



## The Challenge

### Taking it To The Streets

#### *For Clinical Research*

**Professionals (CRPs):** Doctors, researchers, Principal Investigators, Coordinators, Clinical Associates, Trial Nurses, Clinical Trials Staff, Researchers will hear panels of community leaders discuss the challenges faced by THEIR community with participating in clinical trials. You'll learn why and how it has come about and how "Taking it To The Streets" STRATEGIES work for minority recruitment in THEIR community.



## The TRUTH

CAM Stakeholder Panel will tell the TRUTH about HOW NOT to recruit in these communities. They present the reality of recruiting minorities. They discuss the most effective ways to bring African American and Hispanic physicians, community and faith-based leaders together to look at specific clinical trials. Stakeholders uncover the truth about what clinical trials recruitment has been doing wrong in trying to reach their unique constituencies.



### 50 Hoops

14902 Preston Road, #404-744  
Dallas, TX 75254

[www.50hoops.org](http://www.50hoops.org)

## Community Advocacy MATCHMAKING Luncheon Workshop



## MATCHMAKING Luncheon



*For clinical professionals who  
work with clinical trials and  
want to increase their Minority  
Participation*



## Q&A

### HOW does CAM Work?

*The CAM (Community Advocacy Matchmaking) Luncheon Workshops are designed to help Clinical Research Professionals MATCH their trials with key local African American and Hispanic Stakeholder communities.*

### Will others in the Community Participate at CAM?

*Yes. In addition to our distinguished Stakeholder panel, we are inviting other important community, health and faith-based leaders.*

### How will you Keep Track of the Success of this Project?

*50 Hoops will look at national comparative level of minority patients recruited into clinical trials over period of 12 months, from CRPs who "opt-in" attending CAM. 50 Hoops will look at national set period of time, and based upon use of training MODEL the disease therapy and trial protocol to determine successes.*

## The SOLUTION

Clinical Professionals learn, from a local African American and Hispanic/Latino community leaders and Stakeholder Panels the **components** of effective outreach, to help them more successfully reach and recruit these minorities trials.



The final Solution will leave the Investigator with notes filled with ideas, contacts, appointments, clinical trials prospects and speaking engagements that will build trust and education about your trials. Also an outreach can evolve focusing upon attending sites' current clinical trials available in the Tampa community.

### MEASURING The CAM Luncheon RESULTS

- *Each Lecture Segment is designed to measure: What CRP learned, value of program, level of opportunity to recruit in future from this program.*
- *Survey taken 30-days following CAM to confirm contacts, connections made, speaking engagements and recruitment opportunities within African American and/or Hispanic American communities as result of the CAM Luncheon Workshops and follow up introductions.*

