



Behind every new medicine are the volunteers who take part in clinical research studies

Young, old, sick and healthy, all kinds of people
volunteer to participate in clinical trials every year

Learn more about the clinical research process



U.S. Department of Health and Human Services

www.ClinicalTrials.gov

Food and Drug Administration
www.fda.gov • 1-888-INFO-FDA



The Center for Information and Study on Clinical Research Participation
1-888-CISCRP3 www.smartparticipant.org

Patient Perceptions

- **Only 15% of adults had the opportunity to participate in a clinical research study**
- **Moreover, only 10% of adults had ever participated**
- **47% of adults were very likely if their physician recommended participating in the research study**
- **Only 25% of participants stated their participation was due to information they read, saw or heard about.**

***2261 Adults Age 18 and over, Conducted April 19 to 26, 2005**

New Survey Shows Public Perception of Opportunities for Clinical Trials Has Decreased Slightly From Last Year. Harris Interactive Health Care News. 2005;5(6):1-14, 2005. (Accessed 8/23/2005, <http://www.harrisinteractive.com>)

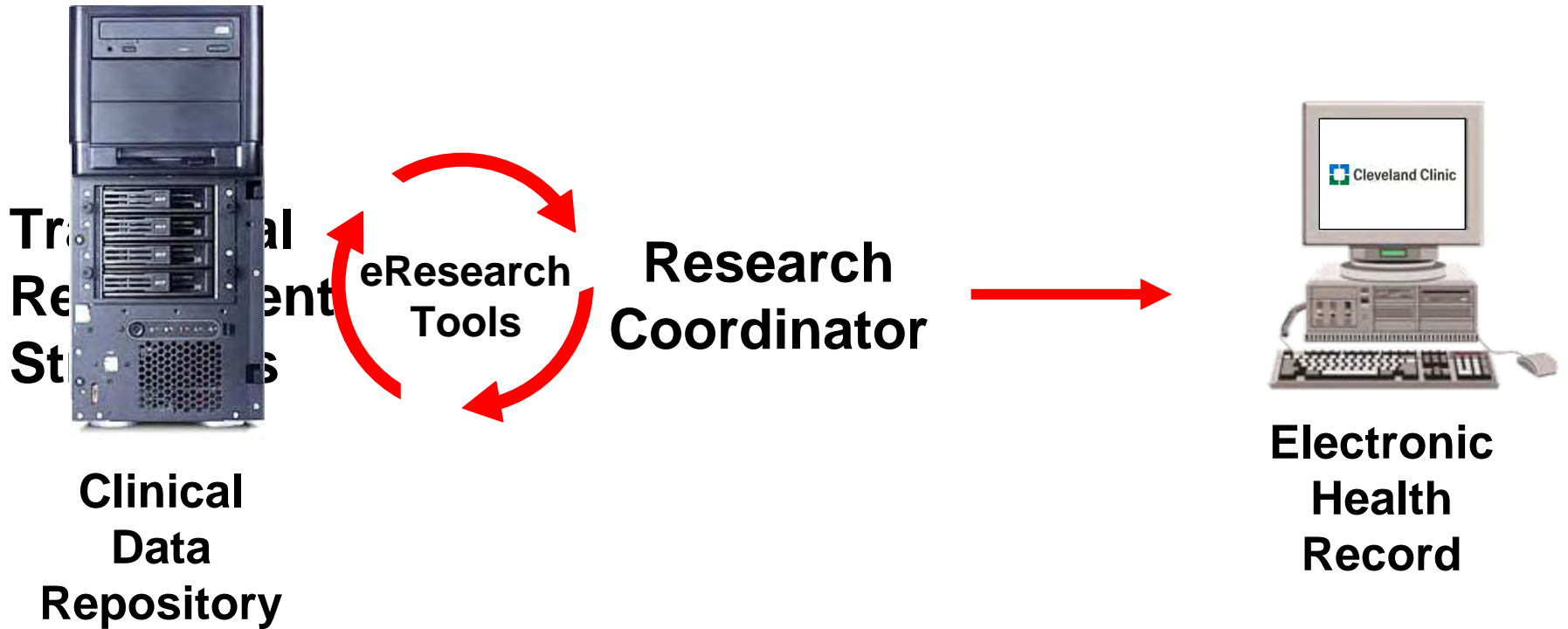
Physician Perceptions

- **Lack of opportunity biggest factor inhibiting physician involvement in clinical trials**
- **Only 1 in 5 physicians believe that it is coercive for physicians to recruit their own patients for a research study**
- **92% felt that it was an opportunity to advance the science**
- **80% felt it was a benefit to their patients**

***431 Physicians polled between May 6 to 17, 2004**

**Most Physicians Do Not Participate in Clinical Trials Because of Lack of Opportunity, Time, Personnel Support and Resources. Harris Interactive Health Care News. 2004;4(9):1-14, 2004.
(Accessed 8/23/2005, <http://www.harrisinteractive.com>)**

eRecruitment Support





Age: 56 year * DOB: 1/1/1950 Allergies: Bed: MyChart:
Sex: F MRN: PCP: Alert: Type:

Visit Navigator



- BestPractice
Chief Complaint
Vitals
Current Meds
Nursing Notes
Progress Notes
Dx and Orders
Follow-up
Pt. Instructions
LOS
Close Encounter
Forms

Allergies: Not On File

Vitals : BP: P: T: T Src: Resp: W: H:
SpO2: PF: BMI: BSA: LMP: Tobacco: Not Asked

BestPractice Alerts

1 of 2 THE ACCORD STUDY: Your Patient may be eligible for this Study. PLEASE CLICK BELOW TO PROCEED. Thank You.

Open SmartSet(s): ACCORD STUDY AGE 55 AND OVER [1411]

2 of 2 This patient is eligible for the Chronic Disease Management MyChart Diabetes Study. Please verify that the patient has received the study materials from the patient service representative, answer any questions the patient has about the study, and tell the patient to return to the Patient Service Representative at the front desk after the visit to indicate whether or not she or he wishes to participate in the study.

