

## **Support TransCelerate's "One Person Closer" Initiative and We Will Be One Person Closer to the Cures We All Need**

**By Norman M. Goldfarb**

The recent CHI Summit for Clinical Ops Executives (SCOPE) conference in Orlando offered 19 sessions on patient recruitment, engagement and centrality. The most far-reaching of these sessions was on a new awareness campaign launched by TransCelerate BioPharma, Inc.: "One Person Closer."

I had the opportunity to talk to Dalvir Gill (TransCelerate BioPharma CEO), Paulo Moreira (Program Lead), and Joe Kim (One Person Closer Campaign Lead) about the effort: a global social media campaign to raise awareness of clinical trials in the healthcare community.

Patients rely on their physicians for healthcare guidance. Many patients will not enroll in a clinical study without their physician's blessing. Even though physicians know that the drugs and devices they prescribe went through the clinical research process, most of them do not stay informed about active clinical studies and discuss them with their patients. Even within a hospital, the clinical care staff may be unaware of or uninterested in in-house clinical studies. Physicians are often too busy treating their patients to consider what might be the best options for treating their patients: Clinical Research as a Care Option (CRAACO).

According to TransCelerate, the One Person Closer campaign "is designed to put a human face on research and development by sharing the personal stories of researchers, healthcare providers, and patients who have contributed to clinical research and the development of medical breakthroughs. The photojournalistic campaign aims to show doctors, nurses and other healthcare providers that they can help facilitate research that advances science and that may benefit their patients."

The One Person Closer campaign focuses on healthcare providers, the people that patients trust with their health. It will naturally evolve to reach into the patient population. When a physician and a patient talk about a clinical study, the conversation will be more fruitful if both minds are open to the possibility.

Only a small fraction — perhaps 5% — of patients ever enroll in a clinical study. If this campaign increases enrollment to just 6%, it will dramatically accelerate the development of new medical treatments.

The One Person Closer campaign is fundamentally important to the clinical research enterprise. Further, it offers an opportunity for *everyone* in clinical research to join together in a common goal. Using online and social media platforms, we can reach millions with our message.

At the conference, I also had the chance to talk to 23 independent patient identification and recruitment firms about the initiative. All 23 have pledged their support for the One Patient Closer initiative:

Antidote	ePatientFinder	Praxis
BBK Worldwide	Health Union	Seeker Health
Clariness	Healthline Media	Splash Clinical
Clinerion	Langland	StudyKIK
Continuum Clinical	Life Line Screening	SubjectWell
CSSi	Mendel.ai	The Patient Recruiting Agency
Deep 6 AI	MMG	TriNetX
Effectus	MyHealthTeams	

No doubt, other patient recruiting firms were at the conference — over 120 are listed in the supplier directory at [www.firstclinical.com](http://www.firstclinical.com). These firms can play a vital role in the initiative. Not only do they have relevant expertise, but many of them communicate every day with numerous healthcare providers and vast numbers of patients. While TransCelerate does not endorse any firm, it does welcome everyone's help in this campaign.

To learn more about the One Person Closer campaign:

- Visit [www.twitter.com](https://www.twitter.com) and search on the hashtag #onepersoncloserchat.
- Visit One Person Closer on Facebook at <https://www.facebook.com/onepersoncloser>.
- Follow One Person Closer on Twitter at <https://twitter.com/onepersoncloser>.

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