

An online community where patients and their families affected by a variety of illnesses learn from each other

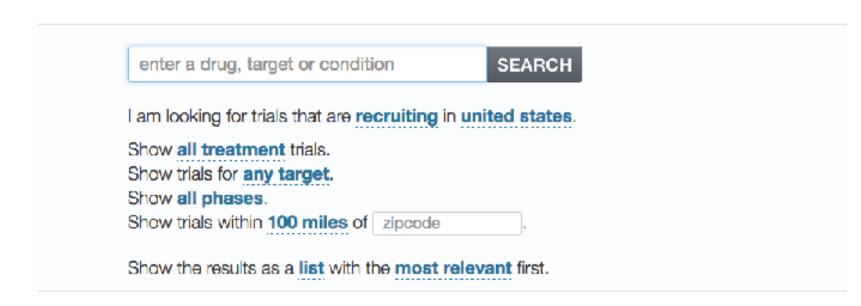
Combining a Trial Search Engine with Patient Communities to Drive Awareness and Education about Cancer Trials

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BACKGROUND

Our online clinical trial search tool helps patients find relevant clinical trials.

Search clinical trials



The tool is publicly available via smartpatients.com/trials.

The tool connects patients with the online community for support and information.

We invite patients to start a conversation about a trial within the relevant Smart Patients community. Often, patients most want to hear from another patient who has actually been in a clinical trial. We make that easy.

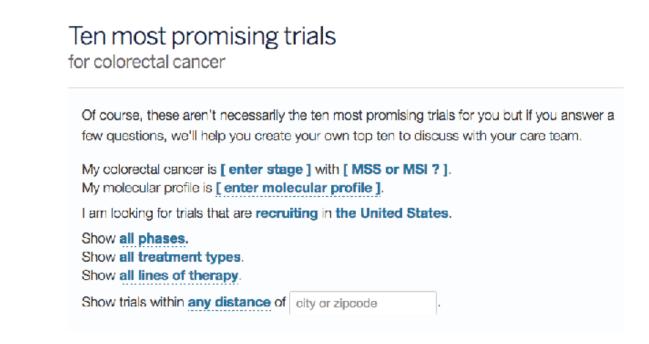
Trials can be really great for many reasons. The frequent care and visits I will receive are a huge benefit for me.

— a smart patient

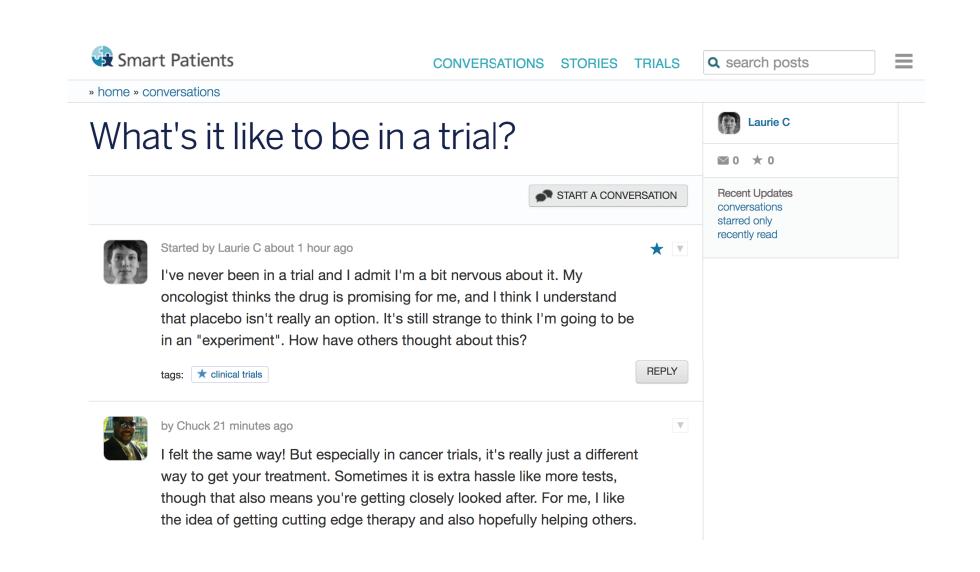
MOONSHOT GOALS

Our commitment is to enhance the clinical trial search tool and the integration with our online communities so that they will:

• Make it even easier for patients to search for trials related to specific targets or targeted therapies.



 Encourage patients to initiate conversations in our online communities about clinical trials.



FUTURE GOALS

The feedback we collect from our communities is enhancing our efforts to make it easier for patients to discuss trials and thus amplifying awareness and understanding of clinical trials.

I strongly believe in clinical trials and advancing the science through participation whenever possible.

— a smart patient

Our near term work includes a more sophisticated integration of registry features into our community platform to maximize registry participation.

First Step: Integrate our patient communities with patient registries, in order to add a social layer which can increase patient engagement with registries.

Cancer Experience Registry of the Cancer Support Community is one of the first registries we are working with on this project.

