

Perceptions of Clinical Trials

In order to gauge the general perception and understanding of clinical research, Advarra conducted a poll with the aim of identifying drivers of awareness and participation in trials.

PARTICIPANT DEMOGRAPHICS:

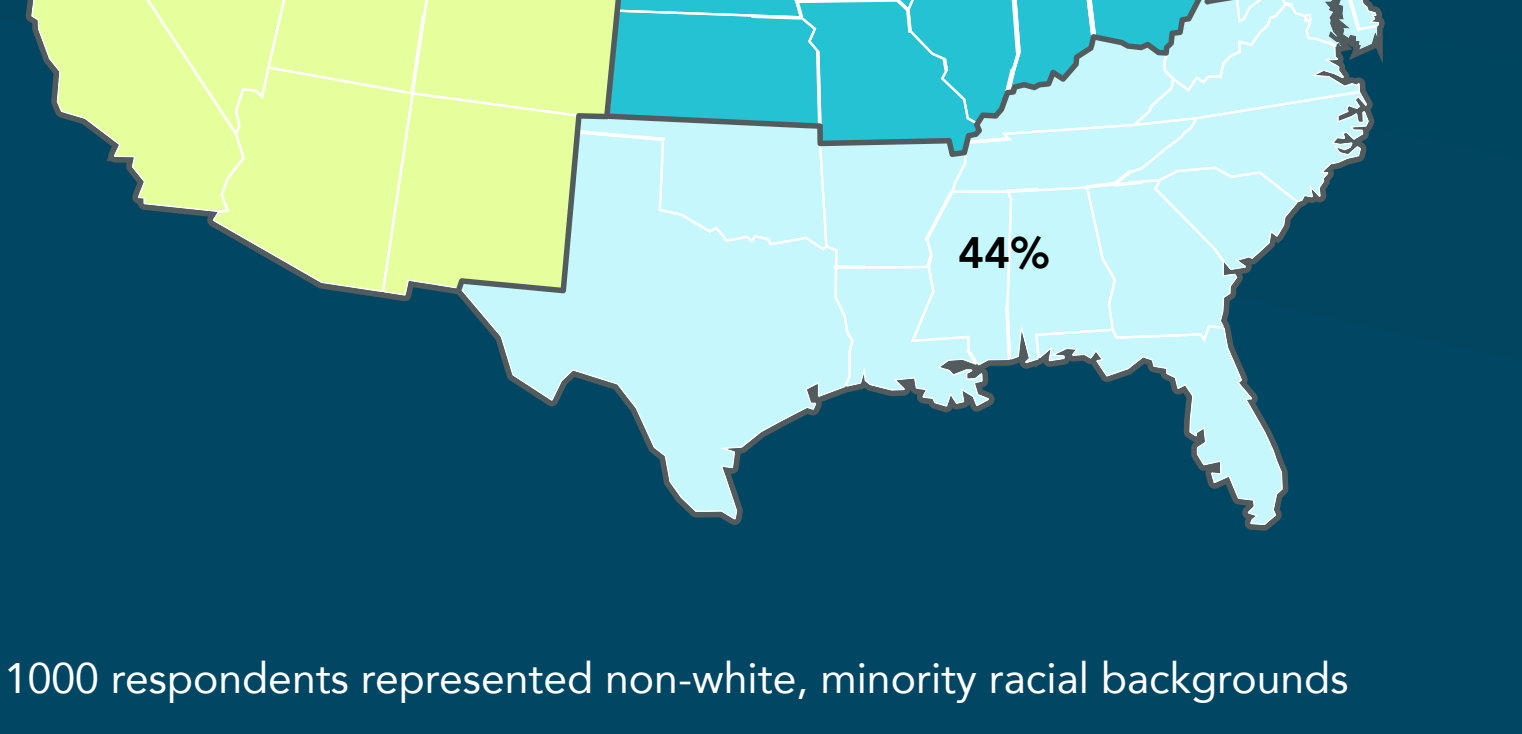
Out of 1,000 respondents, the results were split relatively evenly between age groups.



