finding tomorrow's cures and making lasting, positive changes in health care start with listening to patient voices from discovery, through commercialization and beyond. The ask is simple, but the actions must be sincere. Ask yourself, "Does the current model of relying on investigators work to overcome gaps in empathy and communication that patients experience today?" Listen to patients. They'll tell you what you need to know.

What is the most important thing organizers can do to demonstrate they value patients as true partners?



Slow down to speed up.

In a rush to reach data lock, don't overlook the actions that can enhance your chances for a successful trial.

- Give them information at the appropriate level
- Incorporate time and space to learn
- Incorporate those with prior trial experience and same condition into the planning
- Incorporate diversity spectrum populations: health literacy, socio-economic, race, geographic, etc.
- Trial goals and requirements need to be clearly communicated to easily understand the commitment

For more information: connect@reverba.com

Reverba is a global patient engagement company that provides solutions that empower the biopharmaceutical industry to build trust with consumers and better meet the needs of patients through innovative technology and patient-centric approaches from discovery through commercialization. For more than 20 years, Reverba has incorporated compliance throughout its technology platforms and patient engagement solutions, maintaining SOC 2 Type II certification for the highest level of security. Formed from the mergers of Health Advocacy Strategies, Patient Health Perspectives and Health Perspectives Group, the company rebranded as Reverba in 2021. Health Stories Project, a wholly owned subsidiary of Reverba, is a sharing community about personal health experiences, participation in clinical trials and other activities. For more information, visit reverba.com or contact connect@reverba.com.

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