



And

*Creating a New Path Toward Clinical
Trials In the African American Community
Utilizing a Faith-Based Scientific Approach*

*NBCI Southern Clinical Strategy
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Who is NBCI?



The National Black Church Initiative (NBCI) is a coalition of 34,000 African-American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. The National Black Church Initiative's methodology is utilizing faith and sound health science.

The aim is to offer our member congregants and the public helpful and healthy science-based tips on how to develop and maintain a healthy lifestyle. The website also offers the latest information on housing, education, technology and environmental issues.

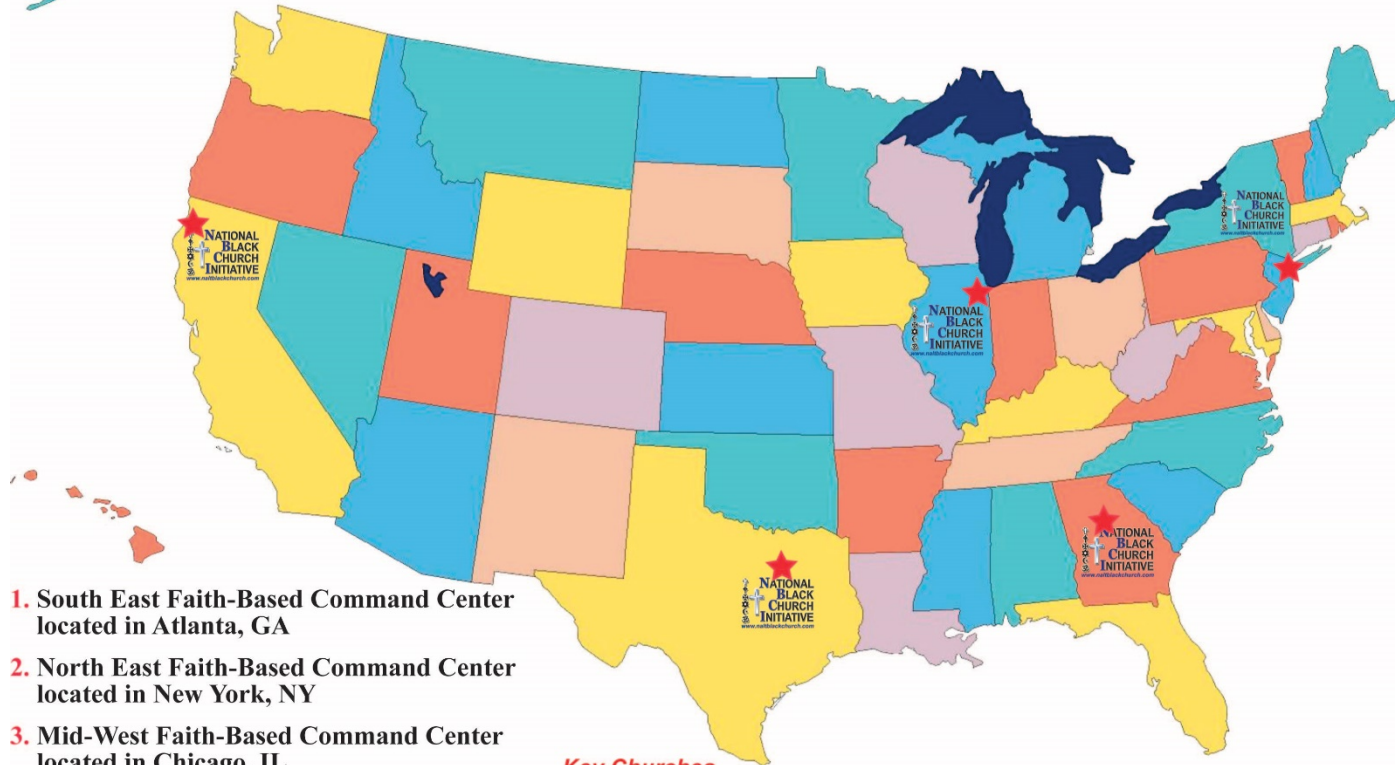
The National Black Church Initiative's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting-edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science-based strategies and techniques, and methods that w

How is NBCI Organized?



How NBCI Is Organized?

NBCI is organized by dividing the country into five geographic areas.