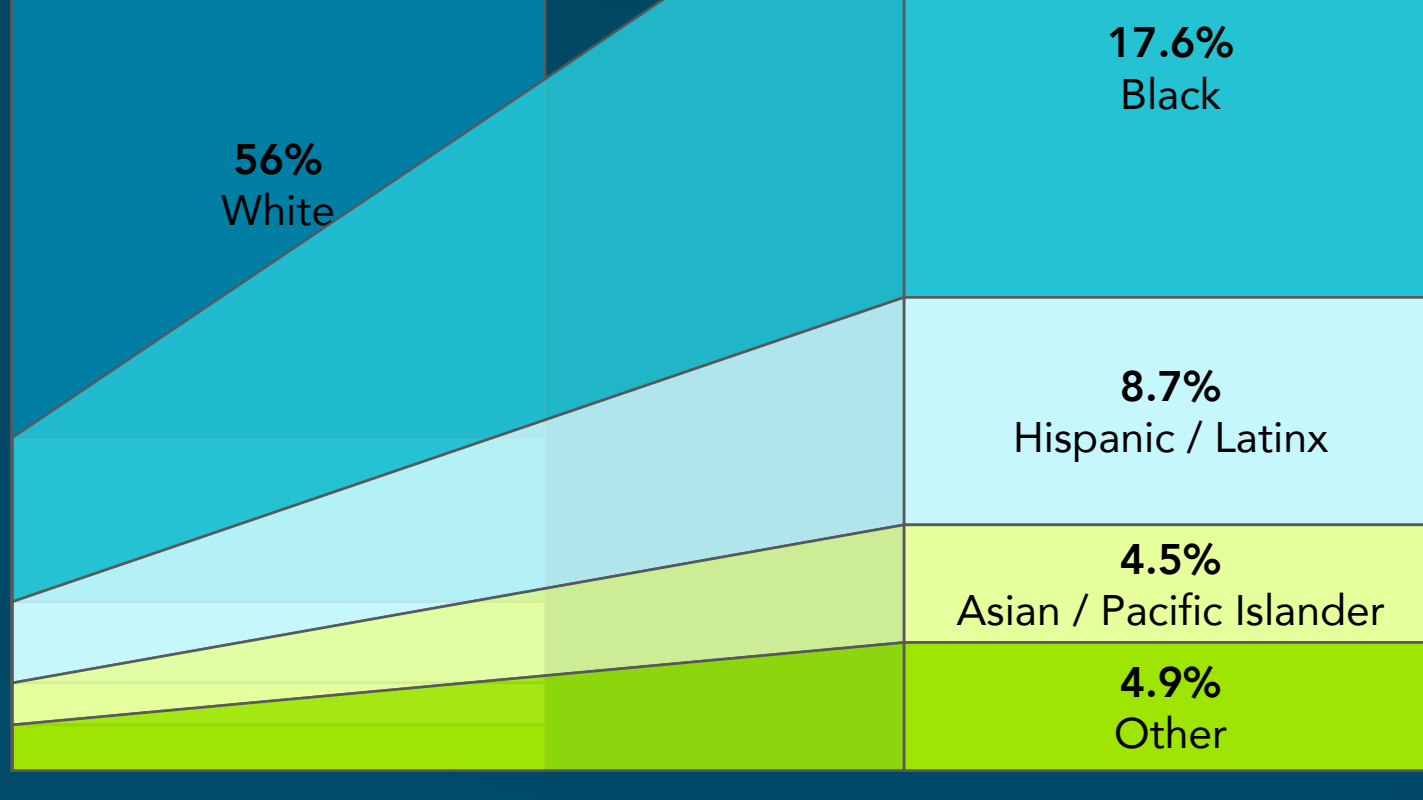
Breaking down the data by gender did favor female respondents.



