



Center for
Healthcare
Innovation

Understanding Health Literacy for Clinical Research Enrollment

WEBINAR SUMMARY

Thursday, February 3, 2022 | 11 AM - 12 PM CST

Access the webinar: <https://www.chisite.org/understanding-health-literacy-for-clinical-research-enrollment>

The U.S. Department of Health and Human Services defines health literacy as “the degree to which individuals can find, understand, and use information and services to inform health-related decisions and actions for themselves and others.” Lower rates of health literacy are more common in older adults, communities of color, medically underserved Americans. Additionally, lower health literacy rates cost the healthcare system money and result in higher than necessary morbidity and mortality. Health literacy can impact clinical trial patient recruitment, leading to patients of color and other diverse groups being underrepresented in clinical research. In fact, little to no diverse participants leads to mistrust with the FDA and pharmaceutical companies. This webinar brings together experts to discuss effective strategies for properly communicating clinical trials to under-represented groups to make trials more diverse and representative of the U.S. population.

Improving health literacy could prevent

1 MILLION

hospital visits



save over

25 BILLION

dollars a year

Data source: info.uhg.com/content/dam/UHG/PDF/About/Health-Literacy-Brief.pdf.



Only

36%

Americans have only basic or below basic health literacy skills.

Data source: Kutner M, Greenberg E, Jin Y, Paulsen C. The health literacy of America's adults: Results from the 2003 National Assessment of Adult Literacy. 2006

75%

of all trials fall short of patient enrolment goals

Data source: ClinEdge, Improving Health Literacy in Clinical Trials.



●●● WEBINAR PANELISTS ●●●



Moderator:
Dr. Neelum Aggarwal, MD

Chief Diversity Officer
American Medical Women's
Association



**Dr. Melva Covington, PhD,
MPH, MBA**

Senior Vice President, Research
and Patient Outcomes
Curio Digital Therapeutics Inc.



**Dr. Sarah Hartz, MD,
PhD**

Associate Professor of Psychiatry
Washington University School of
Medicine in St. Louis



**Dr. Jessica Mozersky,
PhD, MBE**

Assistant Professor in Medicine
Washington University School of
Medicine in St. Louis

●●● BEST PRACTICES ●●●



Leverage telemedicine for clinical trials

Technology offers new ways to bring trials to patients including eligibility criteria and patient recruitment.



Be aware of privilege

Acknowledging our discomfort and recognizing our own privilege and biases will help us better serve all communities.



Understand how and where patients get their information

Building trust with patients is critically important, particularly given the rise of misinformation.



Recruiting patients electronically requires new thinking

Technology enables organizations to build new and novel outreach models that connect with specific populations.



Cultural humility

When interacting with marginalized communities, be culturally humble and patient-centric. Exercising cultural humility can make providers more approachable and open to understanding the values of unique patients.