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Our Vision

Health equity through inclusive research

Our Mission

We help pharmaceutical companies and healthcare organizations access and engage communities of color so research is more inclusive.

Vision & Mission

**Sustained Community
Engagement**

Activation Points

Geographic Focus

Approach

Technology

Achieving sufficient levels of trust so minorities and underrepresented communities are willing to participate in clinical trials requires sustained engagement with both general and patient communities.

Sustained community engagement must increase:

- Positive health-related outcomes of minorities
- General knowledge and awareness of clinical trials
- Minorities who consider clinical trials as a treatment option
- Knowledge about opportunities to participate in clinical trials

Activation Points

To **engage** with the community and reach potential **minority patient groups**, we must **leverage** existing and new “**activation points**” - individuals and organizations that serve as connectors to large numbers of the targeted demographic.



Sample Activation Points

Detroit, MI

1. The National Black Nurses Association - mission is to serve as the voice for Black nurses and provide health education and screenings to community residents
2. The Greater Detroit Area Health (GDAH) - dedicated to improving the health and wellbeing of the diverse communities of southeastern Michigan
3. Health and Cancer Centers - Karmanos Cancer Institute; Henry Ford Cancer Institute; Comprehensive Cancer Center of Metropolitan Detroit; Rogel Cancer Center at the University of Michigan
4. Faith-Based Organizations - Oak Grove Church; Word of Faith Christian Center; Hartford Memorial Baptist Church

Washington, DC

1. The African American Mayors Association (AAMA) - the only organization exclusively representing African American mayors in the U.S.
2. HQ of the National Medical Association (NMA) - the largest and oldest national organization representing the interests of more than 50,000 African American physicians and the patients they serve.
3. Health and Cancer Centers - Washington Cancer Institute; MedStar; Georgetown University Hospital; GW Radiation Oncology Center; Lombardi Cancer Institute
4. Faith-Based Organizations - Campbell A.M.E. Church; Ward Memorial A.M.E. Church; All Soul Church; National Baptist Memorial Church

Houston, TX

1. The National Association of Black Social Workers - committed to enhancing the quality of life and empowering people of African ancestry through advocacy, human services delivery, and research.
2. The Houston Medical Forum - promotes community health and wellness in the greater Houston area; encourages research; and supports the current and future sustainability of physicians of African descent and the patients they serve
3. Health and Cancer Centers - Houston Cancer Center; Kelsey-Seybold; Texas Oncology-Houston Medical Center; The University of Texas; MD Anderson Cancer Center
4. Faith-Based Organizations - Wesley Chapel A.M.E. Church; Wayman Chapel A.M.E. Church

Birmingham, AL

1. Birmingham's 99 Neighborhood Associations
2. The Mineral District Medical Society (MDMS) - an affiliate chapter of the National Medical Association
3. University of Alabama Minority Health and Health Disparities Center - Community Health Advisors and Established Coalitions (over 250 trained advisors in Jefferson County and 5 Coalitions)
4. Health and Cancer Centers - UAB; St. Vincent's; O'Neal Comprehensive Cancer Center at UAB; Bruno Cancer Center
5. Faith-Based Organizations - Alabama Missionary Baptist Conference (Over 600 African American churches); 16th Street Baptist Church; Bethel A.M.E. Baptist Church; Faith Chapel Christian Center

Atlanta, GA

1. The Atlanta Medical Association (700 physician members) - the local affiliate of both the Georgia State Medical Association and the National Medical Association
2. Morehouse School of Medicine Community Engagement Department
3. Lou Walker Senior Center - over 2000 African American members 55 years of age and older
4. Health and Cancer Centers - Emory; Grady; Georgia Cancer Center for Excellence
5. Concerned Black Clergy of Metropolitan Atlanta, Inc., (CBC) - the primary, proactive organization comprising mostly of African American ministers.
6. Faith-Based Organizations - St. Paul A.M.E. Church, Ebenezer Baptist Church, World Changers, First Baptist Atlanta

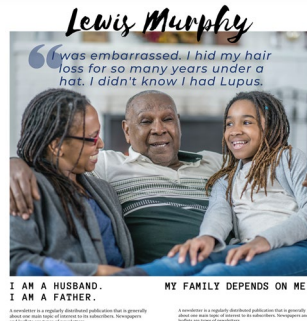
Approach

Utilize a **proven approach** to move from general community engagement to recruitment of potential participant for clinical trials.