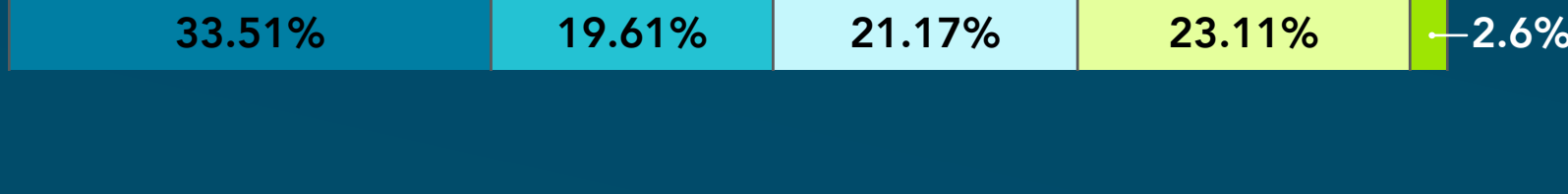
Respondents came from all over the U.S.



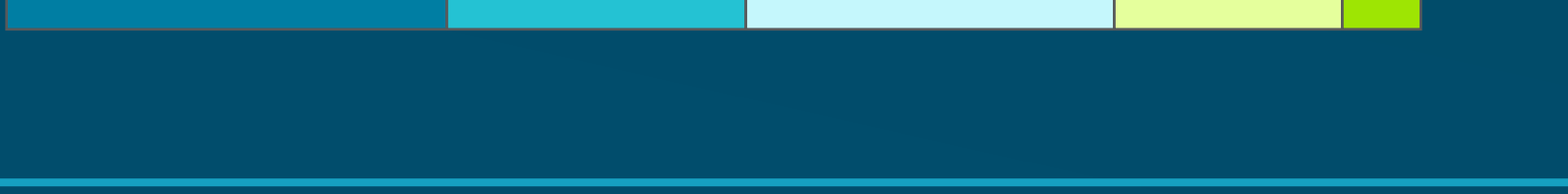
357 of the 1000 respondents represented non-white, minority racial backgrounds



When looking for information on health-related topics, our respondents showed a preference for healthcare professionals and their personal and social networks over the news media or other avenues.



When looking for information specifically on clinical trials, the responses broke down similarly, but respondents relied less on friends and family for information.

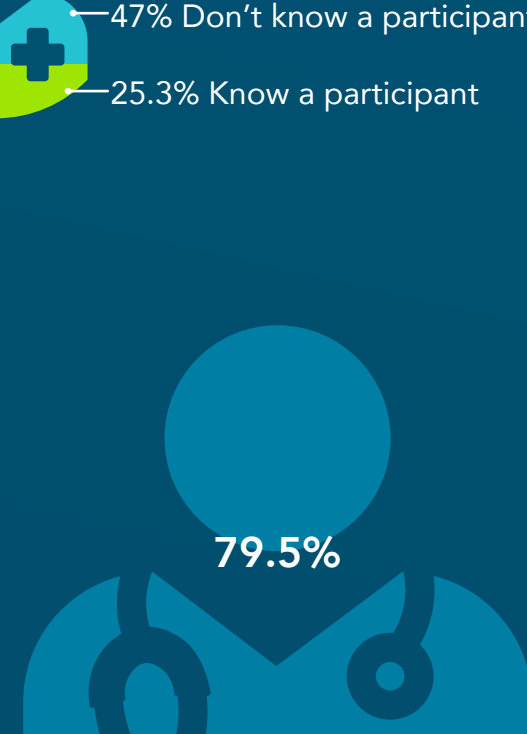


TRIAL EXPERIENCE:

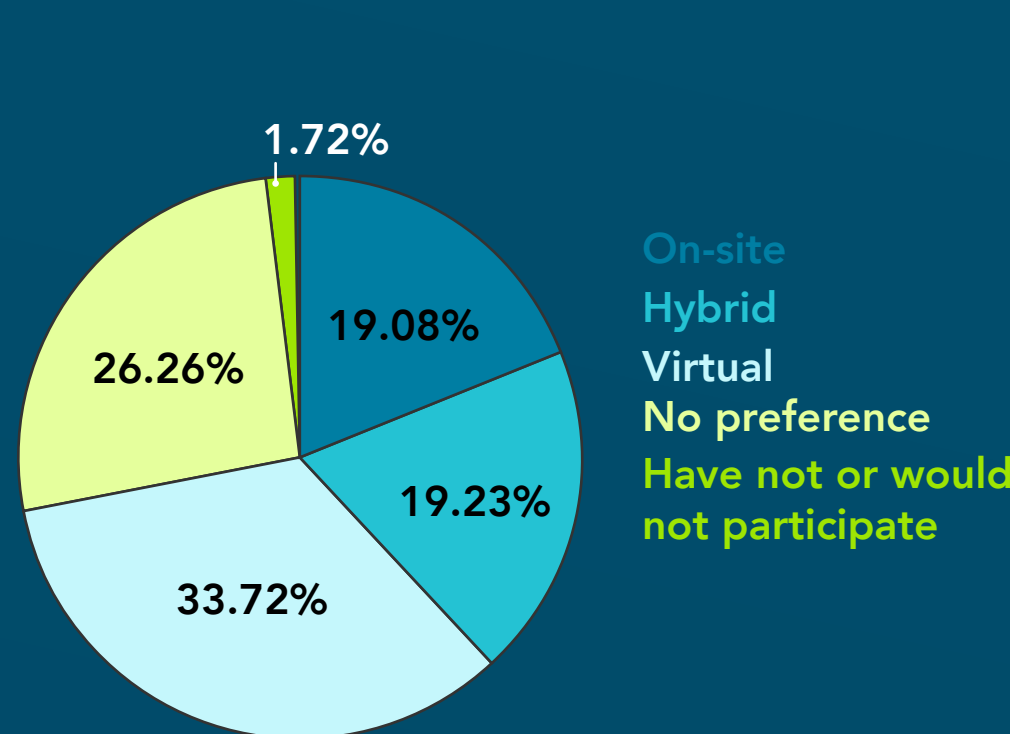
Overall, 82.8% of participants were aware of what clinical trials are, 72.4% reported being somewhat or very knowledgeable, and 69.7% have considered participating in a clinical trial. However, only 13.4% have themselves participated and only 25.3% report knowing someone who has participated in a trial.



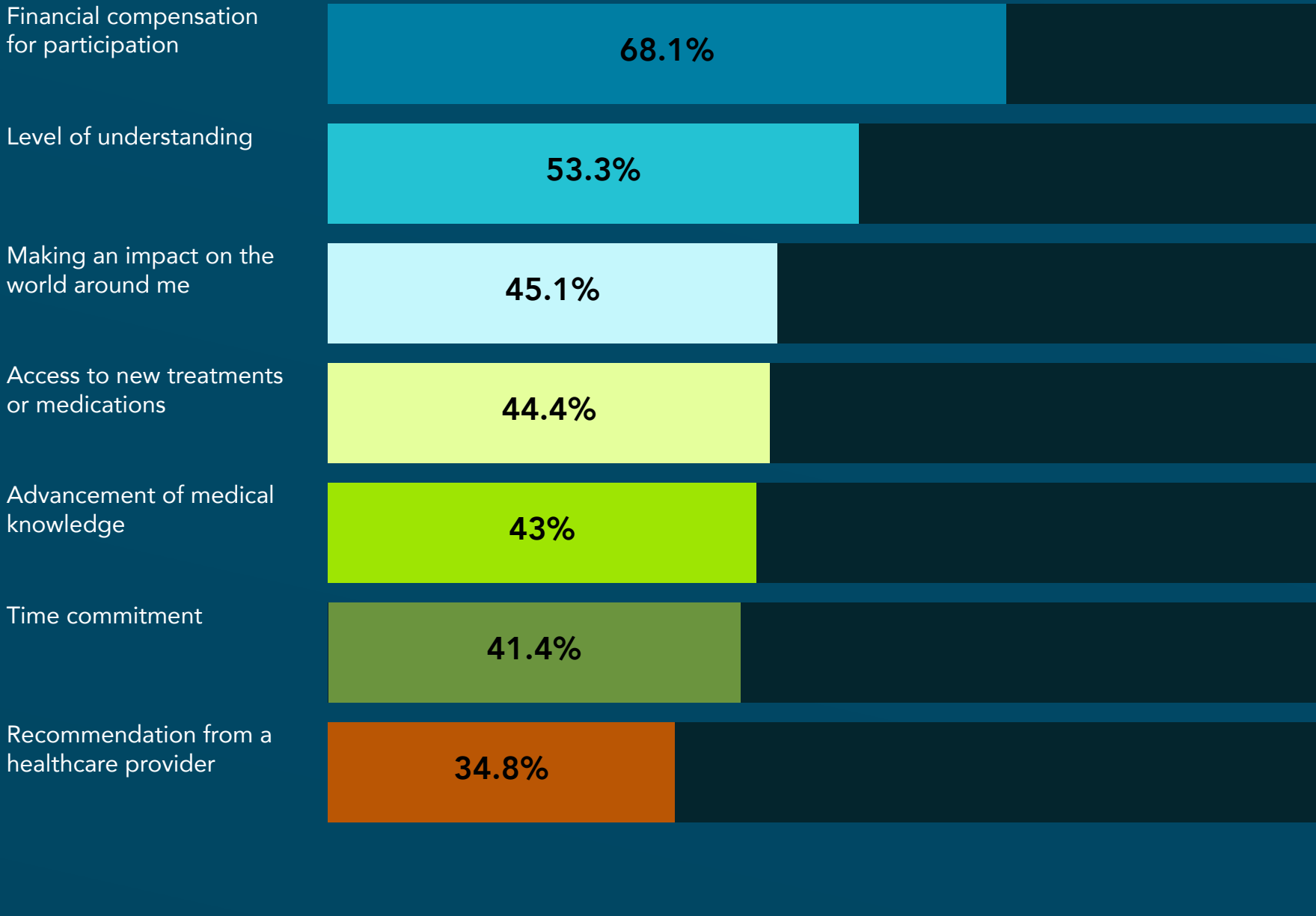
Additionally, only 20.5% of respondents have been offered participation in a clinical trial as a potential treatment option by their healthcare provider.