SmartSet(s):
Open All SmartSet(s)

Chief Complaint

Description Comment

Hotkey List

Nav Hotkey List

Exit Workspace

Effect of a Clinical Trial Alert System on Physician Participation in Trial Recruitment

Peter J. Embi, MD, MS; Anil Jain, MD; Jeffrey Clark, BS; Susan Bizjack, MSN;
Richard Hornung, DrPH; C. Martin Harris, MD, MBA

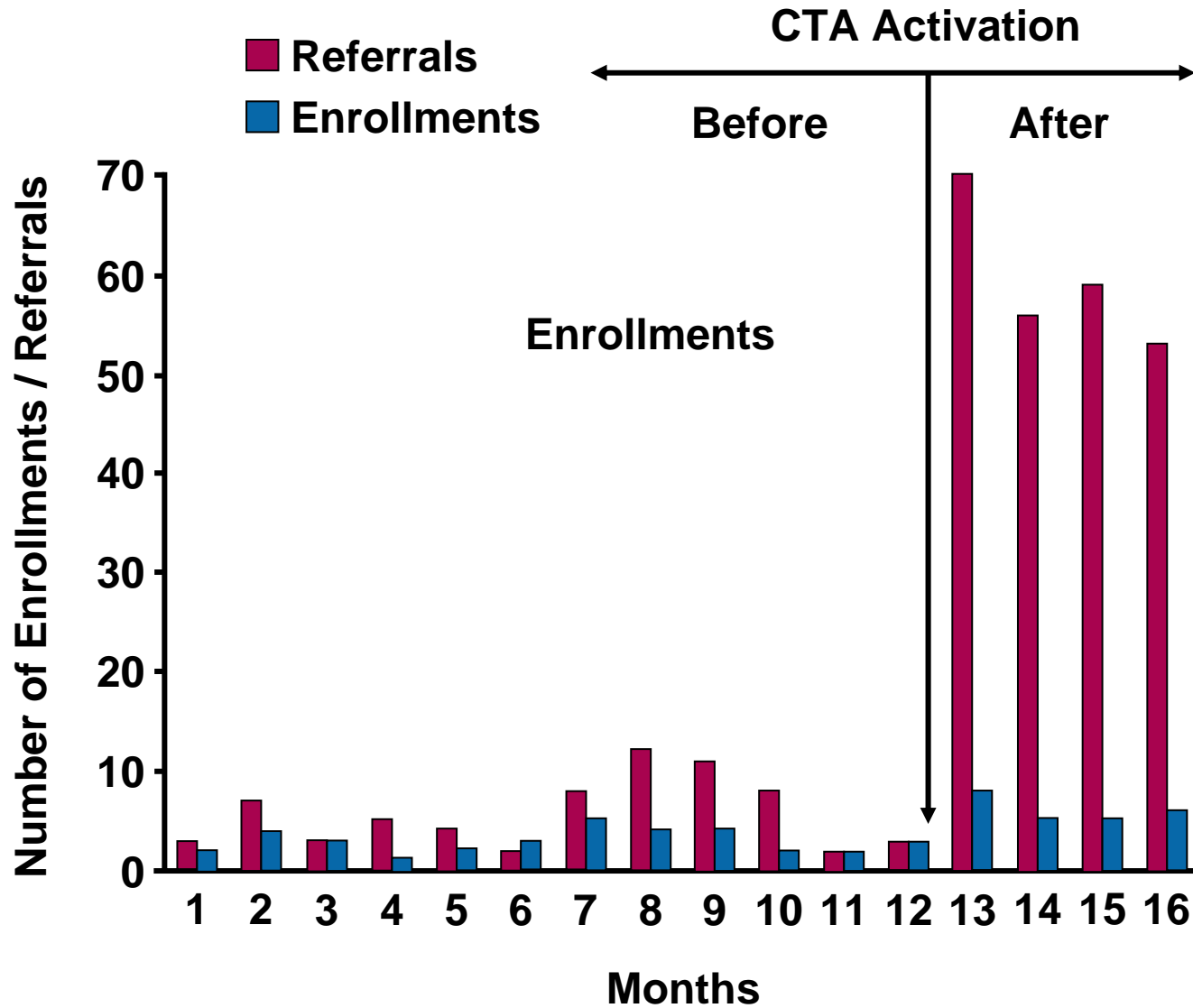
Background: Failure to recruit a sufficient number of eligible subjects in a timely manner represents a major impediment to the success of clinical trials. Physician participation is vital to trial recruitment but is often limited.

Methods: After 12 months of traditional recruitment to a clinical trial, we activated our electronic health record (EHR)-based clinical trial alert (CTA) system in selected outpatient clinics of a large, US academic health care system. When a patient's EHR data met selected trial criteria during the subsequent 4-month intervention period, the CTA prompted physician consideration of the patient's eligibility and facilitated secure messaging to the trial's coordinator. Subjects were the 114 physicians practicing at selected EHR-equipped clinics throughout our study. We compared differences in the number of physicians participating in recruitment and their recruitment rates before and after CTA activation.

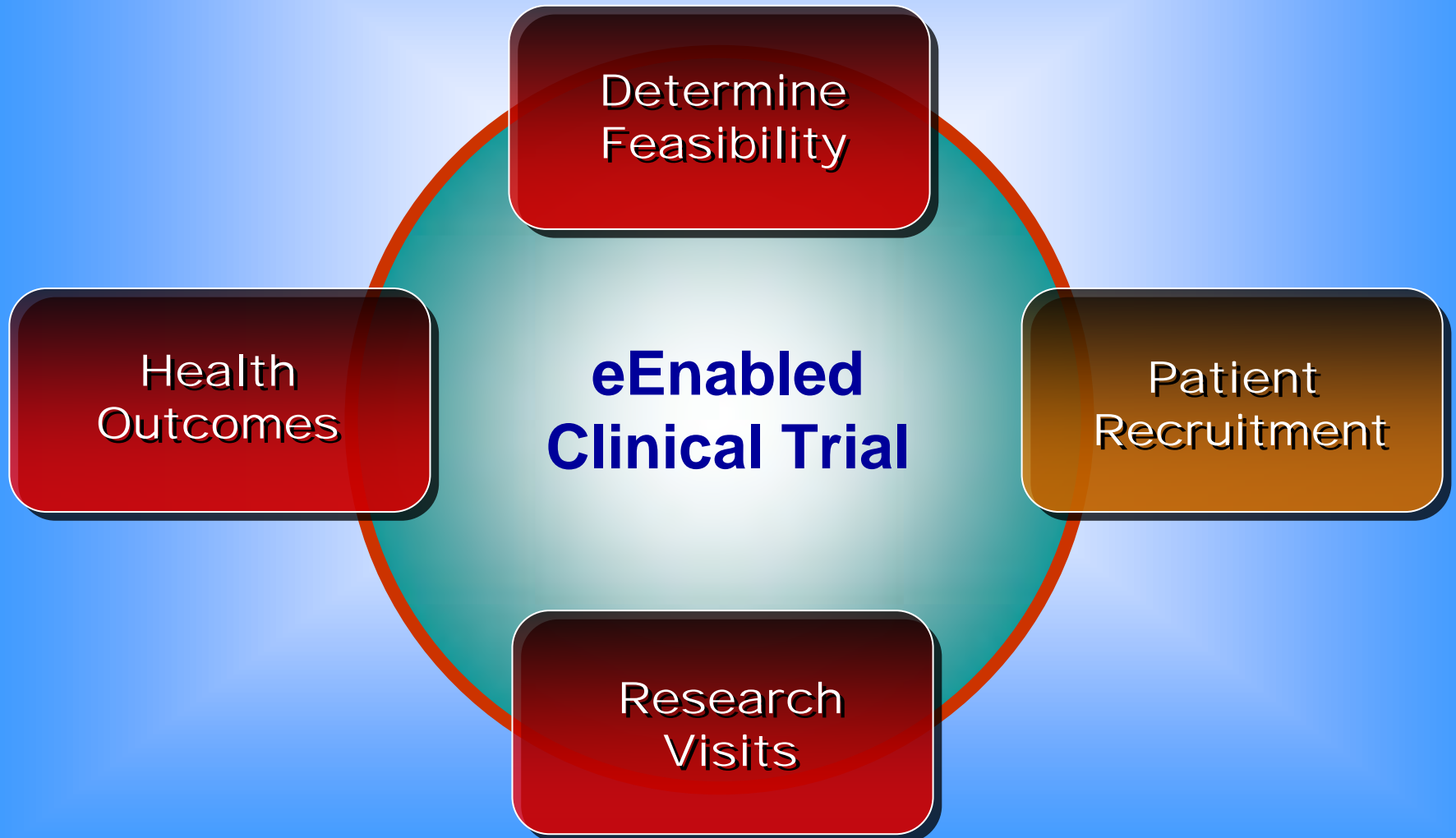
Results: The CTA intervention was associated with significant increases in the number of physicians generating referrals (5 before and 42 after; $P < .001$) and enrollments (5 before and 11 after; $P = .03$), a 10-fold increase in those physicians' referral rate (5.7/mo before and 59.5/mo after; rate ratio, 10.44; 95% confidence interval, 7.98-13.68; $P < .001$), and a doubling of their enrollment rate (2.9/mo before and 6.0/mo after; rate ratio, 2.06; 95% confidence interval, 1.22-3.46; $P = .007$).

