

Clinical Trial Ambassadors - aiming at better understanding of drug development and easier access to clinical trial information



Masumi Hoshiyama¹, Kotone Matsuyama², Yusuke Hamamatsu³, Kenma Nozaki⁴, Nobutaka Yagi⁴

¹Merck Biopharma Co., Ltd., ²Nippon Medical School, ³CMIC HealthCare Institute CO., LTD., ⁴Nippon Boehringer Ingelheim Co. Ltd.

Objective

The clinical trial ambassadors project provides educations and dialogues to deepen mutual understanding between patients and pharmaceutical companies regarding drug development and clinical trials.



Please scan this QR code to watch a video interview with Japanese Clinical Trial Ambassadors

Why do we need Clinical Trial Ambassadors?

- ▶ Various surveys show that in fact many patients have uncertainties and fears about clinical trials, like fear of receiving a new drug or placebo, fear of being treated as a "guinea pig" and oftentimes uncertainties due to lack of knowledge about clinical trials
- ▶ Patients in general report a high unmet need of understandable and lay information about clinical trials
- ▶ It is necessary to raise education about clinical trials. Our vision is to support the establishment of a Clinical Trial Ambassador role within a Patient Organization by providing training and information.

Clinical Trial Ambassadors Program is related to Patient Public Involvement, PPI

Vision

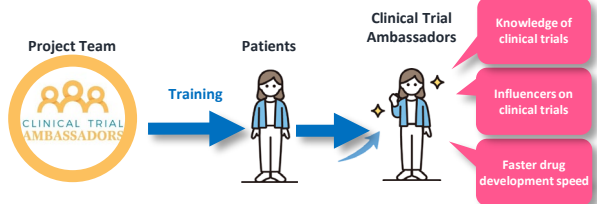
- ▶ Co-create pharmaceutical development with patient organizations.
- ▶ Expand patient-centered clinical trials and treatment opportunities.
- ▶ Improve the clinical trial environment by incorporating patient feedback.

Program Overview

- ▶ To help patient groups deepen their understanding of drug development and to foster an environment that facilitates access to clinical trials (participation in clinical trials and exchange of opinions on clinical trials).
- ▶ Patients participating in this project will receive training on drug development.
- ▶ The project in Japan will be carried out in cooperation with patient groups, academia, SMOs, CROs and pharmaceutical companies.

Role of Clinical Trial Ambassadors

- ▶ Receive EDUCATION about clinical trials
- ▶ UNDERSTAND what clinical trials are
- ▶ Spread AWARENESS about clinical research
- ▶ Share KNOWLEDGE & EXPERIENCE
- ▶ Be the CONTACT PERSON for patients



Knowledge is Power!

EMPOWER Patients

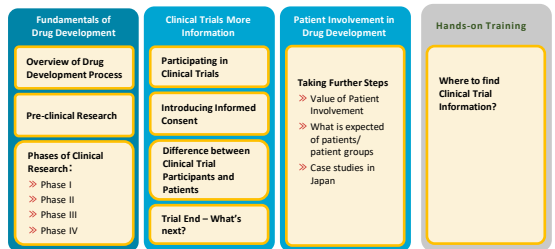
with knowledge about Clinical Trials



Methods

- ▶ In 2022, the clinical trial ambassadors project was launched in Japan with patient organizations, academia, and several pharmaceutical companies.
- ▶ The project team provided patients (e.g., representatives of patient organizations) with classroom trainings prepared in cooperation with EUPATI.
- ▶ The participants who received trainings became ambassadors of clinical trials and explored ways to raise awareness on clinical trials persistently.

Training Modules



Results

The following steps of trainings were completed:

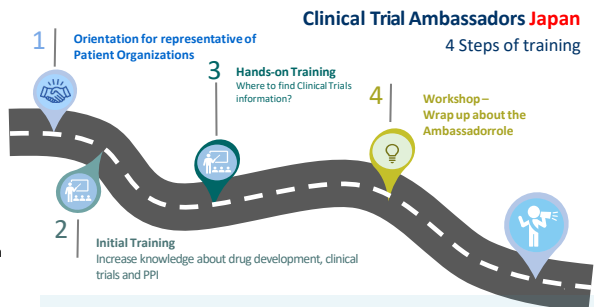
1. Orientation for ambassadors from several patient organizations in Japan,
2. Classroom trainings prepared in cooperation with EUPATI,
3. Hands-on training on accessing clinical trial information,
4. Workshop to review the ambassadors' activities and ways to improve the awareness on clinical trials.

The following outcomes were achieved:

1. EUPATI training materials on the basics of drug development and patient involvement in drug development were localized for Japan based on discussions with patient organizations,
2. A report was prepared on the hands-on training, summarizing the opinions of participants regarding the search for clinical trial information.

The following challenges for the project were identified:

1. Differentiation to the characteristics and complementarities of the program compared to other similar patient education programs,
2. Requirements for trainers and certification system/criteria for the ambassadors,
3. Method of selecting candidates to serve as clinical trial ambassadors,
4. Creating system that allows co-sponsoring companies or organizations to freely join or leave the project.



Feedback from Ambassadors

- ▶ I thought it was an unprecedented activity. I was glad that the project was an activity that involved multiple stakeholders and allowed for interactive discussions with patients and companies.
- ▶ I hope that by telling people who don't know about the clinical trial from ambassadors, I can remove their fears.
- ▶ Project team gave us a very detailed lecture on how clinical trials work and the knowledge related to them. I wish more people could understand clinical trials better.
- ▶ We hope that the success of our clinical trial ambassadors will increase the number of participants in clinical trials and bring good drugs to the market faster.

Conclusions

- ▶ We have completed the first training program for the clinical trial ambassadors in Japan, which promotes mutual understanding between patients and pharmaceutical companies in drug development.
- ▶ It is vital to promote understanding and patient involvement to deliver new treatments reflecting their needs to patients faster.

Reference

Y Kasai, K Nozaki, N Yagi, S Omuro, K Omomo, K Matsuyama. Patient Training Initiatives on Drug Development and Future Challenges: Developing a Social Infrastructure for Patient Engagement in Drug Development. *Jpn J Clin Pharmacol Ther.* 2023; 54(4): 173-180

Disclaimer

The views and opinions expressed in this poster are those of the individual presenter and should not be attributed to DIA, its directors, officers, employees, volunteers, members, chapters, councils, Communities or affiliates, or any organization with which the presenter is employed or affiliated.

This poster is the intellectual property of the individual presenter and are protected under the copyright laws of the United States of America and other countries. Used by permission. All rights reserved.