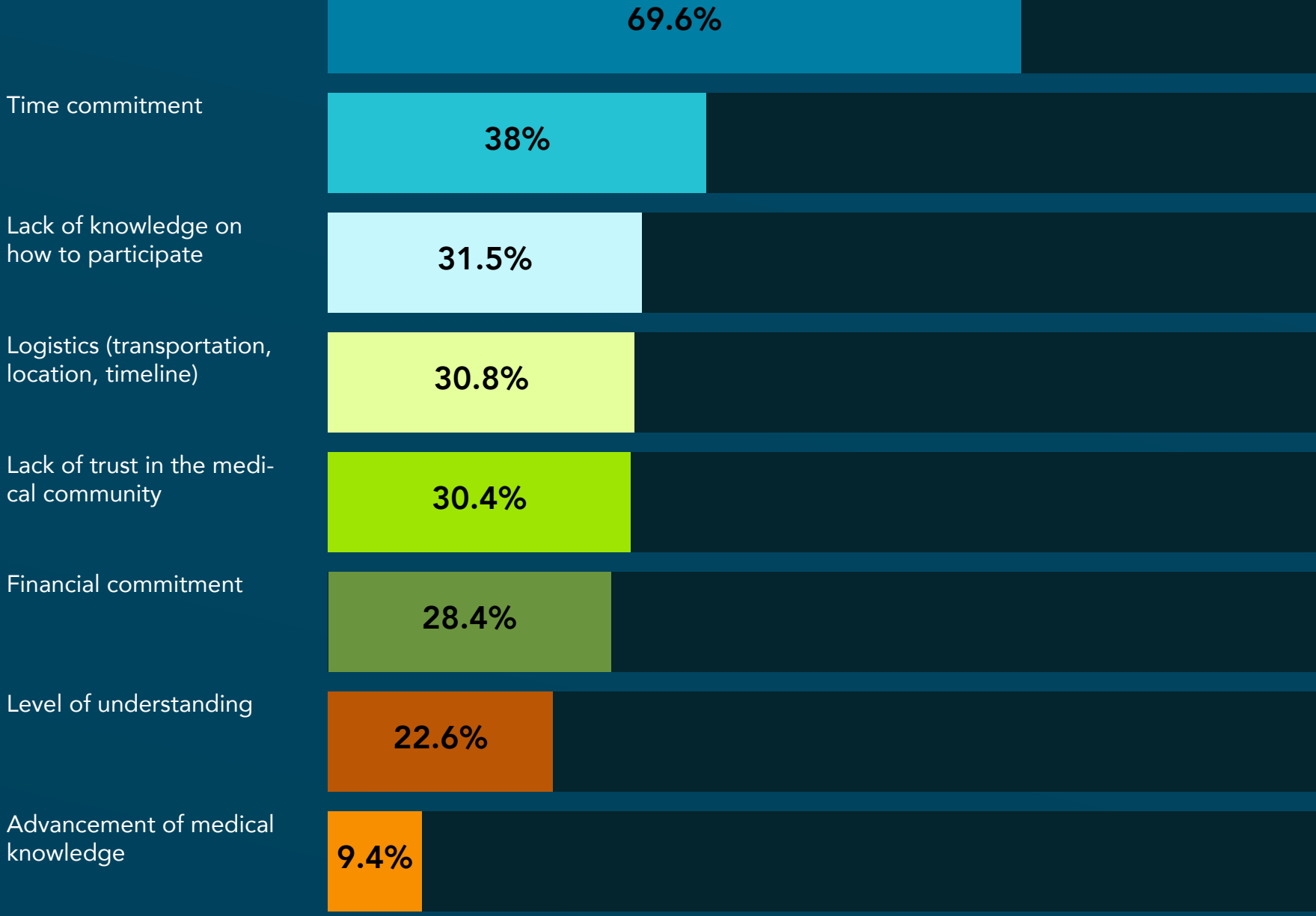
When we asked what kind of trial delivery model our respondents would be most interested to participate in, there was only a slight preference for virtual trials



