

THE DO'S AND DON'TS

OF COMMUNICATION
ON ADVANCED/
METASTATIC
BREAST CANCER

Metastatic Breast Cancer

MBCalliance>

ABC
GlobAlliance



On Clinical Trials

Why are clinical trials important?

Clinical trials:

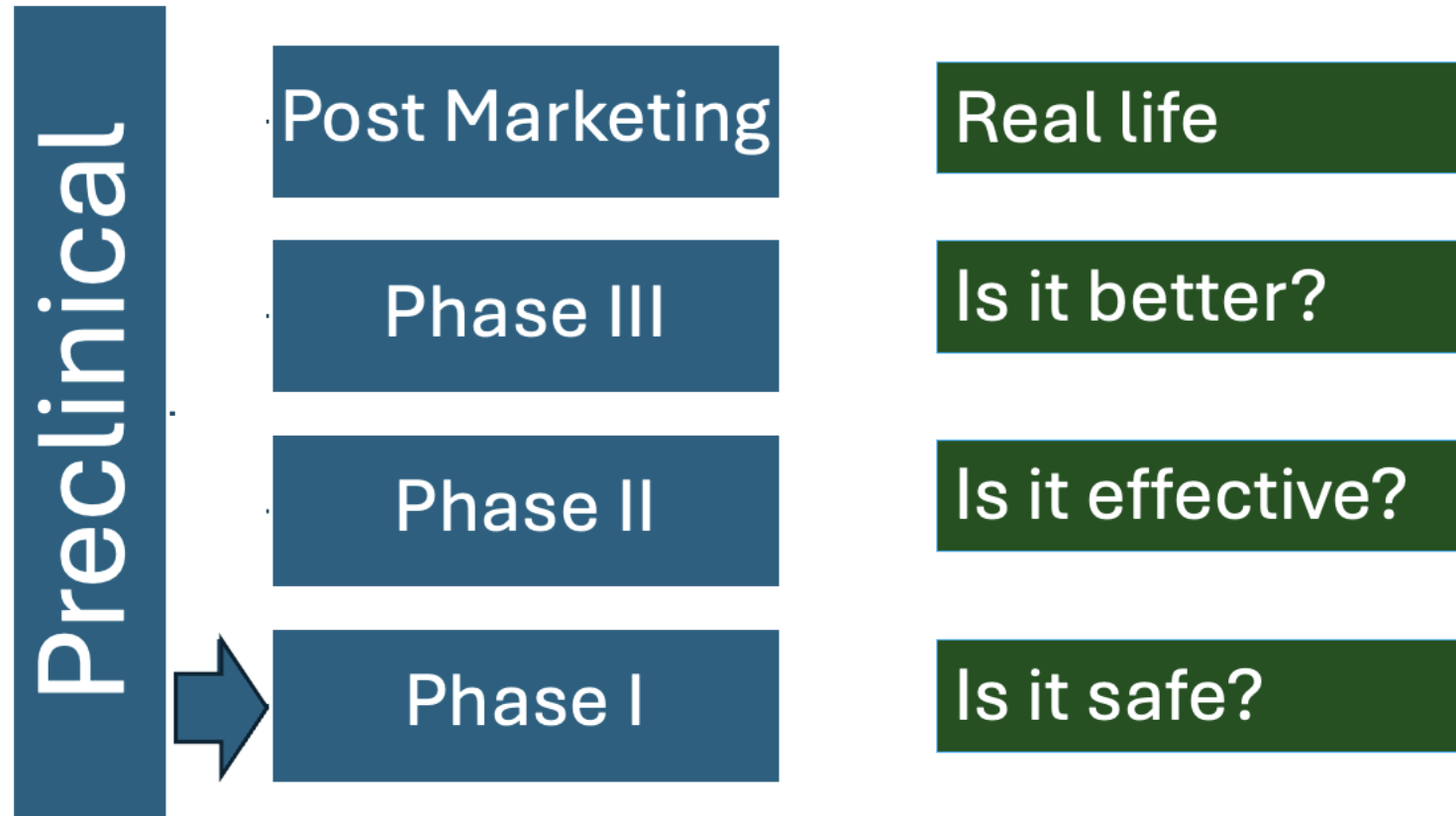
The process through which new knowledge and new treatments are gained.

How well are cancer clinical trials enrolling?

- 7% of patients enroll in cancer treatment clinical trials
- Of these, nearly 90% of persons who enroll identify as white
- Predominant reason for not enrolling
“I wasn’t asked!”

So, how can we do better?

What are Clinical Trials?



What are the factors that impact enrollment in a clinical trial?