General community engagement focusing on increasing awareness and education



Targeted community engagement focusing on unique aspects of specific diseases and trials

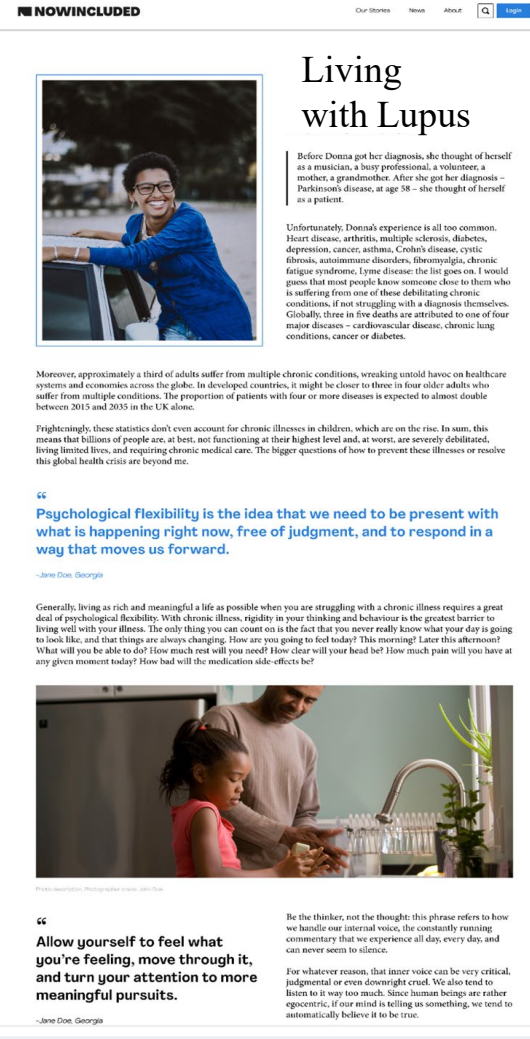
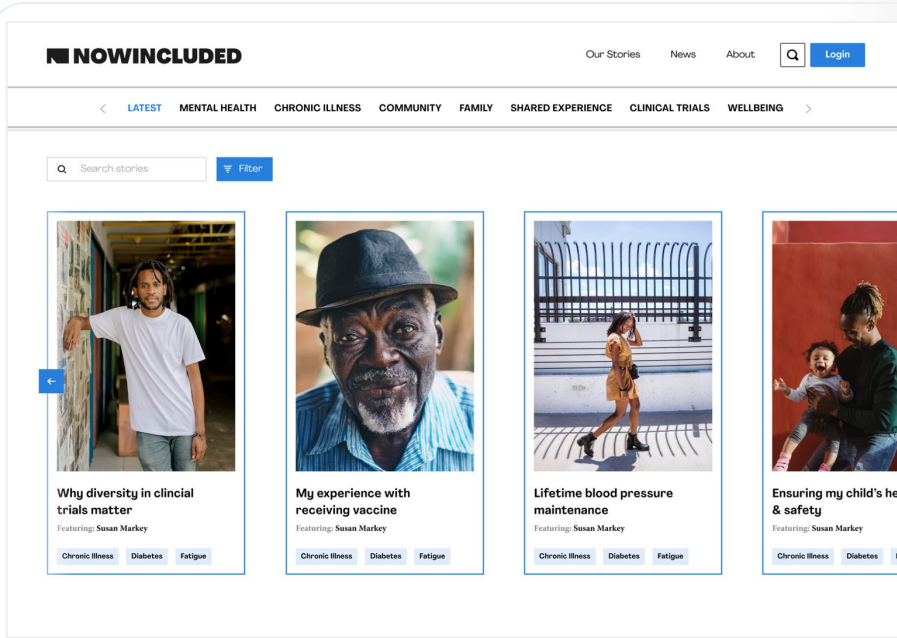


Hyper-targeted community engagement focusing on opportunity to participate in specific trials



Approach

Partner with sponsors, CROs, and academic medical centers to **leverage the platform to gain greater sustained engagement with minority communities.**



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Living with Lupus

Before Donna got her diagnosis, she thought of herself as a musician, a busy professional, a volunteer, a mother, a grandmother. After she got her diagnosis – Parkinson’s disease, at age 58 – she thought of herself as a patient.

Unfortunately, Donna’s experience is all too common. Heart disease, arthritis, multiple sclerosis, diabetes, depression, cancer, asthma, Crohn’s disease, cystic fibrosis, autoimmune disorders, fibromyalgia, chronic fatigue syndrome, Lyme disease: the list goes on. I would guess that most people know someone close to them who is suffering from one of these debilitating chronic conditions. If not struggling with a diagnosis themselves. Globally, three in five deaths are attributed to one of four major diseases – cardiovascular disease, chronic lung conditions, cancer or diabetes.

Moreover, approximately a third of adults suffer from multiple chronic conditions, wreaking untold havoc on healthcare systems and economies across the globe. In developed countries, it might be closer to three in four older adults who suffer from multiple conditions. The proportion of patients with four or more diseases is expected to almost double between 2015 and 2035 in the UK alone.

