

# COLONTOWN Searching Safari: Education to remove barriers to pursue clinical trials for patients with metastatic colorectal cancer (mCRC)



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## Background:

- Complexity of the trial landscape creates an emotional barrier to pursuing trials
- 79% of mCRC patients motivated to participate in trials described trial search negatively, mainly 'overwhelming'
- Most trial education is about the science of trial execution vs. path to trial participation
- Search tools are not yet nuanced enough for individual cases
- Hypothesis: "clinical trial-literacy" and familiarity with the tools/process of pursuing trials are critical precursors to proactive trial engagement
- To test this, we developed an interactive course called Searching Safari

## Methods:

**Inspiration:** COLONTOWN Members of large online CRC support community express persistent frustration & anxiety around pursuing trials

### 1 Determined population most likely to benefit:

- ✓ mCRC ✓ MSS ✓ interested in trials ✗ urgent tx need

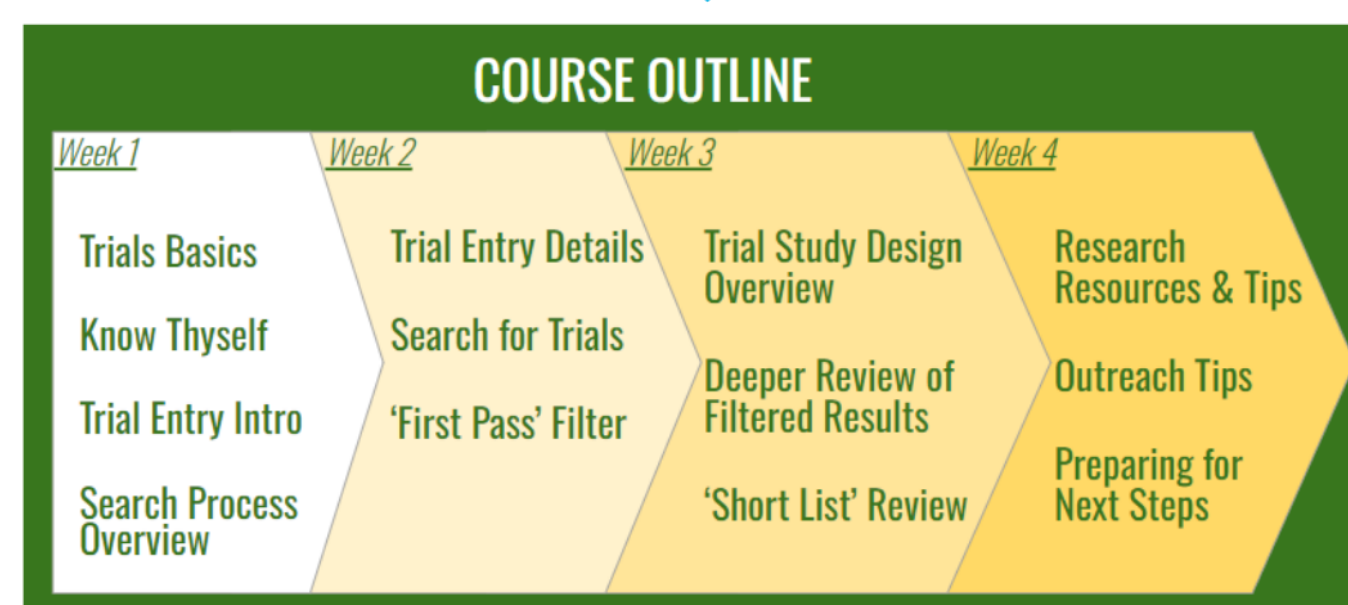
### 2 Identified search best practices

Source: COLONTOWN's 3000+ member Clinical Trials Discussion Groups

### 3 Created 4 week virtual course

#### Focus:

Individual patient-centered decision making



### 4 Offered and refined course 3 times



**Outcome:** Structured curriculum to identify & assess trial options for participants' individual disease and needs

## Conclusion/Key Takeaway:

**Patient education can help overcome often-overlooked emotional and knowledge barriers to pursue clinical trials**

Example Post-Participation Feedback:

