

# CLINICAL RESEARCH DIVERSITY THROUGH COMMUNITY ENGAGEMENT

## Authors

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American Association of  
Colleges of Pharmacy **AACP**  
Pharmacists Help People Live Healthier, Better Lives.

**NOWINCLUDED**  
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**PACT**  
Network  
Pharmacy Advances Clinical Trials

## PURPOSE

The Pharmacy Advances Clinical Trials (PACT) Network project aims to tackle the underrepresentation of racial and ethnic minority populations (REMP) in research by diversifying participation in clinical trials. This initiative unites community pharmacies, community-based organizations, and pharmacy academia to address this issue. The model proposes utilizing community-based pharmacists to educate and potentially recruit REMPs for clinical trials. In its early phase, the PACT Network project focused on community engagement through an initiative named "Rx Connect: Bridging Communities & Fostering Research."

The primary study objectives were:

- Gain insights into barriers, perceptions, opportunities, and other factors affecting the role of community-based pharmacists in promoting diversity in clinical research.
- Educate community pharmacists about their potential role in raising awareness and fostering trust necessary to connect patients with research opportunities.

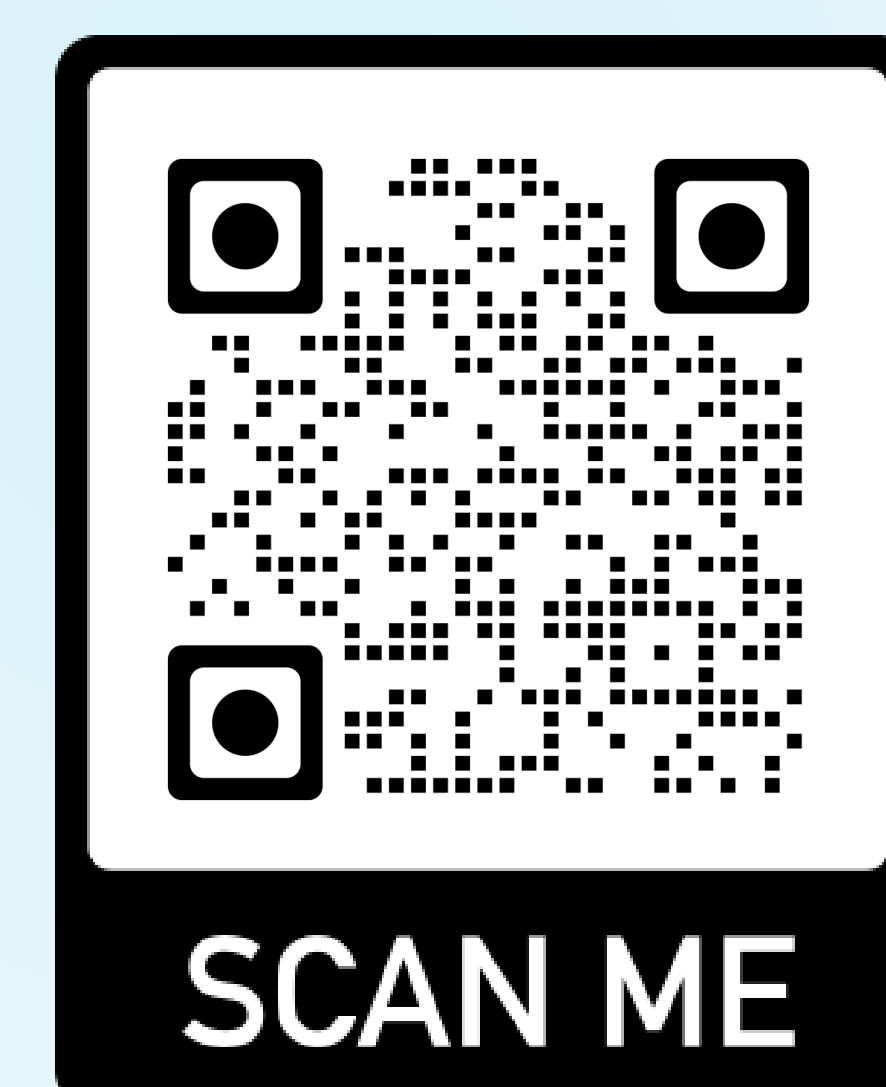
## METHODOLOGY

The American Association of Colleges of Pharmacy (AACCP) collaborated with Acclinate's NOWINCLUDED Community Engagement Team to host two focus groups in Washington, DC, and Baltimore, MD.

