



# Renewed Hope Through Clinical Trials

## BreastCancerTrials.org: Personalized Matching to Clinical Trials

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Educate, Advocate, Navigate

Breast Health Summit–Breast Health Collaborative of Texas

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# Every advance in breast cancer care has been the result of a clinical trial

However, less than 3% of eligible adult cancer patients participate in trials

**The New York Times**

**Research**

FORTY YEARS' WAR

## Lack of Study Volunteers Hobbles Cancer Fight

By GINA KOLATA

Published: August 2, 2009

Not long ago, at a meeting of an advisory group established by Congress to monitor the war on cancer, participants were asked how to speed progress.

New York Times, August 2009

# Researchers Can't Find Patients Patients Can't Find Trials



“Like Two Ships Passing  
in the Night”

# Willing Patients Face Barriers



Joan  
Schreiner



Joanne  
Tyler

- Wanted to consider trials as an option for care
- Physicians didn't refer them to trials
- Turned to the Internet, BUT found it:
  - Overwhelming
  - Not personalized
  - Not always current

# BreastCancerTrials.org

Patient-centered resource for information and access to clinical trials, dedicated to breast cancer

- Personalized, non-profit matching service
- Easy-to-read trial information
- 2005: Pilot
- 2008: Nationwide service



# BreastCancerTrials.org Demo



# Trial Alert Service

Weekly email to users, if newly listed trial matches their profile



**breast cancer trials.org**  
a cure within our reach

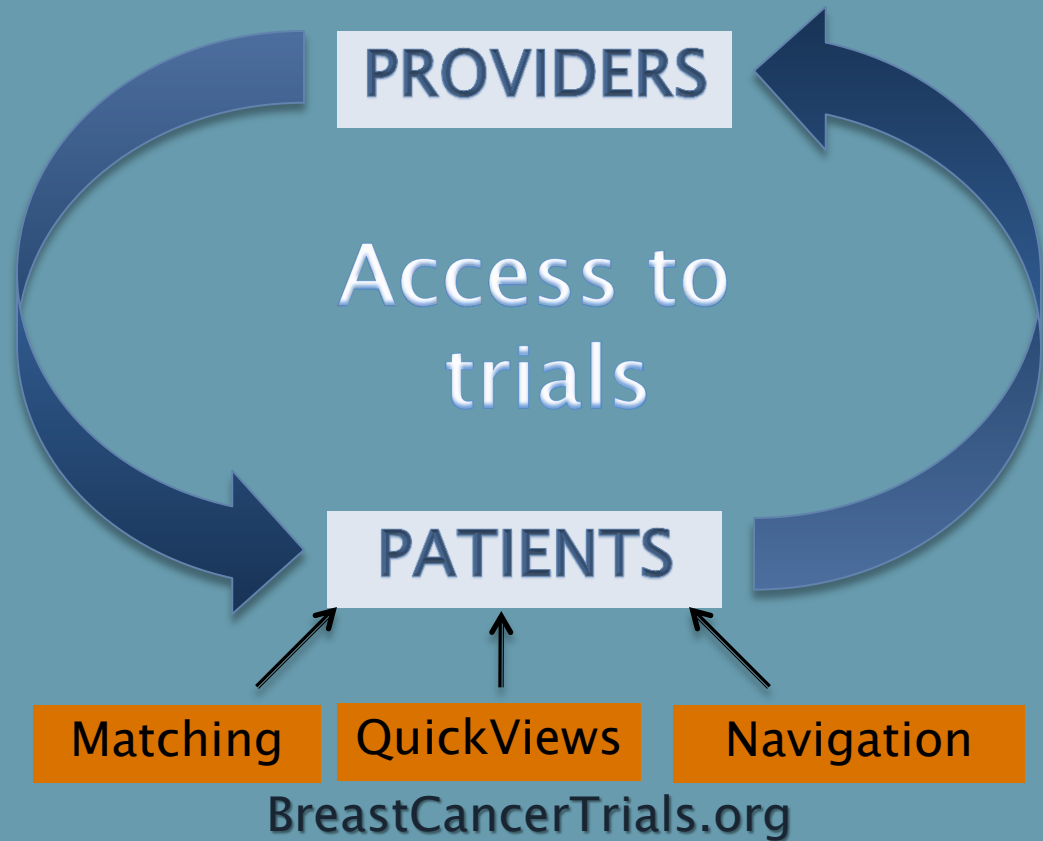
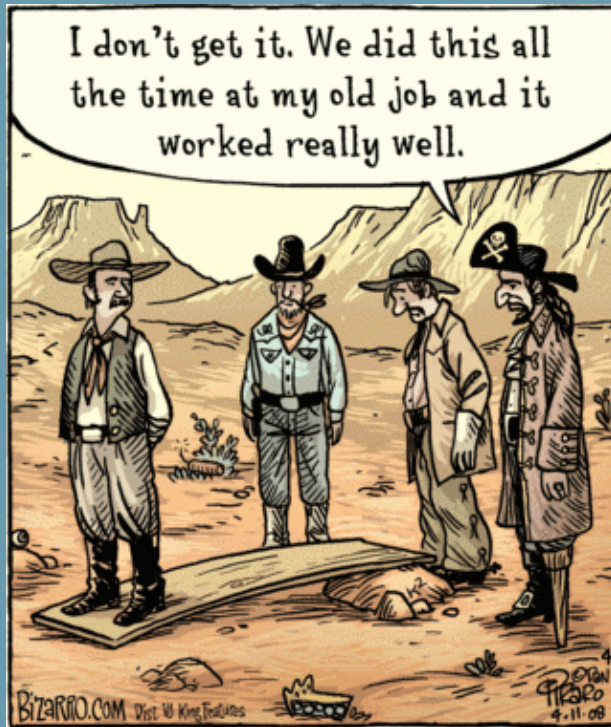
*BreastCancerTrials.org Trial Alerts for March 30, 2010*