Conclusions: Use of an EHR-based CTA led to significant increases in physicians' participation in and recruitment rates to an ongoing clinical trial. Given the trend toward the EHR implementation in health care centers engaged in clinical research, this approach may represent a much-needed solution to the common problem of inadequate trial recruitment.

Arch Intern Med. 2005;165:2272-2277



e | Research





The New York Times Associated Press

February 21, 2008, 1:13 am

Google Health Begins Its Preseason at Cleveland Clinic

By STEVE LOHR

Cleveland Clinic is at the cutting edge of health information technology, and its more than 100,000 patients each has a personal health record. But a sizable portion of those patients are retirees, notes Dr. C. Martin Harris, the clinic's chief information officer. Many of them, he said, spend about five months elsewhere, typically in Florida or Arizona, and the clinic's sophisticated electronic health records don't follow them there.

"It forces the patient to become his or her own medical historian," Dr. Harris said.

The Google personal health record, he said, is a solution to that problem, among others. A person can approve the transfer of information on, say, medical conditions, allergies, medications and laboratory results from the clinic's computers to a Google personal health record — a series of secure Web pages.

The pilot project will last six to eight weeks, and involve less than 10,000 patients. The project with Cleveland Clinic is "a milestone" for Google, said Marissa Mayer, a vice president, who took over management of the health team six months ago.

computer.

