



# Improving Representation of Diverse Patients in Clinical Trials

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# Lilly's commitment to clinical diversity

- Our mission:

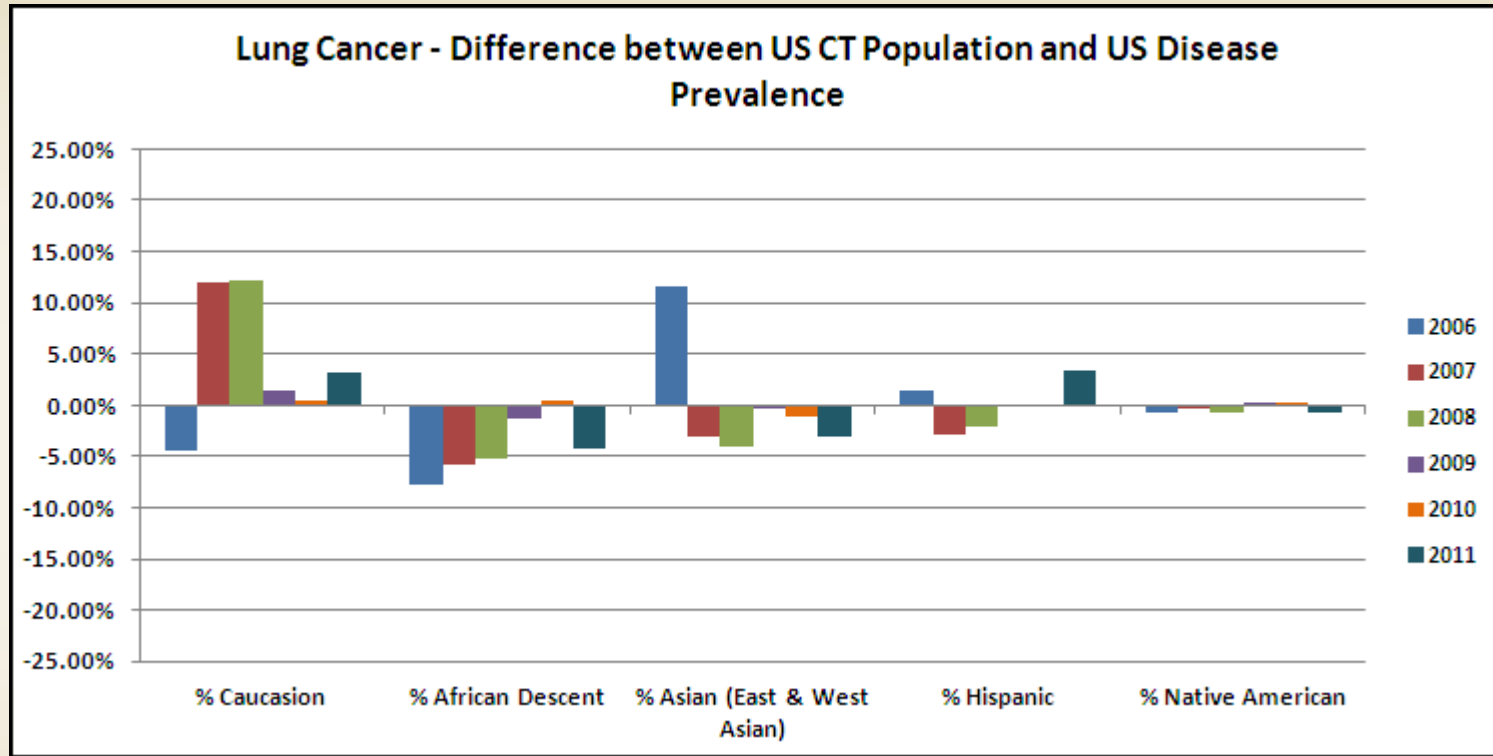
Lilly makes medicines that help people live longer, healthier, more active lives.

- Tailored therapeutics focus area

- Historical approach: drug development is one-size-fits-all.

- Goal: improve individual patient outcomes and health outcome predictability through tailoring the drug, dose, timing of treatment and relevant information.

# Lung Cancer: Matching population to prevalence



**Lung Cancer Incidence** - SEER Stat Fact Sheet, Reference: Horner MJ, Ries LAG, Krapcho M, Neyman N, Aminou R, Howlader N, Altekruse SF, Feuer EJ, Huang L, Mariotto A, Miller BA, Lewis DR, Eisner MP, Stinchcomb DG, Edwards BK (eds). SEER Cancer Statistics Review, 1975-2006, National Cancer Institute. Bethesda, MD; [http://seer.cancer.gov/csr/1975\\_2006/](http://seer.cancer.gov/csr/1975_2006/), based on November 2008 SEER data submission, posted to the SEER web site, 200

# Lilly Oncology Clinical Diversity Strategy

- Objective: Design and implement a comprehensive investigator training program focusing on recruitment and retention of diverse patients
- Objective: Increase the identification and inclusion of sites focusing on diverse recruitment
- Objective: Incorporate diversity strategy earlier in clinical development and ensure implementation in patient tailoring strategies
- Objective: Maximize opportunities for collaborations and partnerships with key stakeholders

# Partnerships are Critical in Diversity Initiatives

These nonprofit organizations support increased enrollment in clinical trials among minority groups and are partners with Lilly in this effort:

**Education Network to Advance Cancer Clinical Trials (ENACCT)**  
<http://www.enacct.org/>  
ENACCT was formed in 2004 with support from the Lance Armstrong Foundation. ENACCT's mission is to improve access to cancer clinical trials through education and collaboration with investigators, health care providers, and researchers.