1. South East Faith-Based Command Center located in Atlanta, GA
2. North East Faith-Based Command Center located in New York, NY
3. Mid-West Faith-Based Command Center located in Chicago, IL
4. Western Faith-Based Command Center located in Oakland, CA
5. South West Faith-Based Command Center located in Dallas, TX

Key Churches

- We divide every metropolitan city and rural area into key churches. These churches are placed strategically to cover all geographic areas.
- The number of key churches that we designate for any given area depends upon the size of the population of the state or the city.

NBCI Churches Zip Codes

Appendix 2

Breakdown of NBCI Churches by States

Appendix 3

Who are our Scientific Partners?

Bridge Clinical

www.bridgeclinical.com

We focus on five therapeutic areas:

Oncology, Immunology, Anti-infectives, Cardiovascular, and Endocrinology. Our work is a scientific protocol development, drug logistics, data collection, and patient recruitment.”



RocketMed

www.RocketMed.com

Making certain that every American wakes knowing they have access to basic healthcare in their community. Making basic healthcare simple to find. Making basic healthcare affordable to purchase. In other words, making what many believe impossible.... Possible!



Westat

www.westat.com

We see the world through data

Westat began as a visionary startup in 1963. Now, 50+ years later with 1,900 employees, we continue to pioneer new ways to support the changing needs of clients. Our unique collaborative culture enables us to create dynamic multifaceted teams with broad experience across wide range of topics.

Elligo Health Research

www.elligohealthresearch.com

We bring clinical research direct to clinical health care.

At Elligo, we are redefining conventional patient recruitment to bridge the gap between clinical research and clinical health care. Our *Goes Direct*® approach helps solve patient access challenges by enabling clinical research as a care option in physician practices that do not currently have the infrastructure to conduct trials.





**The National Black Church Initiative Clinical
Trials Education Awareness and Participation
Program (CTEAPP)**

Education Success Story

253,564

How do we educate?

Who conduct the session?

What is the Curriculum-Project Power?

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Appendix 6

The National Black Church Initiative Clinical Trials Education Awareness and Participation Program (CTEAPP) Southern Strategy



CLINICAL TRIALS EDUCATION AWARENESS AND PARTICIPATION PROGRAM (CTEAPP)



NBCI Southern Clinical Strategy: Trust Experience Access Reach Success



THE WHY

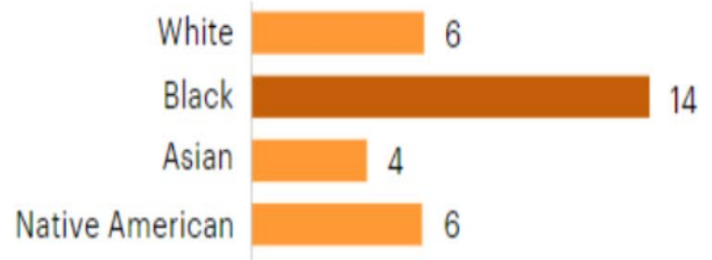
Racial Disparities in Clinical Trials Black Patients Miss Out On Promising Cancer Drugs

- A ProPublica analysis found that black people and Native Americans are under-represented in clinical trials of new drugs, even when the treatment is aimed at a type of cancer that disproportionately affects them
- One out of five people diagnosed with multiple myeloma in the U.S. is black, and African Americans are more than twice as likely as white Americans to be diagnosed with the blood cancer
- Out of the 722 participants in the Nilarno trial, only 13 — or 1.8 percent — were black
- A ProPublica analysis of data recently made public by the FDA found that in trials for 24 of the 31 cancer drugs approved since 2015, fewer than 5 percent of the patients were black. African-Americans make up 13.4 percent of the U.S. population.



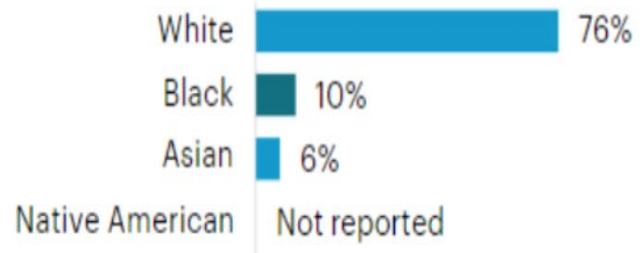
Black Americans Face the Highest Risk of Multiple Myeloma but Are Underrepresented in Trials Treating the Cancer