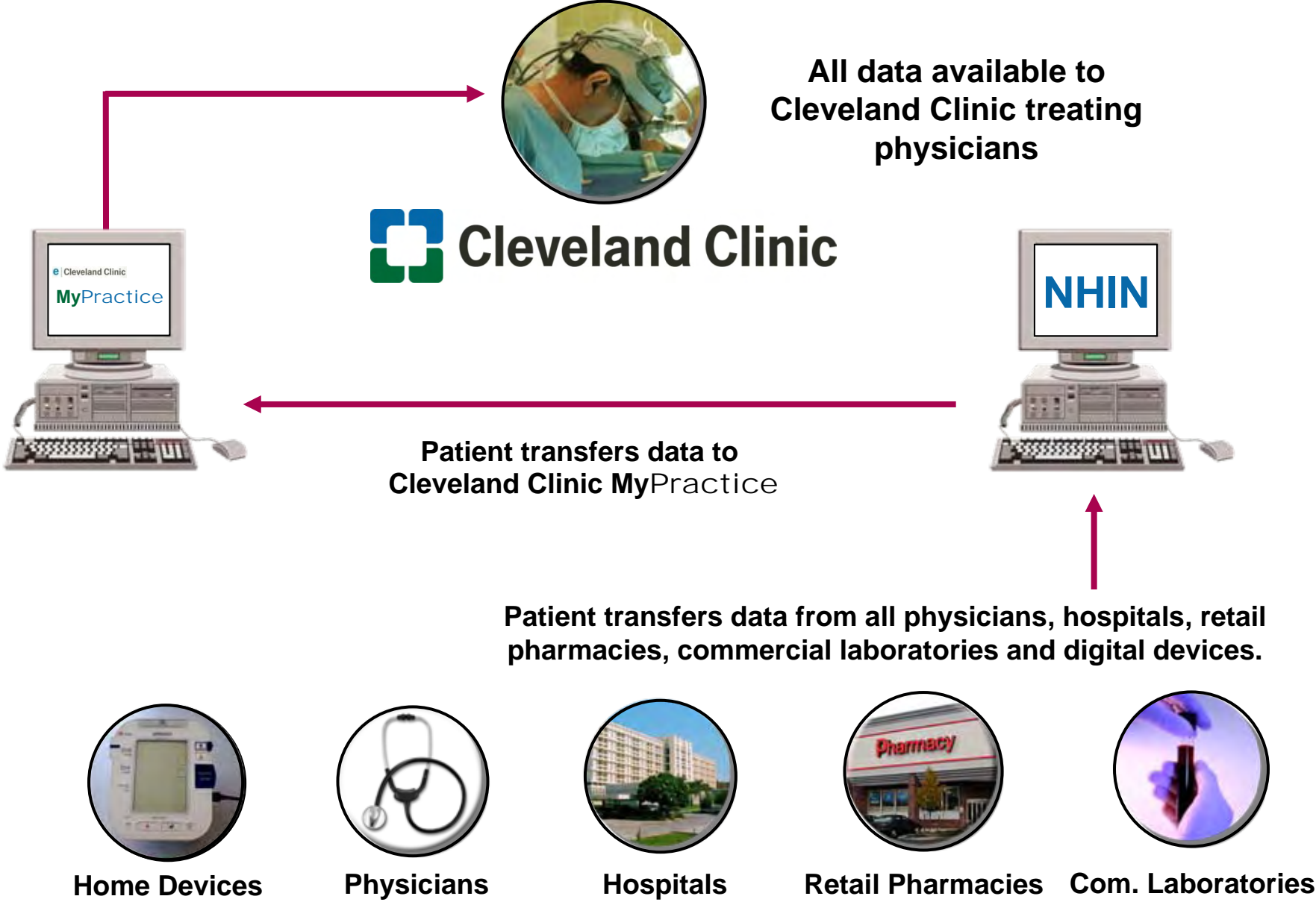
Microsoft HealthVault

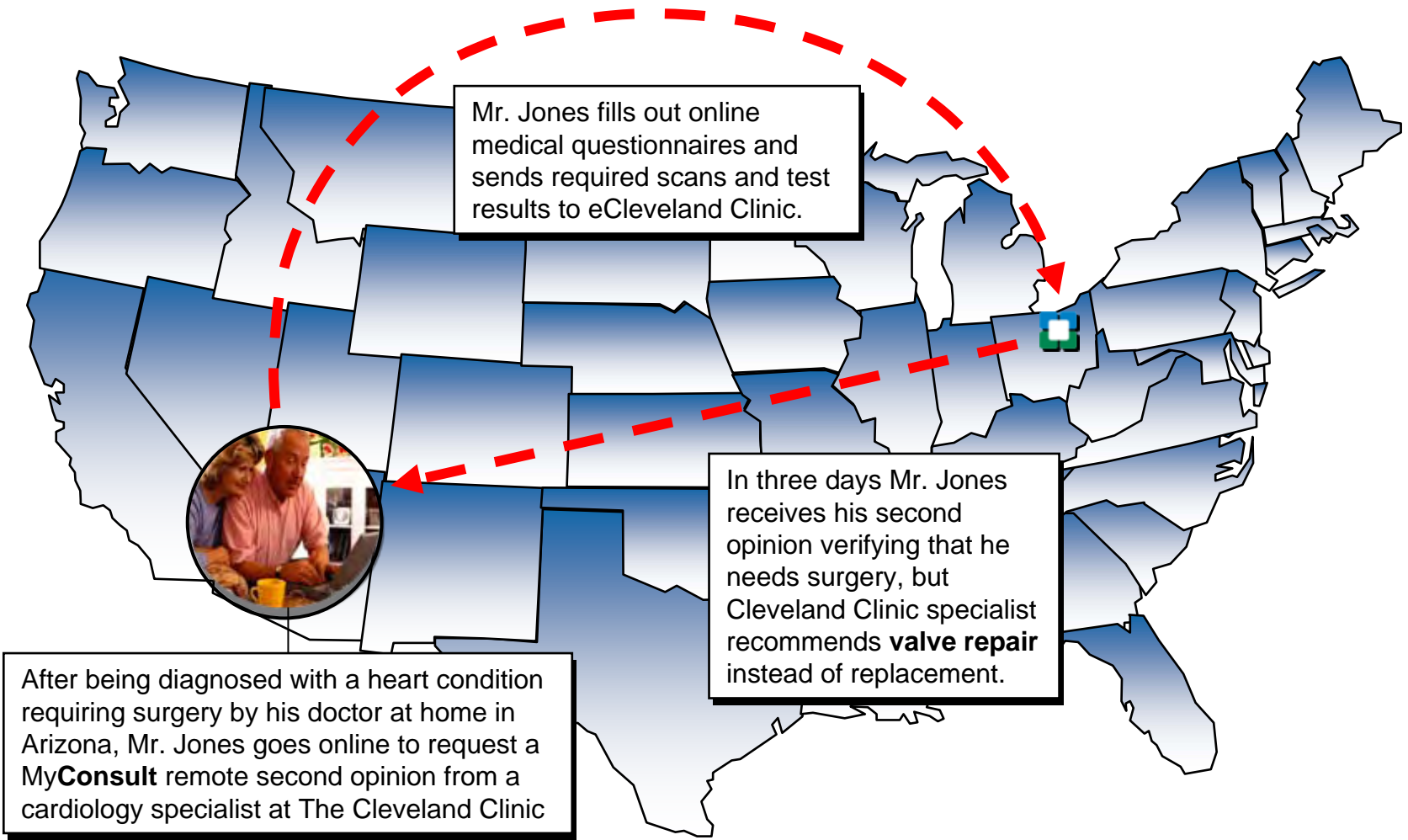
Microsoft HealthVault -- Cleveland Clinic, a leading institution and leader in health information technology collaboration with Microsoft Corp., a worldwide leader in patient-controlled data exchange between Web-based personal health platforms; a suite of services; and eCleveland Clinic MyChart(R), a personal health record (PHR) system.

Cleveland Clinic patients use eCleveland Clinic MyChart begun on Monday, Nov. 3, is the first pilot in a clinical delivery setting using devices such as glucometers, heart rate monitors, weight scales.

The invitation-only opportunity offered to a group of patients in the areas of diabetes, hypertension and heart disease will enroll approximately 400 patients and aims to enable patients and physicians to better manage care from home, using the patient's own

True Value of Health Data Exchange to Cleveland Clinic Patients







Google Health

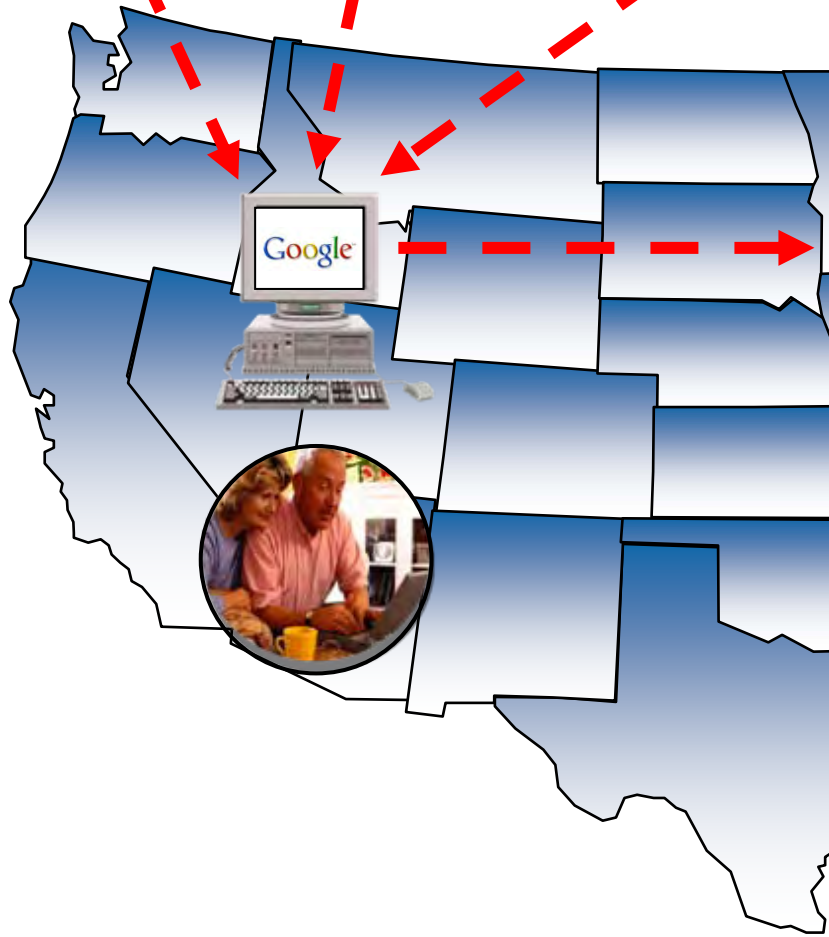
Search the web

Test results [Add test results to profile](#) [Print](#)