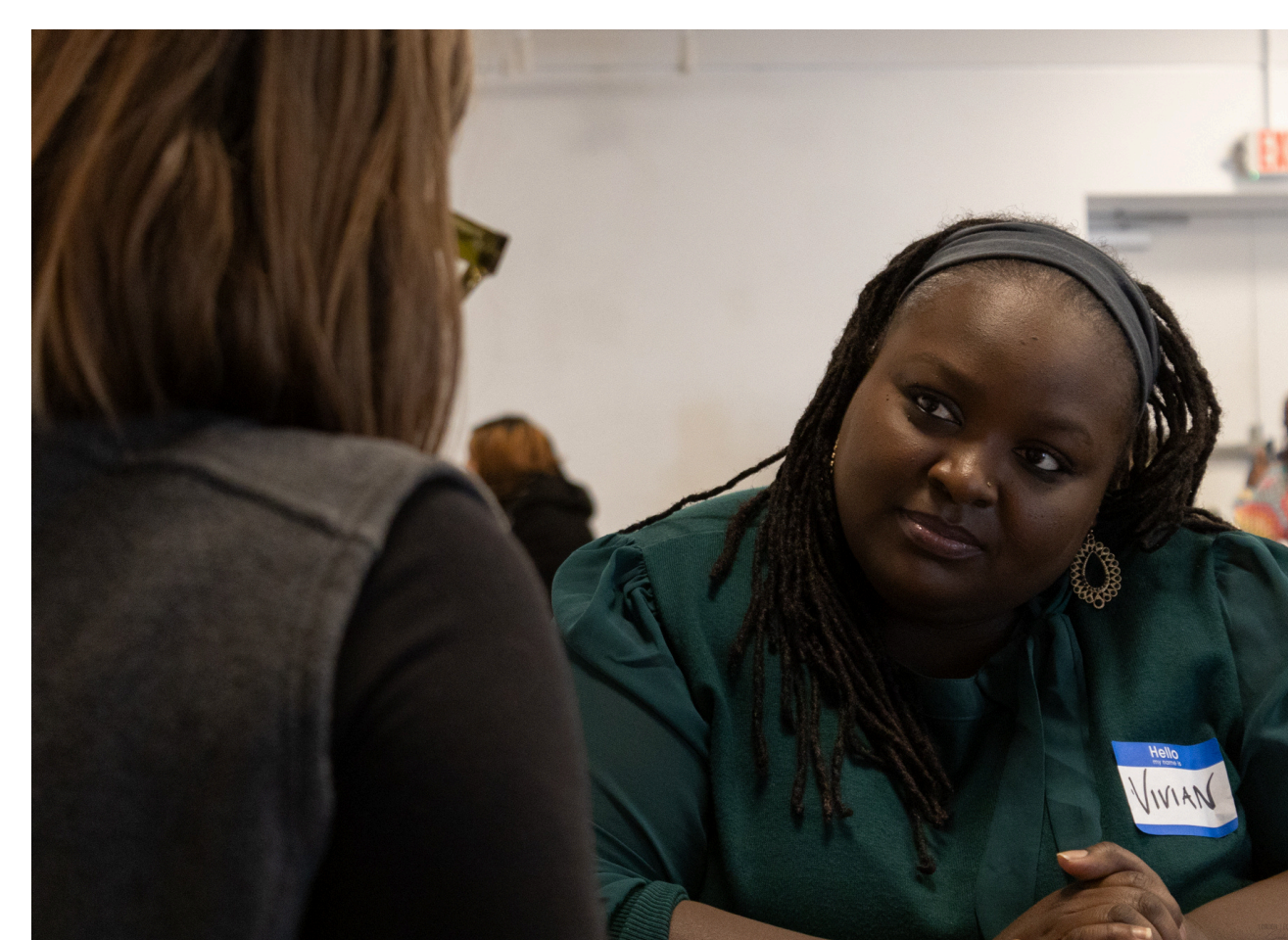
Participant criteria included:

- Community members aged 18-70 who visited a community pharmacy within 3 months.
- Licensed pharmacists who had practiced in a community pharmacy for over 3 years.
- Pharmacy students in their P4 year.

All focus group participants were from a REMF. Participants were recruited through direct outreach methods and social media. Pre- and post-surveys, along with tailored discussion guides, were utilized during these in-person meetings.



