

“Inspiring Hope” Ideathon

Together, let’s raise greater awareness of clinical trials

NC Research and **CISCRP** co-hosted the “Inspiring Hope” Ideathon event to develop innovative and effective new ways to increase awareness of clinical trials among patients, healthcare professionals and the general public. The event was held September 27 and 28 in Boston with the keynote speaker, Jameisha “Meisha” Brown, M.S., CHES—a patient advocate for clinical trial participation—kicking off the event. Seventy innovative ideas were submitted, with the following 14 finalists selected. Each team worked with mentors to finalize a five minute presentation of their idea to present to seven judges.

- **Flex-e-Trial:** Digital interactive posters, linked to an app, enabling potential patients to find out about trials, sign up or share with friends.
- **Google Doodles:** Pay Google to include a “doodle” for various days of the year honoring specific female and/or minority populations who have participated in clinical trials.
- **HOPE.IN:** Leveraging key words in social networks, this crowdsourcing clinical trial



enrollment platform provides feature trials that match users’ interests.

- **Virtual-osity:** Fill the White Space: An online longitudinal observational study collecting the world’s largest dataset of patients’ and caregivers’ daily Parkinson’s experience.
- **Conduit Health Communications:** Alongside widely recognized ways of honoring a loved one, such as donating blood or organs, this program encourages people to learn about joining a clinical trial, share their commitment and experience and invite others to learn more.
- **The S.T.A.R. Initiative—E3 Team:** An app matching researchers with patients for clinical trial enrollment, enabling engage-

ment, education and enrollment.

- **Wheel-n-Awareness:** Establishing a mobile unit that provides health screening, education and access to clinical trials in rural and inner city areas.
- **WeHealth:** Using a validated crowdsourcing platform to raise awareness of clinical trials and recruit patients, applying this technology to the drug industry to get information to patients who can benefit.
- **The Humanizers:** Series of TrueView in-stream skippable video ads describing how clinical trials will provide hope and lead to a better future for all.
- **C2:** The Clinical Study Change Agent Collective: A Corporate Social Responsibility

(CSR) program to allow companies to educate their employees and connect clinical trial awareness and participation with other social causes such as natural disaster relief and homelessness. **(Winner of the Event)**

- **Patients Advancing Clinical Trials**

(PACT): A Patient Engagement Platform empowering patients to fight cancer through

clinical trial participation, and dedicated to providing personalized information.

- **Clinical Trials Connect (CTC) White**

Coats: Clinical trials have value not only medically, but societally because of the way they connect humans. This idea frames volunteers—real people—as a key reason medicines are readily available.

- **Langland:** Medicines can't exist without clinical trials. Idea dramatizes what a world without medicines would look like.

- **Building Better Health:** Unions, veterans associations and some large employers have demographics that often include populations at high risk of diseases that might benefit from clinical trial participation.