Name	Result	Test date	Normal range	Received from	Record
Digoxin, Serum	1.1	Apr 23, 2008		Commercial Lab	Add record Edit Delete
hb	10.9	Apr 23, 2008		Commercial Lab	Add record Edit Delete
Hematocrit, Blood	34	Apr 23, 2008		Commercial Lab	Add record Edit Delete
Lipid Panel (includes HDL-cholesterol, total cholesterol, triglycerides)	255	Apr 18, 2008		Commercial Lab	Add record Edit Delete
Partial Thromboplastin Time (PTT)	53.6	Apr 23, 2008		Commercial Lab	Add record Edit Delete
PT inr	2.1	Apr 23, 2008		Commercial Lab	Add record Edit Delete
PT sec	21.6	Apr 23, 2008		Commercial Lab	Add record Edit Delete
Vitamin K (Phytonadione), Plasma	4.7	Apr 23, 2008		Commercial Lab	Add record Edit Delete
Whole Bld Glucose	105	Apr 23, 2008		Commercial Lab	Add record Edit Delete

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Tetanus toxoid



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Tetanus toxoid

Google Health

Search the web

samjones1949

Notices
Drug interactions
Profile details
Age, sex, height
Conditions
Medications
Allergies
Procedures
Test results
Immunizations
Add to this profile
Import medical records
Online health tools
Medical contacts
Find a doctor
Create a new profile

Test results Add test results to profile

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Tetanus toxoid

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Mr. Jones chooses to share his health history with his Cleveland Clinic specialist and, by simply selecting “send to Cleveland Clinic,” ensures that everything his surgical care team needs to know about him is in his eCleveland Clinic MyPractice electronic medical record before he ever leaves Arizona.

Desktop Action Patient Care Scheduling MyChart HIM Reg/ADT CRM/CM Referrals Reports Tools Admin Help

Sched InBkt IP Chk Pt Lists Revw Encounter Enter/Edt Tel Enc Rell Letter Appts Arvd DAR D.Disk

Cleveland Clinic

Home Jones, Sam

Age: 59 year * DOB: 4/24/1949 Allergies: Bed: MyChart
Sex: M MRN PCP: Alert: **HM** Type:

Snapshot
Chart Review
Results Review
Flowsheets
Graphs
Growth Chart
Problem List
History
Demographics
Allergies
Medications
Health Maintenance
CCF Images
Letters
Scanned Documents
Report Viewer

Jones, Sam

Cleveland Clinic Patient Information

Patient: Sam Jones
MRN: 48109489
DOB: 1949-04-24
Sex: M

Patient Google Health Summary Report.
Reported Date: 2008-04-29

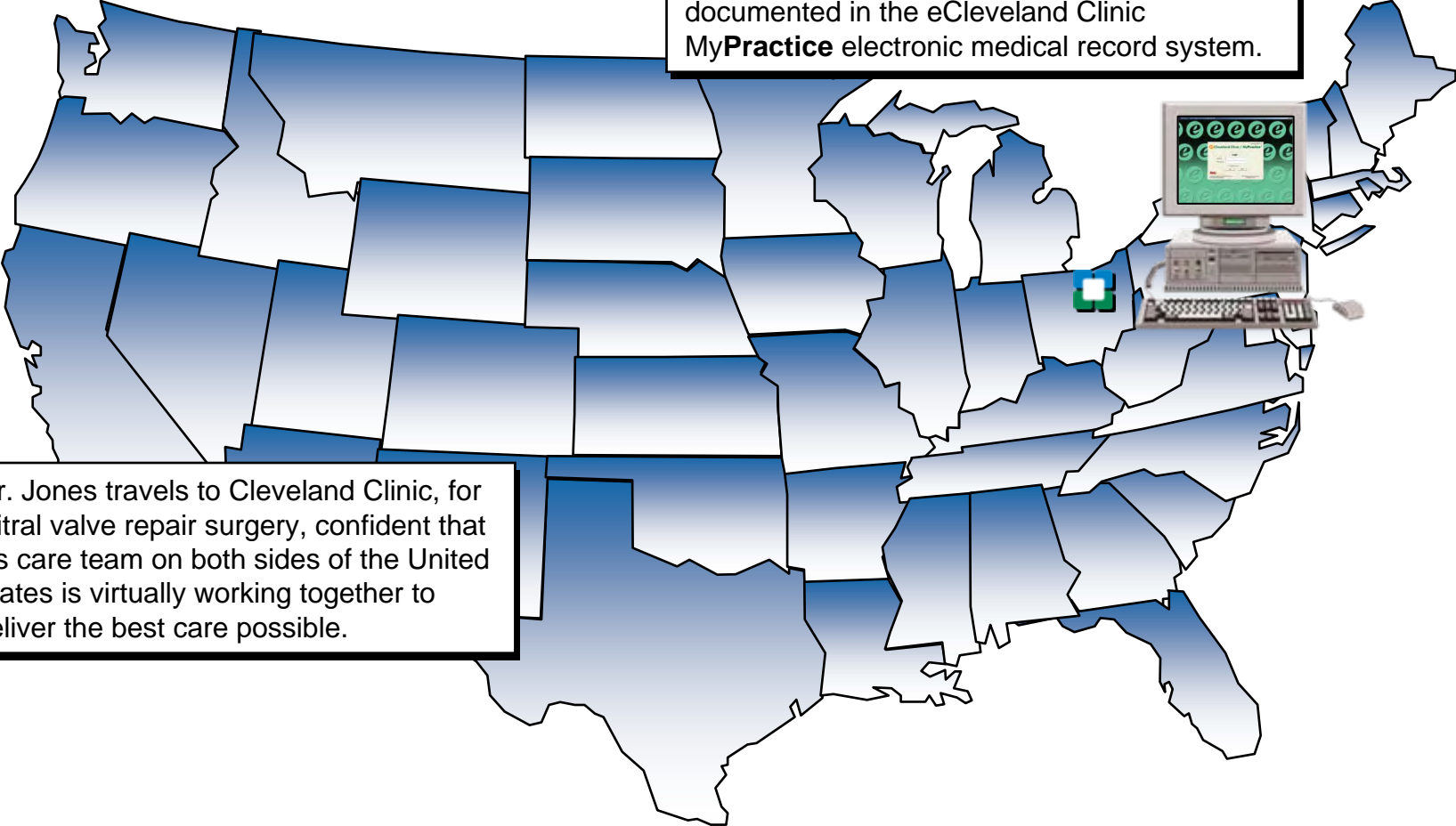
Procedures - History
2008-04-01 Echocardiogram - Transthoracic, With Exercise or Pharmacological Stress
2008-04-01 Electrocardiogram (ECG)
2008-04-03 Heart Catheter Placement - For Coronary Angiography
1965-10-06 Tonsillectomy and Adenoidectomy
2001-01-28 Torn Ligament Repair - Knee, Collateral and Cruciate Ligaments

