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.
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.
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

*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 (GDAQH) - 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

**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

**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; Brookwood Cancer Center
5. Faith-Based Organizations - Alabama Missionary Baptist Conference (Over 600 African American churches); Fifth Street Baptist Church; Bethel A.M.E. Baptist Church; Faith Chapel Christian Center
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

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<th>Phase</th>
<th>Initial Launch</th>
<th>Phase 2</th>
<th>Launch</th>
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Vision & Mission

Sustained Community Engagement

Activation Points

Geographic Focus

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

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

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

Vision & Mission

Sustained Community Engagement

Activation Points

Geographic Focus

Technology
Approach

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Technology
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.