



Session Title:

Equity & Equality: How to Ensure Both in Clinical Trials

Speaker(s):

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2:40 PM - 3:10 PM

Abstract:

Bringing diversity to clinical trial participation is top of mind, but how do we actually get there? Where may the industry be missing the mark in fostering diverse patient representation? And how are we even tracking diversity? It is imperative to both listen to patients and leverage data and technology to get clinical trials to be representative of real-world patient populations. Through Patient Insights and the Diversity Module of Intelligent Trials, we aim to broaden diversity in recruitment and engagement. Join this session to hear the site and patient perspective on the importance of equity and equality in clinical trials along with the innovative ways technology can play a role in ensuring diversity within clinical trials.