Allergies - Active
Date
1990-08-07 Latex
2001-11-09 to 2002-04-25 Mold Extracts
1959-05-29 Peanut
1989-06-15 Penicillin G

Results - History
Date
2008-04-01 Digoxin, Serum = 1.1 Range:
2008-04-01 hb = 10.9 Range:
2008-04-03 Hematocrit, Blood = 34 Range:
2008-04-01
2008-04-03
2008-04-01
2008-04-03
2008-04-01

Hotkey List



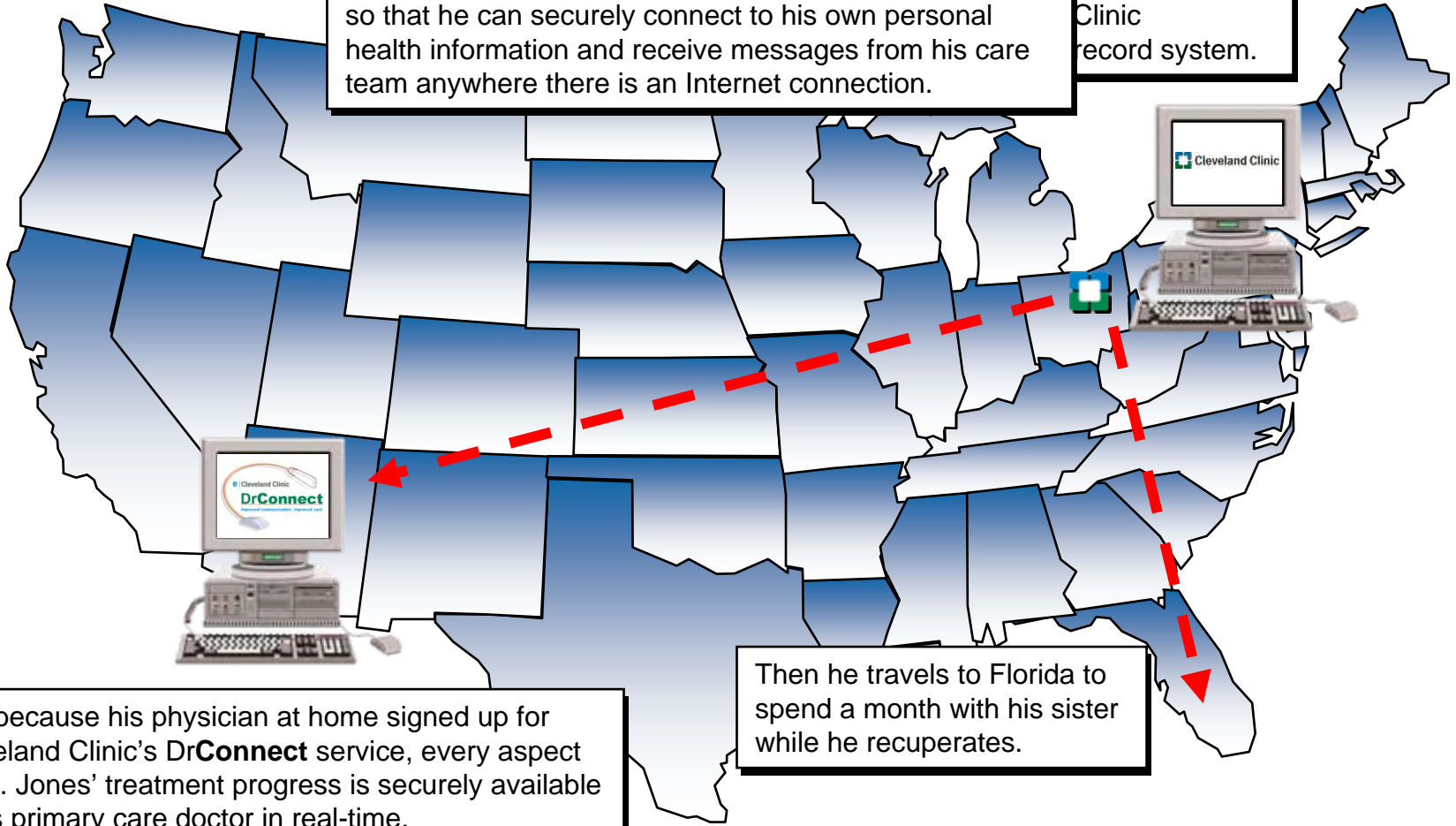


Every aspect of the care Mr. Jones receives is documented in the eCleveland Clinic MyPractice electronic medical record system.

Mr. Jones travels to Cleveland Clinic, for mitral valve repair surgery, confident that his care team on both sides of the United States is virtually working together to deliver the best care possible.