New Cases of Multiple Myeloma, Per 100,000 People

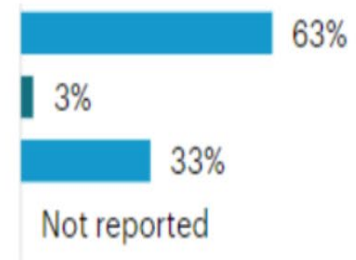


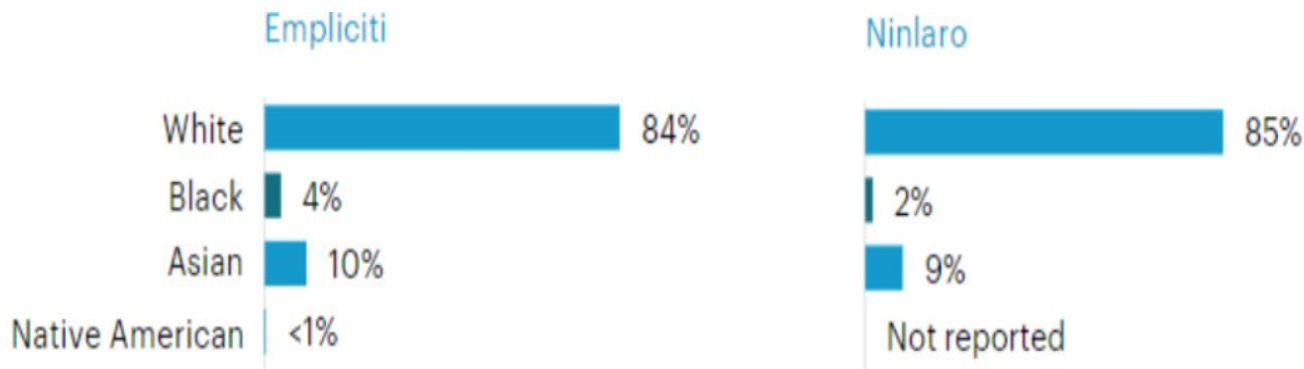
Representation in Clinical Trials

Darzalex



Farydak





Notes: Race was not reported for 8 percent of Darzalex's clinical trial participants, and 4.7 percent of Ninlaro's clinical trial participants.

For consistency across data sources, percentages have been rounded to the nearest integer, so numbers may not add up to 100. For some drugs, a percentage of clinical trial participants is unreported. New cases are calculated per 100,000 people by race and per year. Native American figures include both American Indians and Alaska Natives.

Source: U.S. Food and Drug Administration; National Cancer Institute (Riley Wong for ProPublica)



Southern Clinical Strategy Solution

Trust

- An initial and vital important step regarding recruitment of African Americans is the establishment of trust and credibility
- Mistrust of medical research is an extremely important barrier hindering recruitment in African American (AA) communities
- Mistrust concerns regarding previous researchers



Southern Clinical Strategy

Experience

NBCI and its SCS has enrolled **thousands** of patients for studies, programs and projects. We have developed a highly successful congregate recruitment formula since we began offering these services

Enrollment

Patient referrals are necessary to initiate the recruitment but, it is patient enrollment that equates to success

Typical /traditional method

- volume referrals

NBCI SCS

- highly qualified referrals
 - more likely to be converted into randomized patients resulting in increased enrollment at participating sites



Southern Clinical Strategy

Access: rapid launch

Our SCS “trust factor” and expertise facilitates our ability to rapidly initiate recruitment of the desired patient population

- Direct patient access
- Survey data



Improved ROI

NBCI SCS

- Efficient and effective patient recruitment
- More economical and strategic approach
- Maximizing your company's investment
- The earlier the engagement of the SCS, the better your ROI



Overview of Data Collection Techniques

Technique	Key Facts	Example
Interviews	<ul style="list-style-type: none"> • Interviews can be conducted in person or over the telephone • Interviews can be done formally (structured), semi-structured, or informally • Questions should be focused, clear, and encourage open-ended responses • Interviews are mainly qualitative in nature 	<p>One-on-one conversation with parent of at-risk youth who can help you understand the issue</p> <p>Click here to see a sample key informant interview.</p>
Questionnaires and Surveys	<ul style="list-style-type: none"> • Responses can be analyzed with quantitative methods by assigning numerical values to Likert-type scales • Results are generally easier (than qualitative techniques) to analyze • Pretest/Posttest can be compared and analyzed 	<p>Results of a satisfaction survey or opinion survey</p> <p>Click here to see an example of a survey created using the CYFERnetSEARCH Interactive Survey Builder feature.</p> <p>Click here to see a sample survey on middle school youth risk behavior.</p>

Questions?

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