"This course has been the most helpful thing for us in these 5 years"

"I feel empowered to look for trials"

"thank you for..helping us with an incredibly complex & challenging avenue for those experiencing mCRC, which is the clinical trials arena"

"I'm not scared of trials anymore"

**Our guided course builds the necessary patient confidence & trial literacy by:**

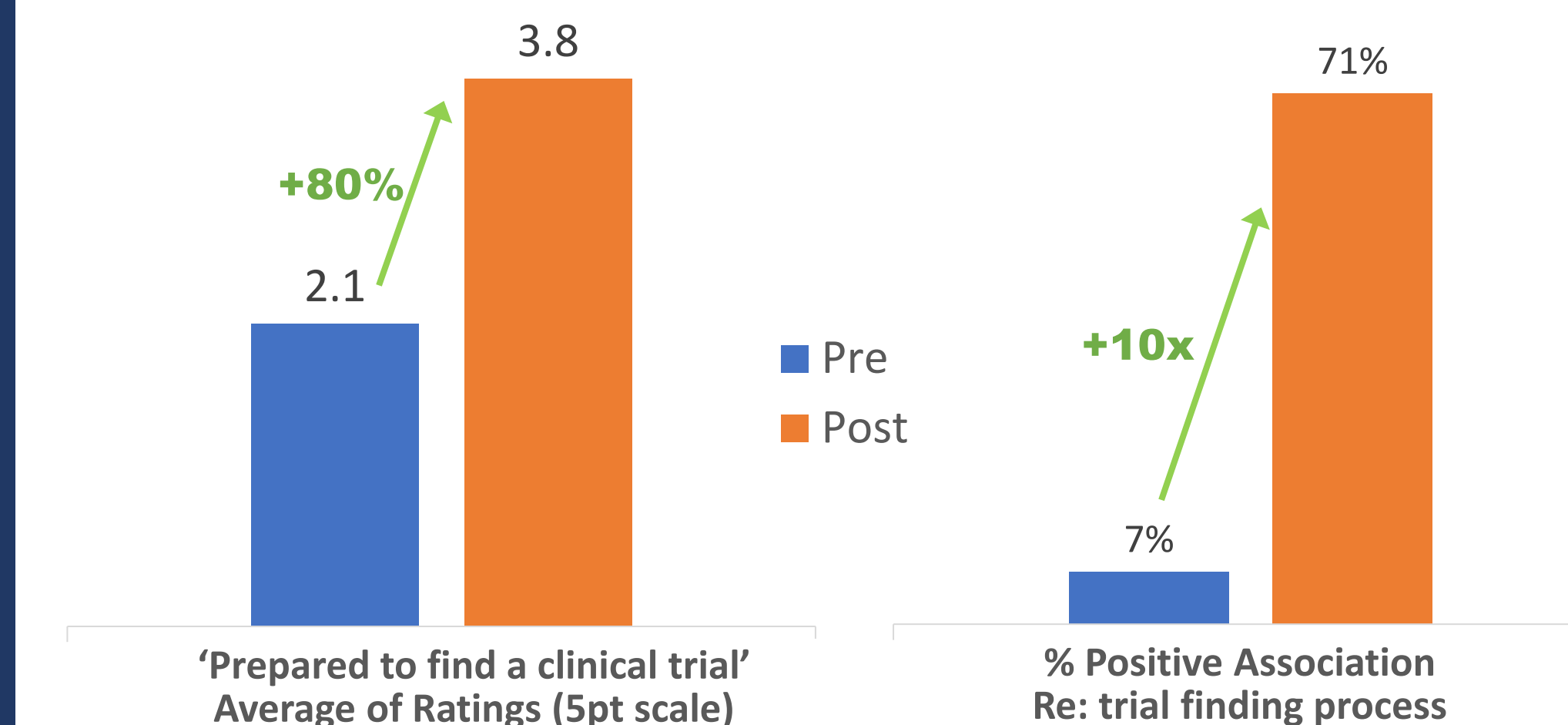
- patient-centric skill building
- self reflection
- practical tools
- approachable style