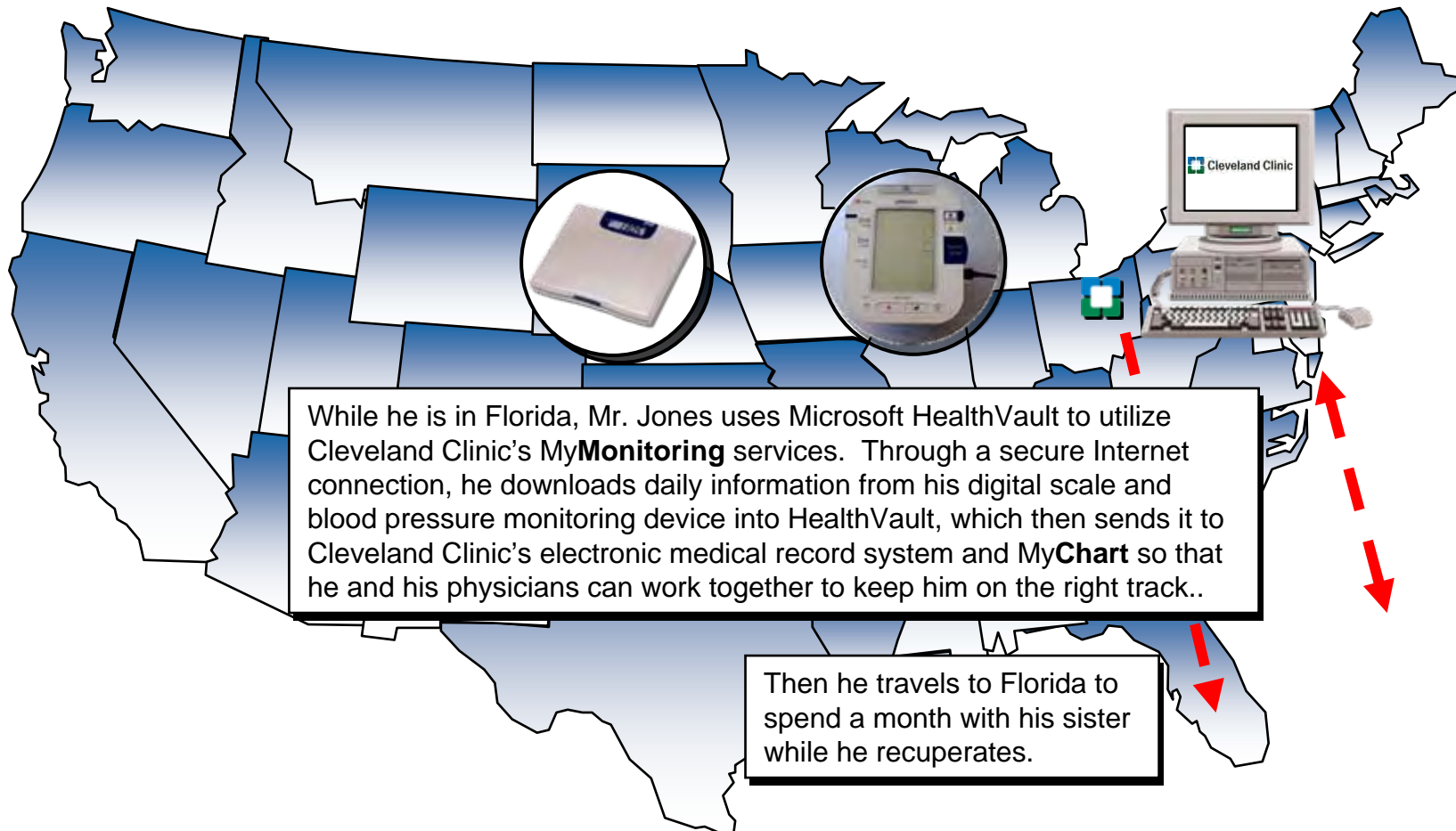
Before he is discharged, Mr. Jones signs up for MyChart so that he can securely connect to his own personal health information and receive messages from his care team anywhere there is an Internet connection.

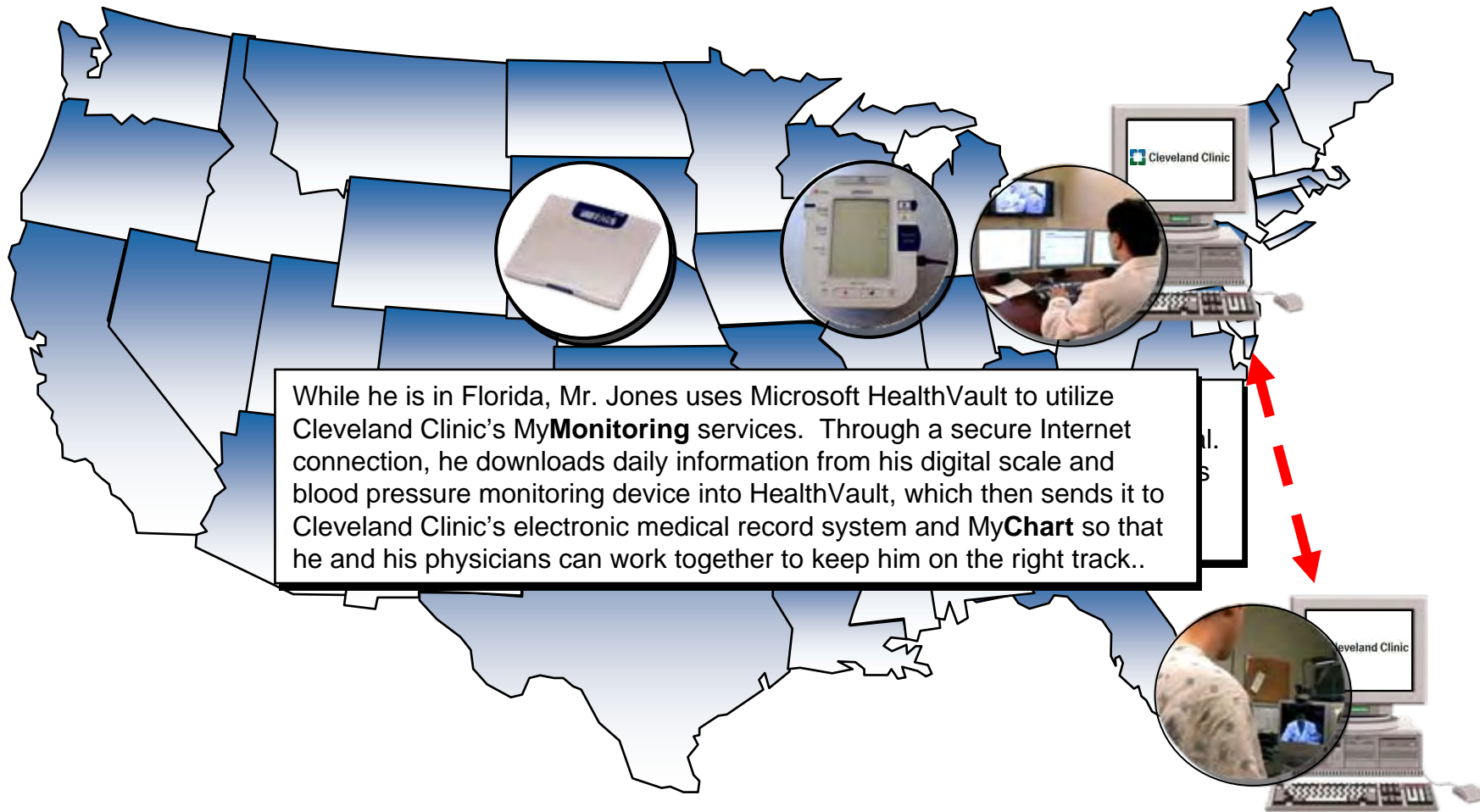
Mr. Jones receives his Cleveland Clinic medical record system.



