

CASE STUDY

PROJECT

CLINICAL TRIALS DRIVERS AND BARRIERS



OVERVIEW

A pharmaceutical company sought to understand the access and barriers of Black and Latinx lupus patients and their enrollment in clinical trials. Inclusive Market Research Group (IMRG) served as a strategic advisor for the research project, assisting the team with creating a culturally sensitive research design and recruitment.

APPROACH

IMRG provided feedback on discussion guides, monitored patient interviews, and assisted with data analysis reviewing for culturally specific insights. These contributions ensured the research approach was culturally inclusive, incorporating the target audience's lived experiences in the engagement. The research team was strategic in their interaction with the target audience, gathering specific insights to aid in the implementation of recommendations for the organization.

RESULTS

Using the insights to evaluate gaps in access and barriers of Black and Latinx lupus patients, IMRG worked collaboratively to help design inclusive clinical trials specifically aimed at recruiting and engaging Black and Latinx lupus patients.