Scan to access the  
"Rx Connect"  
Community Impact  
Report



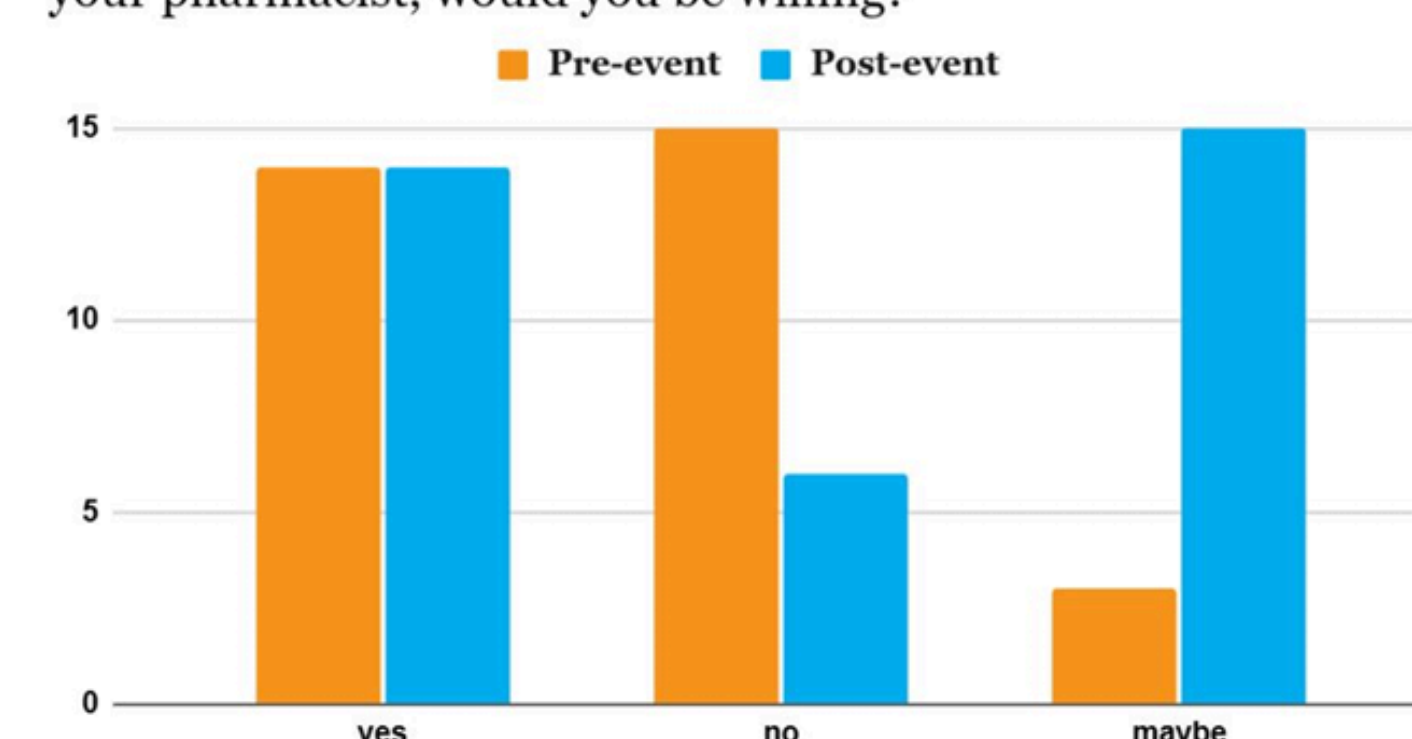
## RESULTS & FINDINGS

Thirty-one community members, two pharmacists, and one student participated in the focus groups. Findings indicated community members' increased willingness to participate in clinical research with more knowledge, but limited awareness of the pharmacist's role and abilities beyond dispensing medication, coupled with minimal pharmacist-patient interaction, diminished trust relationships. Although 47% of participants visited their community pharmacy at least once a month, only 9% are offered consultations from their pharmacist and 21% engage with their pharmacists every visit.

Despite 100% of participants never being offered a clinical trial opportunity by their pharmacists, 44% stated they are willing to participate. Prior to the focus group, 47% stated they are not willing, however post the focus group only 17% remained unwilling to participate.