When it comes to motivation, the top factors encouraging our respondents to participate in a clinical trial were financial compensation, level of understanding, and making an impact on the world around them.

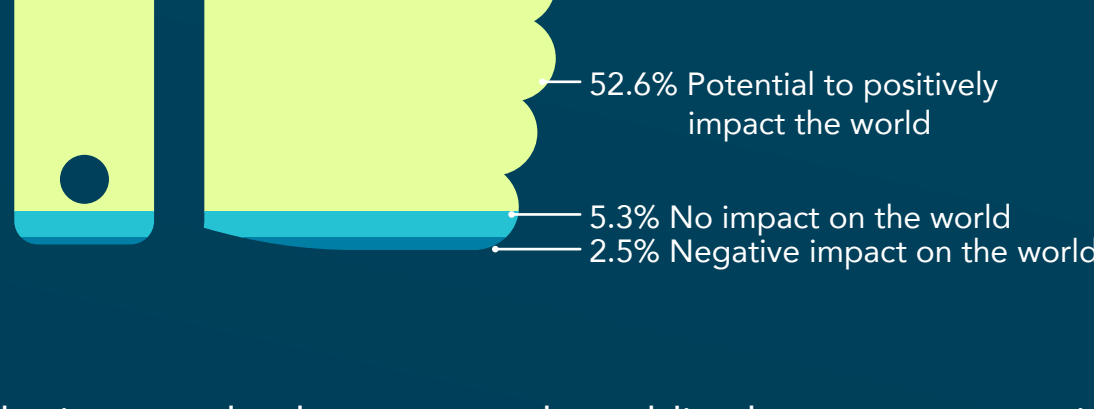


Top reasons dissuading respondents included a fear of side effects and the time commitment.

