



## Searching for Clinical Trials: What Patients Want

A Thinktank. Sydney CBD, 11 Apr 2018

## THE PROBLEM

Patients want treatment options, which might include clinical trials. Clinical trials need participants.

For people who know to look for clinical trials, finding and getting access to useful, current, comprehensive information about trials can be difficult.

Australians have access to better trial resources now than were ever available before, but are they serving patients as well as they could be?



## THE PURPOSE OF THIS MEETING

Research4Me, driven by feedback received from community members, is facilitating this meeting to explore the pain points for patients/carers and providers of clinical trial information. Through frank discussion and a design thinking framework, attendees will be encouraged to work together to identify the problems, brainstorm ideas and agree achievable next steps for making it easier for people looking for clinical trials.

We invite all those with a stake in making sure patients have access to useful information about clinical trials to actively participate in this Thinktank.

## WHO IS RESEARCH4ME?

Research4Me is a social enterprise developing the first social network for research. We advocate for and empower the public with information, peer connection and opportunities around clinical trials. Our network provides a platform for those running clinical trials to more easily engage the public in their research so as to improve trial recruitment and retention, and ultimately, provide patients better treatment options faster.



## DRAFT AGENDA

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- 9am Registration Opens.
- 9.30
- Introductions
  - Patient & Carer Panel
  - Clinician Panel
  - ANZCTR
- 11.05 Morning tea break
- 11.20
- Trial Info Providers Panel (Pharma, Researcher, Site, Agency, ANZCTR)
  - Group work – Defining the Problem
- 12.30 Lunch
- 1.15
- Thinking forward , thinking differently  
(Presenters: Transcelerate, ClinTrial Refer, HealthHack 2017)
  - Group Work – Ideation of Solutions
- 2.50 Afternoon tea break
- 3.05
- NHMRC: Australianclinicaltrials.gov.au – Update and Plans (*Pending confirmation*)
  - Getting realistic – What baby steps can be taken now
  - Group Action Agreements & Next Steps
- 4 Close
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## AUDIENCE

A diverse range of valued speakers has been drawn together to spark new insights into one aspect of a problem that has been difficult to solve – how patients find trials. As such, the Thinktank is encouraging consumer organisations and senior leaders with influence to create and drive change to .

In person registrations to the event are being limited to ensure effective groupwork and networking between meeting attendees, and maximum opportunity to develop actionable recommendations post-meeting. Pending speaker approval, parts of the Thinktank will be broadcast via webinar to online registrants, local or international.

Up to 100 ppl,  
including  
speakers &  
sponsors



Webinar  
audience

## SPONSOR EXPOSURE

The event will be promoted to our company and founder's network of consumers, consumer groups, service providers, researcher and clinical trial operations connections via our website, email and social media channels. Combined social media following at 23Feb18 is below.



>150



>760



>200



>1500



>120

For noting: From 1-15April, Research4Me will be coordinating a separate virtual campaign to encourage people to “Ask About Clinical Trials” as part of an international competition to raise awareness of clinical trials. Though not guaranteed, publicity for that campaign may increase our social following.

## SPONSORSHIP PACKAGES

We are reaching out to organisations passionate about improving patient access to clinical trials and gaining exposure to a diverse group of clinical trial stakeholders to help sponsor this Thinktank. Here's a few packages your organisation might like to consider.

	Foundation Partner	Engagement Champions	Contributing Supporter
<b>Number Available</b>	1 (in addition to Research4Me)	2	Unlimited
<b>Website Event Page</b>	Large Logo Linked to Website	Small Logo Linked to Website	Small Logo Linked to Website
<b>Event Registration Page</b>	Large Logo Linked to Website	Small Logo Linked to Website	Small Logo Linked to Website
<b>Registration Correspondence</b>	Large Logo Linked to Website	Name Linked to Website	Name Linked to Website
<b>Event Promotion</b>			
<b>Event Promotion Images</b>	Large Logo Always Included	Small Logo Sometimes Included	-
<b>Newsletter (Min 2x)</b>	Large Logo Linked to Website	Small Logo Linked to Website	Logo Linked to Website
<b>Direct Email (1x)</b>	Logo Always Included	Logo Always Included	Name Linked to Website
<b>Social Media</b>	All Event Promotion Images and Tagged in Post Text	Some Event Promotion Images and Tagged in Post Text	Tagged in Post Text
<b>Research4Me Blog</b>	Interview for 1 Blog Post Pre-event	-	-
<b>On the day</b>			
<b>Pull up banner location</b>	Registration Desk &/or Front of Room	Side of room	Side of room
<b>Facebook Live</b>	1-2min Interview Pre-event Start	1-2min Interview Pre-event Start	-
<b>Speaking opportunity</b>	2min	-	-
<b>Video Conference</b>	Large Logo on 'Holding' Slides	Small Logo on 'Holding' Slides	-
<b>Video Conference Pass</b>	Up to 10 free passes	Up to 4 free passes	1 free pass
<b>Event Attendees</b>	2 free passes	1 free pass	1 free pass
<b>Post-meeting collateral</b>	Large Logo Linked to Website	Small Logo Linked to Website	Name Linked to Website
<b>Cost (excluding GST)</b>	\$5000 AUD	\$2500 AUD	\$1000 AUD

Thank you for your interest in supporting this Thinktank.

Becoming a sponsor before Thinktank registrations officially open in early March will give your organisation maximum exposure for your support.

Please contact Janelle Bowden, Research4Me to discuss options: E: [janelle@research4.me](mailto:janelle@research4.me) | P: +61 2 9931 6820