CLINTRIAL REFER
A MOBILE APP TO CONNECT CLINICIANS & PATIENTS TO LOCAL CLINICAL TRIALS

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On behalf of the Haematology Clinical Research Network, NSW/ACT
Significant challenges recruiting patients to haematology trials

- Rarity - broad spectrum of low incidence diseases
- Geographical challenges in NSW: a large State with population of 7 million - assumption that patients won’t travel
- Expensive to run studies. Often only 1-2 sites in NSW
- Knowledge management of ~90 trials. What & where?
- Assumption haematologists won’t refer patients to other hospitals
- Referral workload can be a barrier - no clear referral pathway

“Referrals between sites expands patients’ treatment options & ensures the viability of NSW’s participation in clinical research.”
Aims

To facilitate patient cross-referral to NSW Haematology trials by developing a smartphone App that was free, simple to use and effective.

- **1° endpoint** – Rate of trial cross-referrals
- **2° endpoints:**
  - Rates of trial enrolment in NSW
  - App usage metrics
  - Develop a template for other networks - Pass it On
  - Determine the “success” factors
Methods

• *ClinTrial Refer* developed with App developer: Spark Interact.

• Key search filters *(Disease, Location & Sponsor)* create an easy to navigate listing of recruiting trials.

• Useful features include:
  – listing of inclusion/exclusion criteria
  – direct links to ClinTrials.gov
  – a lay summary
  – alert notifications

• Real-time data entry into a streamlined back-end database ensures currency of trial information.

• Co-operation between all units ensures comprehensive trial information.

• Go-live on Google Play & iTunes May 2013
Back-end database management of *ClinTrial Refer* is easy

30 minutes a month to update

And the settings are configurable by the database manager- can be any disease type
Results:

1° Outcome:
Rate of trial cross-referrals
1° Outcome = Cross-referrals
A >300% increase after the App launch has been sustained
Increasing Recruitment to Trials for Rare Cancers: A Case Study

Knowledge Management: One Example of Trial Recruitment to a rare mantle cell lymphoma study. St George Hospital in top 3 recruitment sites in the world.
2° Outcome: Trial enrolment

50% increase in recruitment at contributing NSW/ACT sites:

<table>
<thead>
<tr>
<th></th>
<th>Patients recruited</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>306</td>
</tr>
<tr>
<td>2013</td>
<td>400</td>
</tr>
<tr>
<td>2014</td>
<td>460</td>
</tr>
</tbody>
</table>

ClinTrial Refer Investigators in the top 3 recruiters internationally for 6-7 studies and high in author list of relevant American Society Haematology Abstracts 2015.

20% increase in Unit Staffing:

<table>
<thead>
<tr>
<th></th>
<th>FTE Trials Unit Staff</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>39.4</td>
</tr>
<tr>
<td>2014</td>
<td>47.2</td>
</tr>
</tbody>
</table>
2° Outcome: App usage
Google analytics: May 2013 – June 2015

In NSW, our target audience, users are frequent and fast!
- 3365 users over 24,721 sessions an average 56 seconds duration
- 91% are repeat users.
2° Outcome:
Develop a template for other networks
ClinTrial Refer Licensees

- TransTasman Radiation Oncology Group (TROG)
- Haematology Victoria/Tas
- Haematology SA
- Haematology WA
- Haematology QLD
- Haematology New Zealand
- Adolescent and Young Adults NSW/ACT
- Australian and New Zealand Urinogenital and Prostate Cancer Trials Group
- Melanoma Institute
- Better Treatment for Kids (BT4K) NSW
A Template for Other Networks - Pass it On Haematology

All of Australia & New Zealand covered by six live Haematology ClinTrial Refer Apps. (perhaps our colleagues quickly appreciated NSW’s success in attracting new studies)

Successful implementation of a National Trials Database for Blood Cancer and other Haematological Diseases, which is current and comprehensive.
Pass it On:
Case Studies of other successful networks

Melanoma Institute Australia.
Tailored the app by adding a Mutation Status filter. Started and went live with one site: Poche centre. Grew to 22 sites Australia-wide within 2 months.

Better Treatments 4 Kids.
2° Outcome: Determine the success factors

A *naturally occurring network* needs to exist.

This does not have to be formal – App use drives collaboration within a natural network. Beyond Haematology, The Melanoma and B4TK apps demonstrate this with the quick uptake by other sites. Simple innovation has driven collaboration between investigators, research co-ordinators and patients

- A champion Clinician. Otherwise the project tends to linger. Access to funding, and a willingness to invest.

- A champion Trial Unit Manager - resource and know-how from the trial unit managers to ensure content is current and comprehensive.

- Patients *will* travel to other sites for potentially life-lengthening treatments / trials. Expanded access for regional/rural & private patients, and

- Clinicians *will* cross-refer: *ClinTrial Refer* is supporting a new collegiality and reciprocity.
ClinTrial Refer
Summary

• Rapid and unprecedented impact of a simple tool facilitating collaboration in clinical trials recruitment across natural Networks.
• Increased access to $millions worth of proven therapies in haematology for patients across NSW.
• Increased activity & viability of Trials Units
• Increased profile for NSW & Australian clinician researchers “NSW is the State to do Trials”
• Success has outgrown our capacity to sustain Networks and manage vertical & horizontal growth.

From Little Things BIG THINGS GROW.
Acknowledgments

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