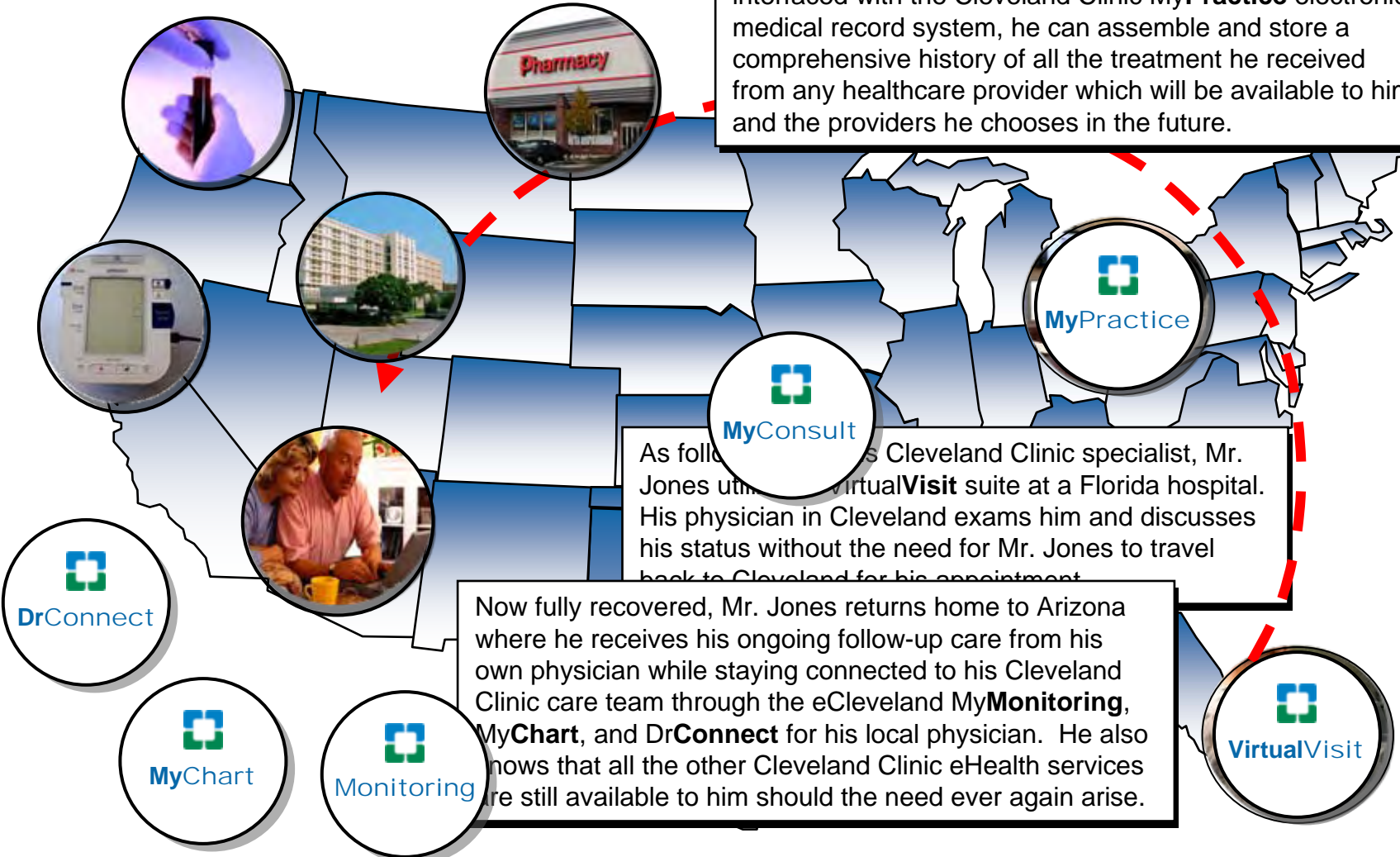
And because his physician at home signed up for Cleveland Clinic's DrConnect service, every aspect of Mr. Jones' treatment progress is securely available to his primary care doctor in real-time.

Then he travels to Florida to spend a month with his sister while he recuperates.





And because Google Health and Microsoft HealthVault are interfaced with the Cleveland Clinic MyPractice electronic medical record system, he can assemble and store a comprehensive history of all the treatment he received from any healthcare provider which will be available to him and the providers he chooses in the future.



As follows, Jones's Cleveland Clinic specialist, Mr. Jones utilizes the VirtualVisit suite at a Florida hospital. His physician in Cleveland exams him and discusses his status without the need for Mr. Jones to travel back to Cleveland for his appointment.

Now fully recovered, Mr. Jones returns home to Arizona where he receives his ongoing follow-up care from his own physician while staying connected to his Cleveland Clinic care team through the eCleveland MyMonitoring, MyChart, and DrConnect for his local physician. He also knows that all the other Cleveland Clinic eHealth services are still available to him should the need ever again arise.

Confident, Empowered Patient

Security, Access and

And because Google Health and Microsoft HealthVault are interfaced with the Cleveland Clinic MyPractice electronic medical record system, he can assemble and store a comprehensive history of all the treatment he received from any healthcare provider which will be available to him and the providers he chooses in the future.



New Opportunities: HIT Stimulus

- On February 17, President Barack Obama signed the \$787 billion American Recovery and Reinvestment Act of 2009.
- The “Act” includes \$140 billion for “comprehensive healthcare reform.”
- A net overall investment of \$19.2 billion, will be used to promote Health Information Technology adoption and implementation.
- Physicians and hospitals are eligible to receive portions of these funds based on:
 - Having an integrated electronic medical record system in place by January 1, 2011.
 - Demonstrating EMR “meaningful use”

What eHealth Services Offer the Contemporary Healthcare Consumer

- **A transition from a provider-driven to a consumer-driven model of healthcare delivery.**
- **Empowered patients with enhanced and convenient access to personalized and reliable health-related information.**
- **A whole new way of requesting and receiving a variety of health-related services anytime, anywhere.**

Support Disease Management Programs



Name: Robert Calloway
Gender: Male
Age: 43
Marital Status: Never Married (but still looking)
Children: None
Occupation: Fire Fighter / Paramedic
Hobbies: Bicycling and Fantasy Football

Medical Status: Type Two Diabetes, High Cholesterol, Hypertension
Medical Provider: Cleveland Clinic

MyChart Online Multidisciplinary Care Coordination and Diabetic Management / Daily Physician-Supervised Glucose Tracking

2007:

- 23.6 million diabetic Americans
- 57 million more pre-diabetics
 - Likely to have the disease without lifestyle changes