Trial Availability and Awareness

Clinical Team

- Capacity to implement the trial
 - infrastructure/team-care
- Trust that patient can follow through on trial requirements
 - *Just Ask! (ACCC)*
- Finances

Patient-family-caregiver

- Capacity to follow through on trial requirements
 - Transportation *Insurance
 - Labs *Support
- Trust that a clinical trial is ok to do
- Finances: Insurance Coverage/Copays

How to implement facilitators?

Clinical teams

- Educate
- Engage
- Make it easy-
 - Strong support team
- Insurance coverage

Patient-family-caregiver

- Educate
- Engage
- Make it easy-
 - Variety of consent processes:
written, videos
- Insurance coverage

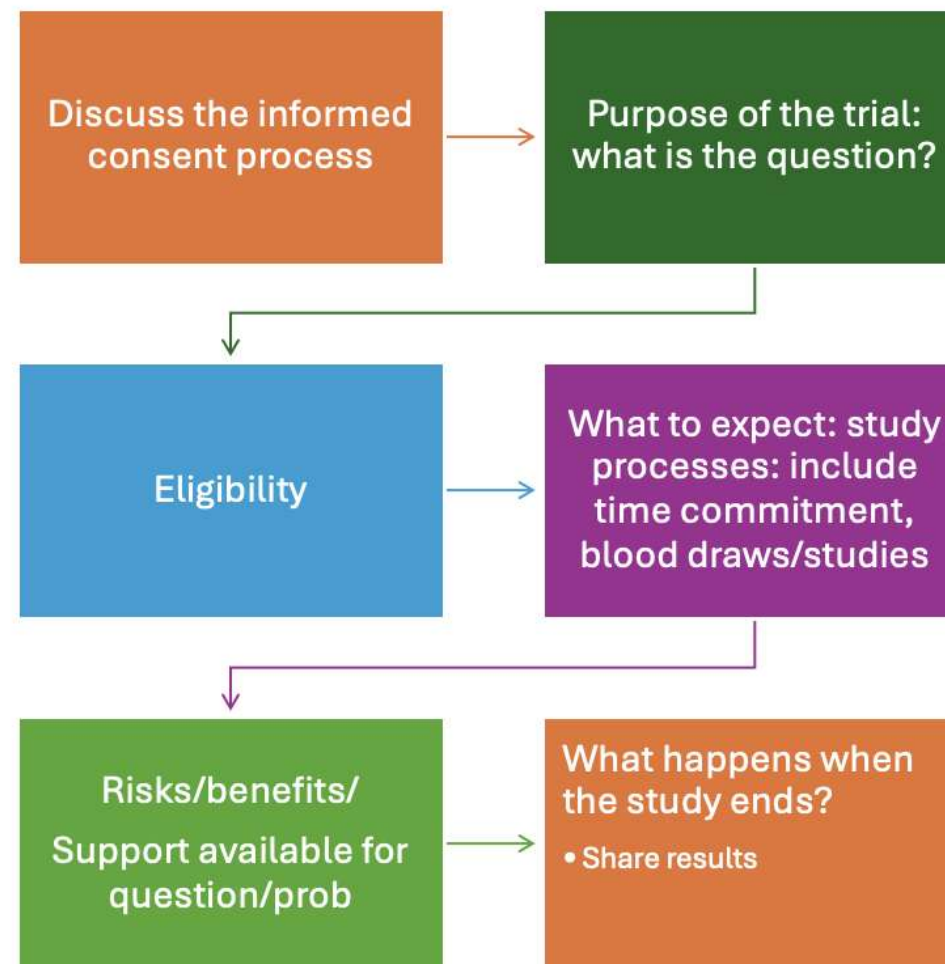
How to communicate re: cancer clinical trial

- **Setting**
 - Time-may be more than one visit
 - Pause-Create an environment where asking questions is welcome
 - Listen
 - Be present, empathic, flexible
 - Nurture trust
 - Be trustworthy
 - Respect culture
 - Staff that “look like the community”
 - Connect to support: patient navigators, financial navigators, community health workers, support groups

How to communicate re: cancer clinical trial

- Ask, “How do you make decisions?”
 - Facilitate as possible
- Ask, “What is important to you?”
- Consider literacy, health literacy, numeracy
 - Speak clearly, concisely
 - Use visual aids
 - Provide time to ask questions
 - Take time to explain: randomization/double blind
 - Give time for questions
 - Give written copy to all/encourage notes/write-in questions
- Language access

What needs to
be covered in
the consent
conversation?



Summary

- Together, we can do better than 7%
- Key Points
 - Increase awareness and availability -> increase access
 - Listen
 - Give pause
 - Actively invite and work with patients/families to support CCT enrollment!

Thank you!

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