Frighteningly, these statistics don’t even account for chronic illnesses in children, which are on the rise. In sum, this means that billions of people are, at best, not functioning at their highest level and, at worst, are severely debilitated, living limited lives, and requiring chronic medical care. The bigger questions of how to prevent these illnesses or resolve this global health crisis are beyond me.

“**Psychological flexibility is the idea that we need to be present with what is happening right now, free of judgment, and to respond in a way that moves us forward.**”

–Jane Doe, Georgia

Generally, living as rich and meaningful a life as possible when you are struggling with a chronic illness requires a great deal of psychological flexibility. With chronic illness, rigidity in your thinking and behaviour is the greatest barrier to living well with your illness. The only thing you can count on is the fact that you never really know what your day is going to look like, and that things are always changing. How are you going to feel today? This morning? Later this afternoon? What will you be able to do? How much rest will you need? How clear will your head be? How much pain will you have at any given moment today? How bad will the medication side-effects be?

Photo: iStock/Photography.com, Jani Doo

“**Be the thinker, not the thought; this phrase refers to how we handle our internal voice, the constantly running commentary that we experience all day, every day, and can never seem to silence.**”

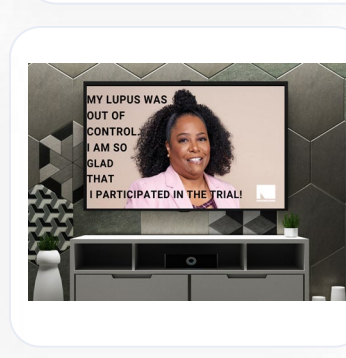
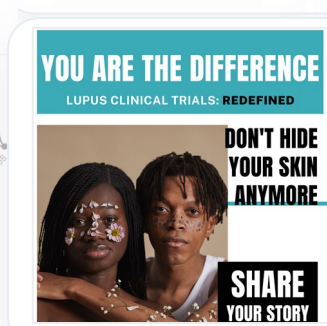
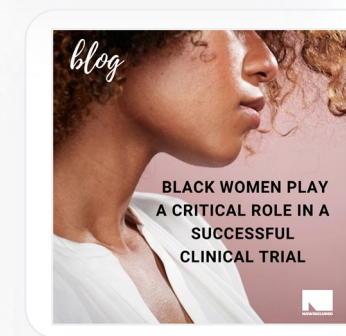
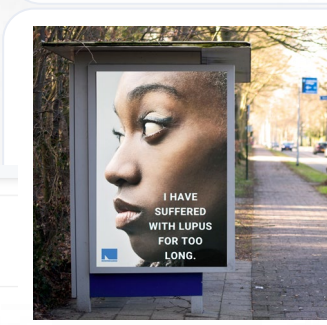
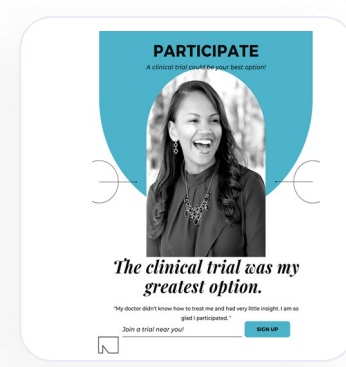
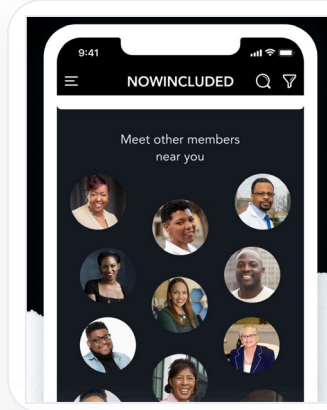
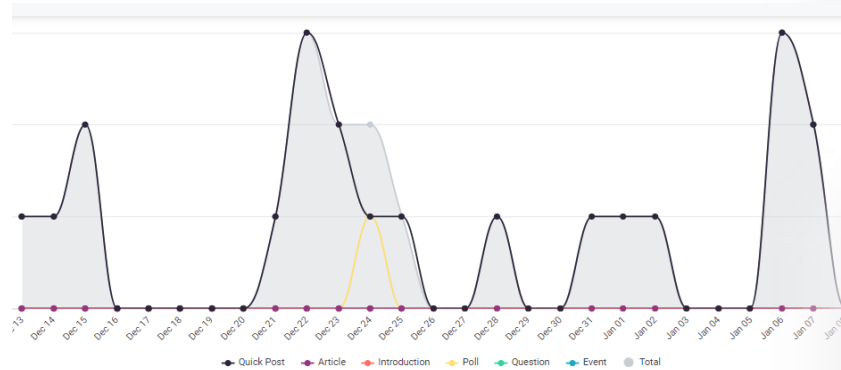
For whatever reason, that inner voice can be very critical, judgmental or even downright cruel. We also tend to listen to it way too much. Since human beings are rather egocentric, if our mind is telling us something, we tend to automatically believe it to be true.