**National Hispanic Medical Association (NHMA)**  
<http://www.nhmanet.org/>  
Established in 1976 in Washington, DC, the National Hispanic Medical Association is a nonprofit association representing 16,000 licensed Hispanic physicians in the United States. The mission of the organization is to improve the health of Hispanics and other underserved populations.

**National Medical Association (NMA)**  
<http://www.nma.org/>  
NMA's membership is composed of physicians in primary care specialties, as well as other medical and surgical subspecialties, academic medicine, military medicine and medical students. NMA members serve a disproportionately high number of underserved patients who are African American or of other minority populations, and they practice in underserved areas. The National Medical Association's goal is health promotion and disease prevention in order to enhance the overall health of the nation.

**Latino Recruitment and Retention Toolkit**  
*Enhancing Latino Participation in Cancer Clinical Trials*

Answers That Matter

**% Hispanic Population**  
Source: US Census Bureau, U.S. Census Bureau

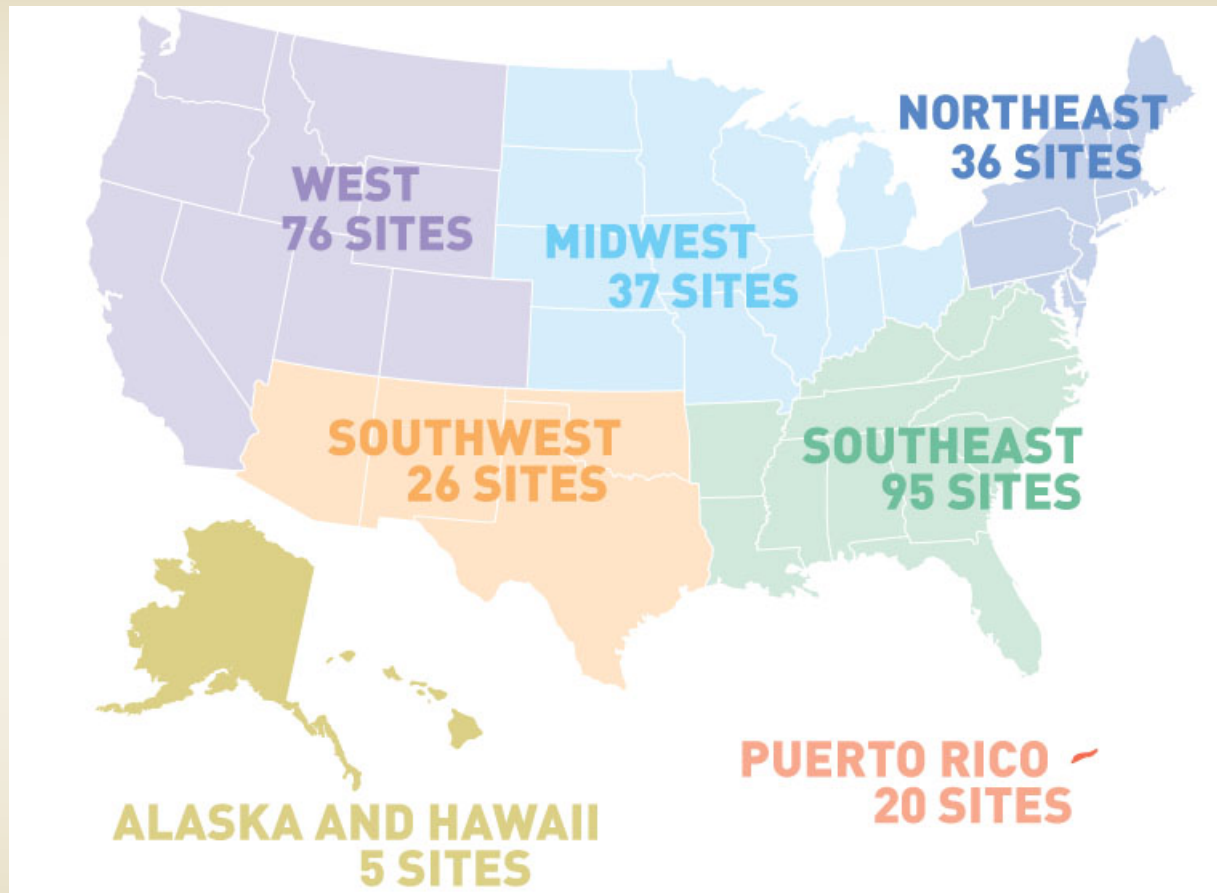
State	% Hispanic Population
CA	38%
NV	23%
AZ	52%
NM	42%
Texas	41%
CO	18%
IL	13%
NY	11%
IN	10%
FL	20%

Lilly

- Guidance from Diversity Advisory Boards
- Increasing awareness of need for diverse patients and investigators, in partnership with:
  - NMA, NHMA, ENACCT
- Latino Toolkit developed in partnership with ENACCT

# Partnering with New Investigators of Diverse Sites

Location of nearly 300 new diverse clinical trial sites



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# What can you do to help?

- Support legislation that promotes regulatory incentives for diversity
- Support funding for academic institutions in your constituency with diversity efforts
- Support legislation that promotes innovation



**DIVERSITY** matters.