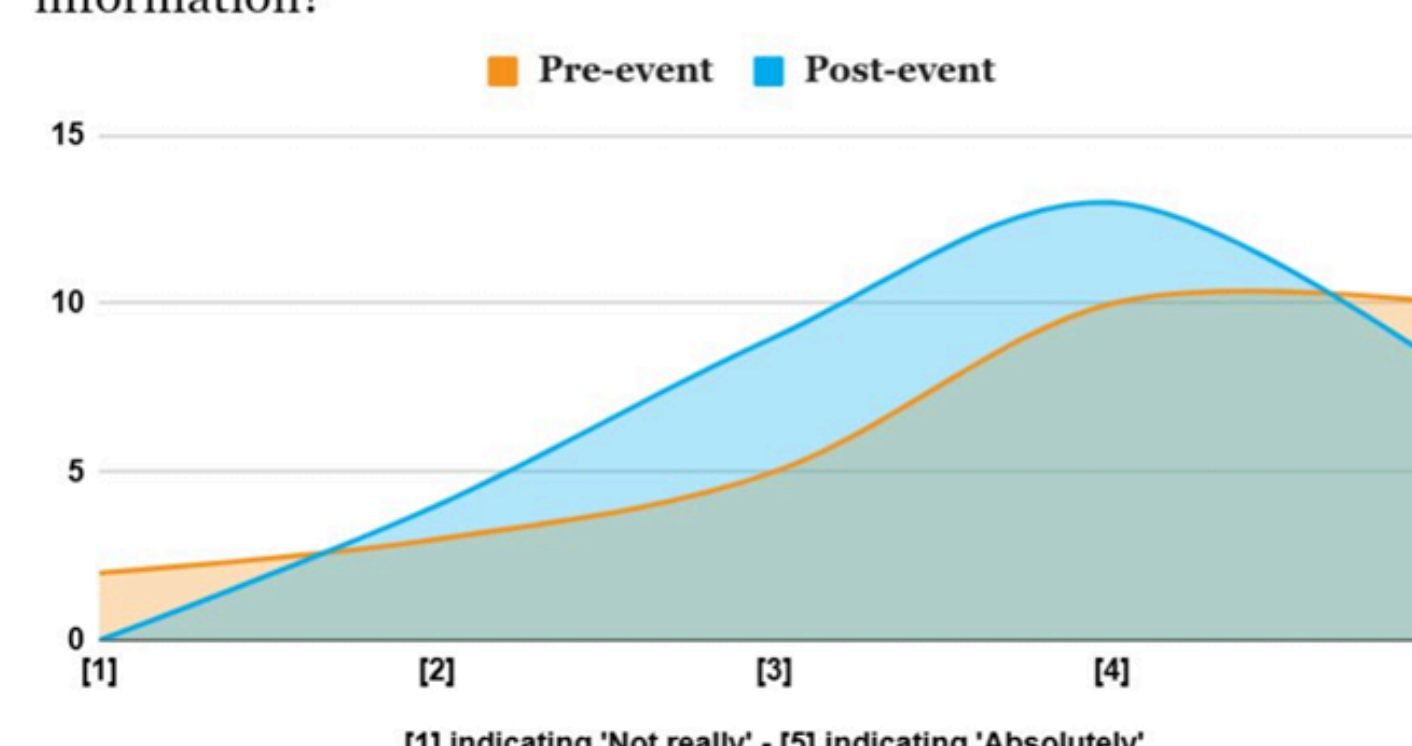
Pharmacists and students reported staffing shortages, busy schedules and limited research understanding as limitations to patient engagement. Additional suggestions included having culturally competent training for pharmacy staff in addition to clinical trials education.

If presented an opportunity to participate in a clinical trial by your pharmacist, would you be willing?



n=34  
Data includes both Washington, D.C. and Baltimore, MD

Do you consider your pharmacist a trusted source for health information?



n=34  
Data includes both Washington, D.C. and Baltimore, MD

## CONCLUSION

Pharmacists' accessibility fosters trust, making a community-based pharmacy model beneficial to encourage REMF participation in clinical trials. Pharmacists building relationships beyond pharmacy settings can generate greater visibility and trust within the community. To bridge clinical trial knowledge gaps, AACCP has crafted a 4-module educational program tailored for pharmacists.

The next phase of our PACT Network Project will entail beta-testing this Educational program and establishing partnerships with community-based organizations. This strategic initiative will cultivate deeper community relationships, expanding pharmacist ability to engage with community members and enhance their awareness about clinical trials.