–Jane Doe, Georgia

Approach

Culturally sensitive education, engagement, and recruitment material is distributed throughout the community.

Detailed Insights are reported measuring the effectiveness of the digital content.



Vision & Mission

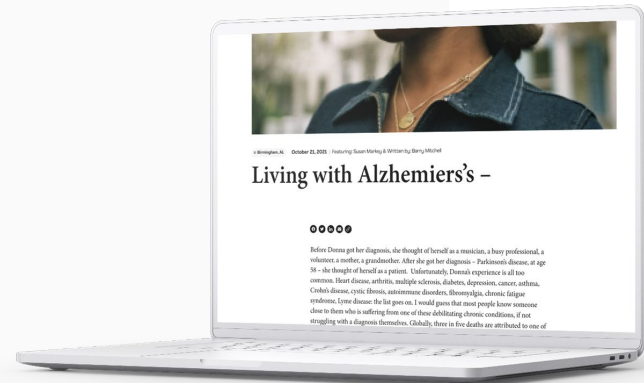
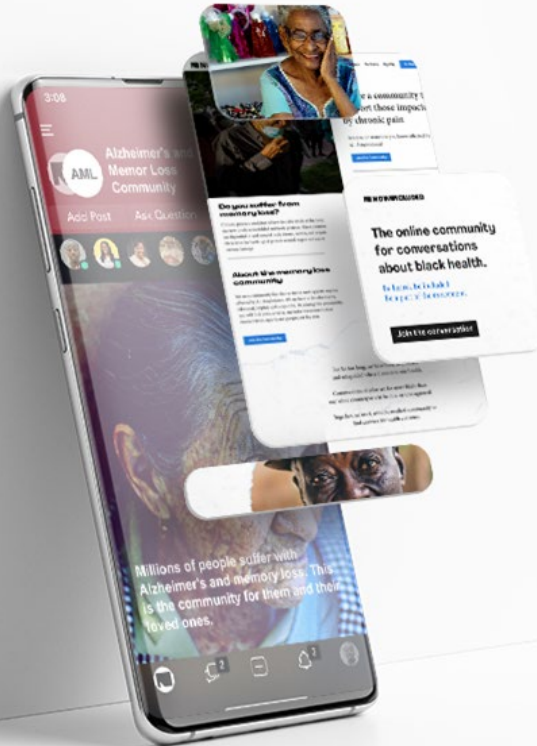
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**ARE YOU EXPERIENCING
MEMORY LOSS?**

We are the community for memory loss patients, their loved ones, and anyone whose life has been impacted by Alzheimer's.



**#NOWINCLUDED
is in your city!**

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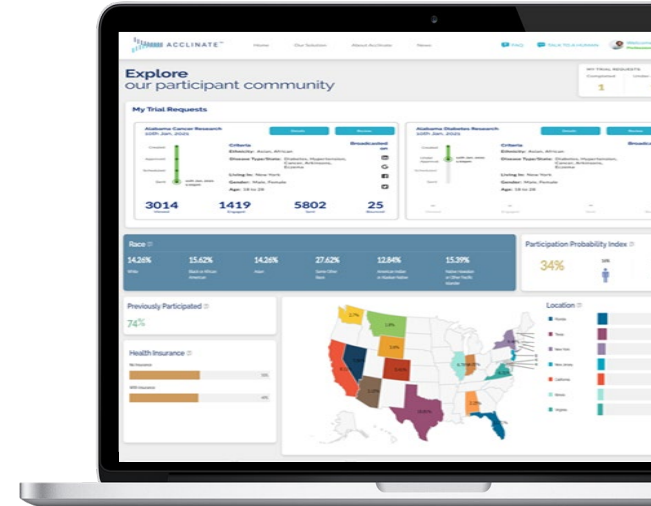


Each participant has a **General Participation Probability Index (GPPI)**, which is a general likelihood to participate in clinical trials, derived from individual-level social determinants of health (SDOH) and real-time engagement factors.

Each member also has a **Trial Specific PPI (TSPPI)**, which is the likelihood to participate in a specific clinical, derived from the GPPI and trail characteristics such as inclusion/exclusion criteria, location, patient burden, and incentives.

Predictive analytics and machine learning increases each participants' general LTP score, therefore increasing the aggregate LTP score within e-DICT, resulting in a larger set of likely clinical trial participants.

Acclinate complies with the HIPAA Security Rule Administrative, Physical, Technical, and PHI Breach Notification safeguard requirements as a business associate of HIPAA covered entities to protect the confidentiality, integrity, and availability of PHI.



Access to our technology allows partners to see real-time reports of access and engagement activities and receive qualified clinical trial leads for initial screening and enrollment.

