

Dr. Fabian Sandoval, CEO & Medical Director, Emerson Clinical Research Institute

5 minutes

- A recurring message we've heard today is one of working together. No one person can accomplish the goal of increasing diversity in clinical trials. It's crucial to consider all the points of patient contact and evaluate ways in which we all can positively impact a patient's care.
- As physicians, we must recognize our role as trusted health care providers. Patients come to us looking for assistance, diagnosis and guidance on what to do next. This opportunity to educate patients on their healthcare options cannot be taken lightly and we owe it to them to share all possibilities, and answer their questions, so they can make their best educated decision.
- Part of this educational conversation with our patients should include the introduction of clinical research taking place to address conditions they are currently dealing with or attempting to prevent.
- A Research!America study from July 2013 points to the important role of healthcare providers in talking to their patients about clinical trials. The study found more than two-thirds of Americans say it's likely they would participate in a clinical trial if recommended by their doctor, but only 22 percent say a doctor or other healthcare professional has ever talked to them about medical research.
- Respondents of the same survey believe healthcare providers should play a major role in raising awareness of clinical trials. In fact, 38 percent of Hispanics, 36 percent of Asians and 33 percent of African Americans said providers have the greatest responsibility in educating the public about clinical trials, as did 42 percent of non-Hispanic whites.
- As physicians, we want our patients to view us as trustworthy and someone they can come to with their concerns. In return, we must ensure we are a source of comprehensive information and present them with every option available. As the findings I just shared demonstrate, if we don't talk to them about medical research options, few others will.
- I am excited about the opportunity **I'm In** has to change the face of medical research. I challenge my colleagues in the physician community to step up by sharing the resources and information made available through the **I'm In** campaign. Let's ensure we give our patients their best chance at good health.
- "The future of medicine starts with you", and "you" refers to each of the 3 team members, the patient (and family), the physician, and the sponsors. Because this is a real team effort and if "you" are on in the game there is no bright future to medicine.