We have recently added the following trials for which you may be eligible.

| Trial Name                                                 | Closest Research Site |
|------------------------------------------------------------|-----------------------|
| Paricalcitol and Chemotherapy for Metastatic Breast Cancer | Winston-Salem, NC     |

- ▶ ~2200 subscribers
- ▶ Return visits account for 30% of traffic

# Changing the Paradigm



Encourage all patients to consider clinical trials as a routine *option* for care

Thank you!

Visit us at:

[www.BreastCancerTrials.org](http://www.BreastCancerTrials.org)




# Many Ways to Participate

## Cancer Support Community Online Survey

*Cancer Survivor Registry: The Breast Cancer M.A.P. (Mind Affects the Physical) Project (CSC-MAP-0102)*

### Summary

Researchers are trying to develop programs that can successfully address the needs of people who have experienced breast cancer. The Breast Cancer M.A.P. (Mind Affects the Physical) Project is an online survey designed to identify and understand the emotional and social needs of women and who have had a breast cancer diagnosis. It is open to anybody who has been recently diagnosed or is undergoing treatment, living with metastatic disease or years past treatment. The MAP project is sponsored by The Cancer Support Community, an international non-profit dedicated to providing support, education and hope to people affected by cancer.

 Online questionnaire

 No visits required

[Show details](#)

## Quality of Life in African-American & White Women

*Quality of Life in African-American or Caucasian Female Breast Cancer Survivors (IUMC-0209-08B)*

### Summary

Researchers are trying to learn more about the long-term effects that breast cancer and its treatments have on quality of life. This study is investigating and comparing quality of life issues such as sleep, fatigue, depression, sexuality, infertility, and spirituality in African-American and Caucasian female breast cancer survivors. The researchers also are studying quality of life in African-American women who have not had breast cancer, and will compare these women with African-American breast cancer survivors. To be eligible for this study you must be a Caucasian or an African-American breast cancer survivor diagnosed between 1995-2003 and receiving follow up care at the Indiana University Cancer Center (IUCC), the IUCC Northside Clinic, Spring Mill Clinic, or Wishard Memorial Hospital; or an African-American woman who has not had breast cancer.

 Phone or mail questionnaires

 No visits required

[Show details](#)