

THE PARTICIPANT

VOLUME 2 ■ ISSUE 3



THE PATIENTS' PERSPECTIVE

Engaging Pharmacists in Research Education

Knowledgeable. Accessible. Trustworthy. That's how people responding to public opinion polls perceive pharmacists.

Given the public's favorable impression of pharmacists, The Center for Information and Study on Clinical Research Participation (CISCRP) recently surveyed 2,600 on-line health information seekers to see how they would feel about receiving clinical trial information from their pharmacists.

The survey, conducted in April, showed respondents are interested in receiving trial information from their pharmacist – particularly if it relates to their particular health condition – but are unlikely to ask for it. The survey was designed in partnership with Eli Lilly and Company and Consumer Health Information Corporation; Eli Lilly and Company provided funding.

A common theme reiterated by respondents interested in receiving trial information from pharmacists, was that of familiarity and trust. They noted that their pharmacists was familiar with their medications – often more so than their doctor – and that they trusted their pharmacists to spot potential drug interaction problems or understand the side effects of a drug. Others point out that their pharmacists are more accessible than their doctors: you don't need an appointment to visit the pharmacist.

While respondents generally liked the idea of receiving trial information from

their pharmacists, there are barriers to using pharmacies as an information channel. Most respondents (59 percent) say they're unlikely to ask for such information and only 2 percent say they have ever made such an inquiry. What's more, pharmacists aren't currently volunteering the information. Less than 1 percent of respondents say they've ever received trial information from their pharmacist.

Given both the promise and the challenges this potential channel holds, CISCRP recommends the research industry undertake an initiative to engage pharmacists in educating patients about clinical research. As a first step, CISCRP has embarked on a subsequent survey of pharmacists in hopes of identifying ways to involve this community. Among the questions the survey seeks to answer: Are pharmacists willing to serve as educators and what barriers exist in engaging them in the process?

Upon completion of the survey and publication of a report based on the results, CISCRP will facilitate a roundtable with industry representatives so they can collaborate on finding ways to develop this educational channel.

You can read more about the survey of on-line information seekers in Applied Clinical Trials at <http://applied-clinicaltrialsonline.findpharma.com/appliedclinicaltrials/article/articleDetail.jsp?id=678141&pageID=1&sk=&date>

If you'd like to share your thoughts on using pharmacists as an information

The survey included a section inviting respondents to share their thoughts on receiving trial information from their pharmacist. Here's what some respondents had to say:

"I love the idea. Our pharmacist is familiar with my medical condition, which would give us immediate access should a clinical trial come up for the condition."

"This would be a great service to all. I really never thought about how I would find out if there was something for me other than using the computer or asking my doctor. The pharmacist is the best person as he/she is very familiar with the medications you are on."

"I have become an advocate for my Mom and her cancer battle. I welcome information from anyone qualified to help us find the best possible options for her. If a pharmacist would have such information, I would have no problem consulting with one."

channel for providing trial information or want to participate in developing the pharmacist survey questions, please contact CISCRP's President and CEO, Diane Simmons at dianesimmons@ciscrp.org.



To the dedicated researchers and medical professionals who lead the way to improving the health of millions

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News from CISCRP

Sponsors support Clinical Research Education Day

On Saturday, Nov. 6, CISCRP will present a live webcast of its AWARE for All-Clinical Research Education program. To date more than 100 local sponsors from Florida to Utah have joined Genzyme Corp., the program's national sponsor, to present the webcast in creative ways in their community. For example, Genzyme is making the webcast available to all of their national and Canadian sites, while the University of Utah is presenting it in a local library, and the NC TraCS Institute at the University of North Carolina Chapel Hill is bringing the program to three rural churches. If you'd like to become a Clinical Research Education Day sponsor and host the webcast in your community, please contact Jill McNair at jillmcnair@ciscrp.org.

CISCRP honors organizations that advance its mission

CISCRP honored a number of major supporters at its annual meeting June 14 in Washington, D.C. Pfizer Inc. earned CISCRP's highest honor, the Medical Heroes Award for its support of CISCRP's public education media campaign and a pilot study on communicating clinical trial results to patients. Other award winners include:

- **Eli Lilly and Company** for supporting CISCRP research on engaging pharmacists in educating patients about clinical trials.
- **ePharmaSolutions** and **Quintiles**, both of which received the Supporting the Development of Educational Materials Award. (To hear Quintiles' Vice President Jim Kremidas discuss CISCRP and its alliance with Quintiles, please click on www.youtube.com/watch?v=gvBY_YjF1ok)
- **The Community Foundation of Rich-**

mond and Central Virginia and Dr. James McKenney, president and CEO of Richmond-based National Clinical Research, Inc., for bringing the "Medical Heroes" TV ads to Richmond, Va., as a public service message.

- **Duke University Medical Center** and the **University of North Carolina at Chapel Hill** were both recognized for "Supporting Public Outreach and Community Building." The schools helped bring the AWARE for All program to the Raleigh-Durham-Chapel Hill area.

CISCRP is grateful to its many supporters for helping us pursue our mission to educate the public about the clinical research process.

Let us help you inform your patients

Looking for a way to ensure new and potential volunteers understand what it means to participate in a clinical trial? Let CISCRP help.

CISCRP provides educational brochures in different languages. Written in straightforward language for a lay audience, our educational brochures help answer your patients' questions about clinical research. We offer targeted versions for minority readers that address the special interests of African-American and Hispanic readers, country-specific resources for researchers conducting global trials, a brochure directed to parents who are considering whether their children should participate in clinical trials and a brochure that explains placebo-controlled trials. We've also developed DVDs that present the real-life stories of white, African American and Hispanic clinical research volunteers. The DVDs describe the clinical research process and help viewers understand the questions they should ask before participating in a study.

To purchase copies of CISCRP's educational brochures and DVDs, please visit the CISCRP store at <http://www.ciscrp.org/professional/store/> or call 617-725-2750.

CISCRP expands clinical trial search service

CISCRP has expanded our online service to include free custom searches for patients requiring additional assistance. To date, we have conducted over 1300 searches. The service is available to members of the public who call 1-877-MED HERO or submit an online request at www.searchclinicaltrials.org. CISCRP performs a customized search to find clinical trials according to the criteria provided in an individual's request. Confidential search results are mailed to the requestor along with an educational brochure to help them make an informed decision about participating in a clinical trial. All search requests are private and all information is strictly confidential. To learn more about the growing need for this customized and personalized public service, please email info@ciscrp.org.

Support the CISCRP mission

If you value CISCRP's mission to educate and empower people so they can make informed decisions regarding participation in clinical research, please consider joining our Circle of Supporters. CISCRP is an independent, non-profit organization whose public education and outreach efforts are funded by donor support. To make a donation, please visit www.ciscrp.org and click on "Support Us."