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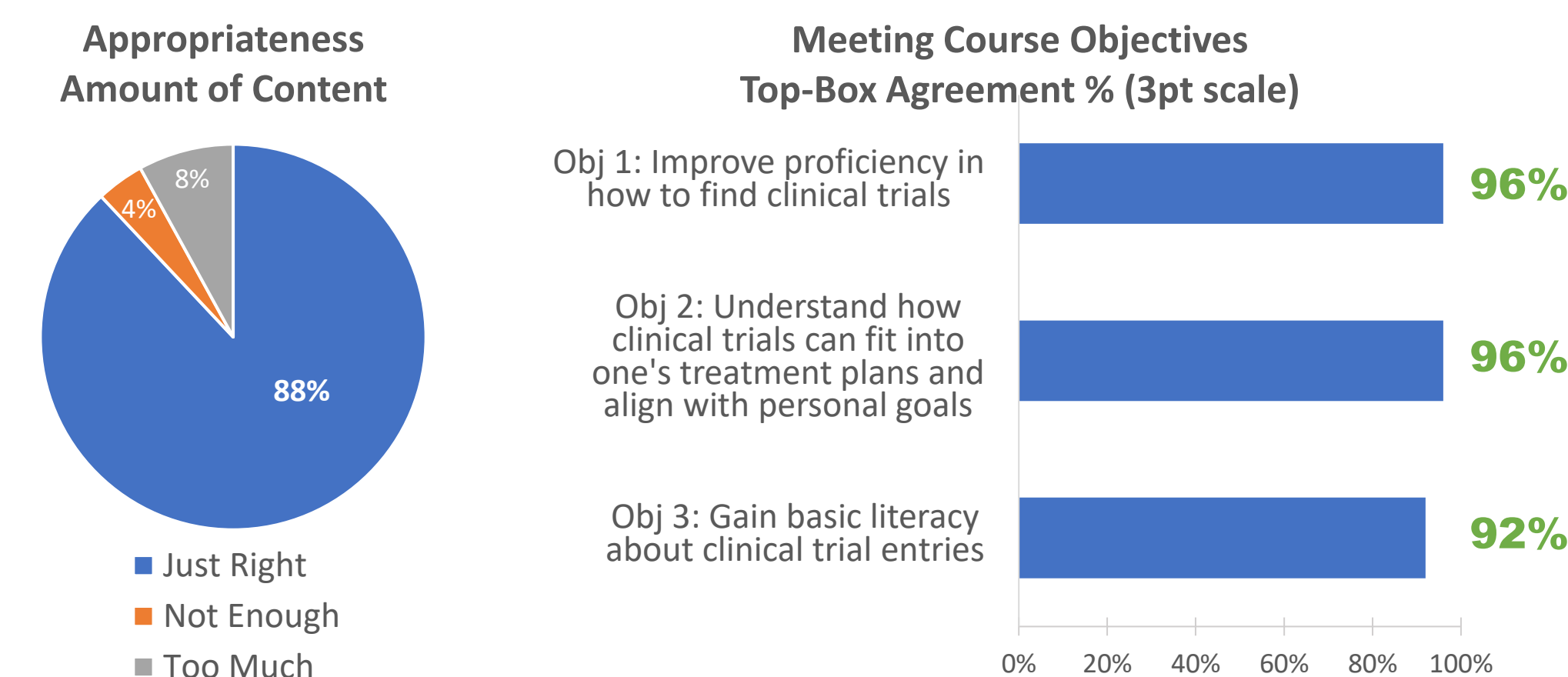
Thank you to clinical trial champion advocates Tom Marsilje & Steve Schwarze and all of the patients & caregivers who share their clinical trial experiences to support other patients which has been instrumental for this work

## Results:

Our repeatable, scalable course improves mCRC patient perceptions of and skills to pursue trials for this audience:



Participants feel the knowledge gained is worth the time invested:



Course has been developed into an 'on demand' e-learning course to allow for flexible and unlimited course enrollment for eligible patients. Scan for course information:



## Future Directions:

- Make available to broader mCRC patient community
- Create course variations for different patient stages, non-members and/or cancer types