



SYMPOSIUM
**BLACK
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SPEAK**

Research Presentations



SPEAKER

Jasmine Souers

Increasing Women Of Color
Representation in Breast Cancer
Clinical Trials

black-women-speak.org

**BLACK
WOMEN
SPEAK**



Race, culture and the perception of clinical trials:

Increasing the representation of
women of color in breast cancer
clinical trials

The Origin Story

“Where can we help you make the greatest impact in your community?”



Jasmine Souers

President & CEO, The Missing Pink
Breast Cancer Alliance

Co-founder, For the Breast of Us



Marissa Thomas

Co-founder & CEO,
For the Breast of Us



Our Goal

For the Breast of Us and Sommer Consulting partnered to conduct research to understand how key players in the clinical trial space—pharmaceutical companies, clinical trial researchers, oncologists, advocates, communities, etc. — can better bridge the gaps that exist to help mobilize the breast cancer community, assist women of color in overcoming these barriers, and increase clinical trial diversity.



Methodology

1

Conducted Nov. 2020 to Dec. 2021, the study consisted of two phases:

- 59 interviews
- 421 survey respondents
- Women identified as Black, Hispanic, Asian and White, with and without a breast cancer diagnosis

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The study focused on three areas:

- healthcare experiences
- clinical trial understanding
- clinical trial barriers
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Healthcare Experiences

- 1 Out of 8 options, even though Black women were more likely to select race as a trust building factor, HCPs' willingness to listen, their bedside manner, and their inclusion of patients in treatment decisions builds trust in HCPs were top 3. **Race was ranked last.**
- 2 For respondents (48) who felt the race of their HCP was a trust building factor, when race could not be controlled, the same concepts were the top 3.
- 3 Receiving an accurate diagnosis and pain being taken seriously were generally ranked higher for WOC than white women



Clinical Trial Understanding

- 1 Most respondents would not be proactive in asking their doctor to participate, even though patients tended to have a greater understanding of trials.
- 2 They tended to believe: Only doctors share information about clinical trials, people with money participate because they have greater access, placebo means no treatment, trials are a “last resort” and require travel



Clinical Trial Barriers

- 1 Concerns about **cost of participation** and **systemic racism** were the most important access barriers
- 2 Concerns over **side effects**, **not receiving treatment**, and **being a guinea pig** were the most important fear barriers
- 3 Taking **time off from work** and **scheduling** were the most important logistical barriers
- 3 **Approachability** and **getting questions answered** were the most important trust and knowledge barriers



Where do we begin?

- 1 Implement DEI measures across the entire patient experience, not one-off efforts
- 2 Consider the timing of the conversation, but have the conversation and be proactive in offering resources to overcome possible barriers
- 3 Understand finances as a multifaceted barrier and provide funds for patients to use financial assistance in the way the makes the most sense for them
- 3 Be transparent. Be collaborative. Be flexible. Be human. Be accountable.

Thank you.