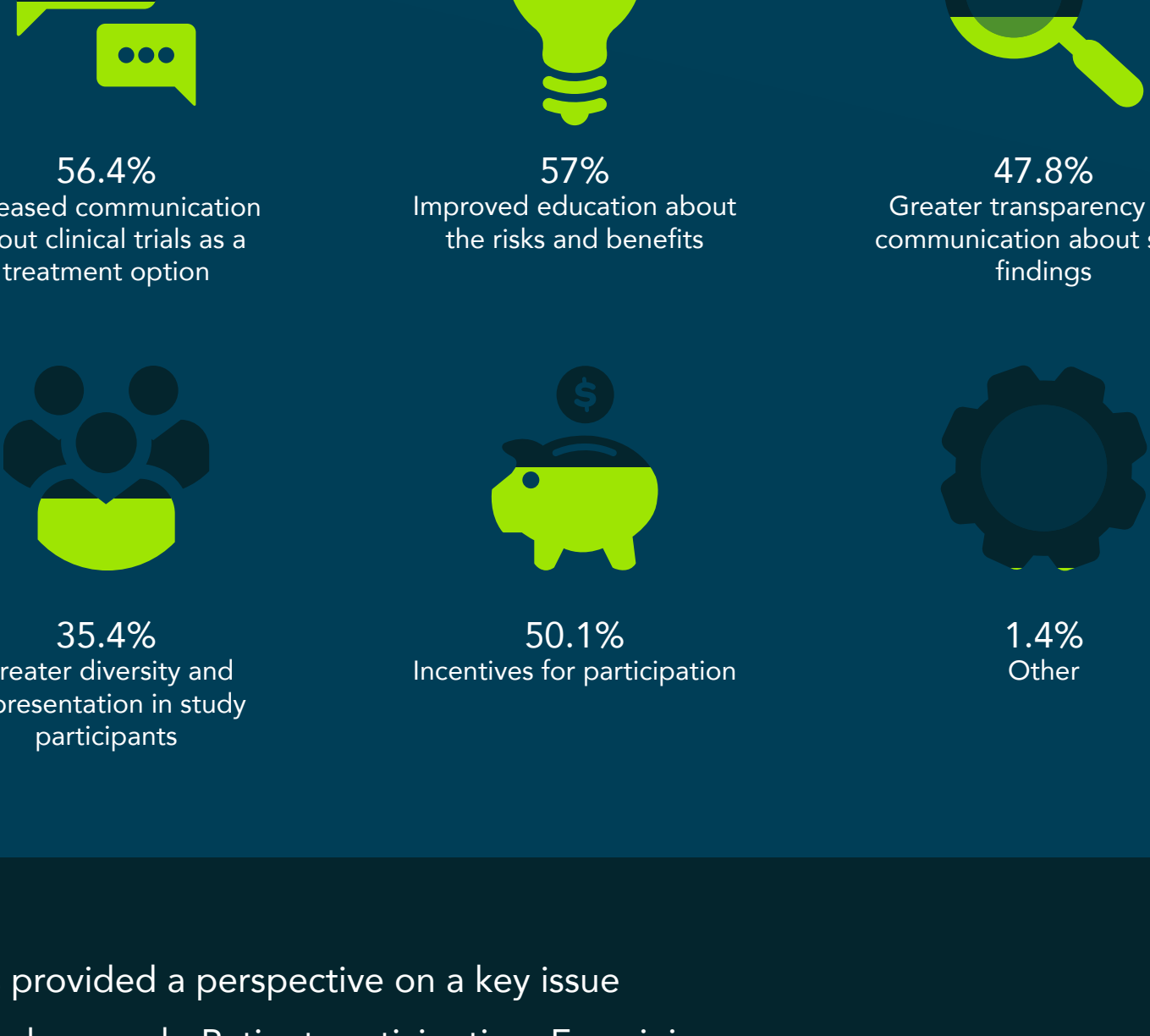


CLINICAL TRIAL PERCEPTION:

92.2% of our respondents indicated they have an overall positive view of clinical trials



And when asked how clinical trials could be improved to better serve the public, the top answers primarily focused on increasing and improving awareness and understanding with potential participants.



Survey findings provided a perspective on a key issue impacting clinical research: Patient participation. Examining what people hold as perceptions of clinical research can lead to strategies for gaining increased participation. While a majority of respondents claimed to understand what clinical trials are, participation rates were relatively low. However, there appears to be significant interest in participating. Respondents recognized the potential positive impact of well-executed trials, but highlighted the importance of financial compensation and overall research understanding. The lack of healthcare providers presenting clinical trials as treatment options was concerning: especially given the emphasis patients place on learning about health-related topics from them. To improve participation, researchers must address issues such as fear of side effects and time commitment to potential participants.

To learn more about clinical research and how Advarra is making clinical research safer, smarter, and faster, visit advarra.com