

myTRIAList Reach and Utilization: A Novel Digital Clinical Trial Finder and Education Platform

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Background

- Despite longstanding efforts to increase cancer clinical trial (CCT) enrollment, informational & attitudinal barriers persist.
- While resources like clinicaltrials.gov offer direct access to CCT information, the volume of diverse information, complex terminology, and user experience remain challenging for effective engagement.

myTRIAList.org

- CancerCare, in partnership with Blueprint Oncology communications agency, developed **myTRIAList**, a digital platform with a user-friendly **Trial Finder search tool**, **Trial Talk** videos of people sharing CCT experiences, and **informational resources** to empower people to discuss CCTs with providers.

Evaluation Methods

- We examined the user reach of **myTRIAList** and utilization of its **Trial Finder** search tool.
- Data metrics were examined from 10/2023 – 12/2024.
- myTRIAList** reach metrics were captured via Google Analytics (GA4).
- Trial Finder** search metrics were collected via the web-based tool & excluded IP addresses to protect privacy.
- Descriptive analyses were used to quantify metrics.

User Socio-Demographics

Income: 46% ≤\$50K Household
Race: 69% White; 15% Black; 7% Hispanic
Age: 22% ≤ 50; 43% 51-65; 34% 66+
Gender: 61% Women



myTRIAList Website Reach

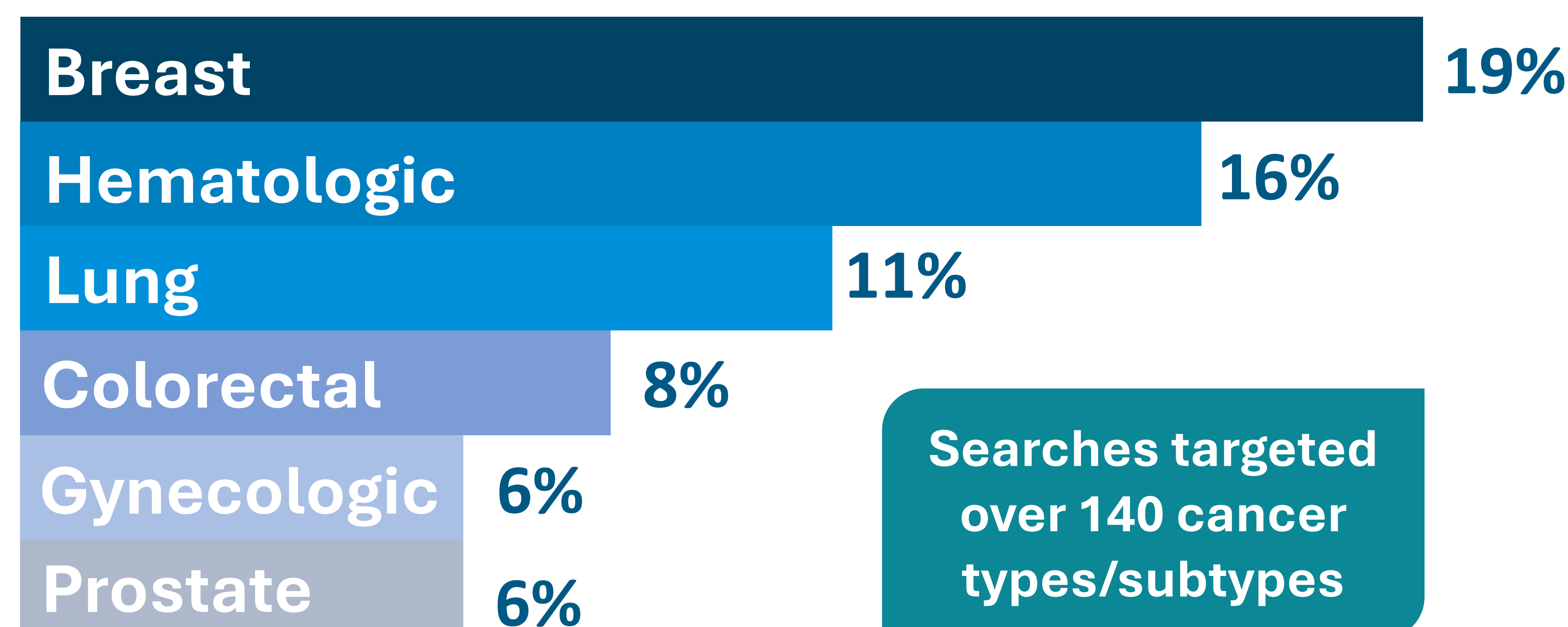
myTRIAList hosted **24,907 sessions** across **20,805 unique devices/applications** in 15 months



Clinical Trial Finder Utilization

1815 searches were completed with preferred trial locations across all 50 states and DC, most frequently NY, CA, NJ, and FL

Most Frequent Diagnoses Searched



Trial Types Requested



Trial Phases Requested

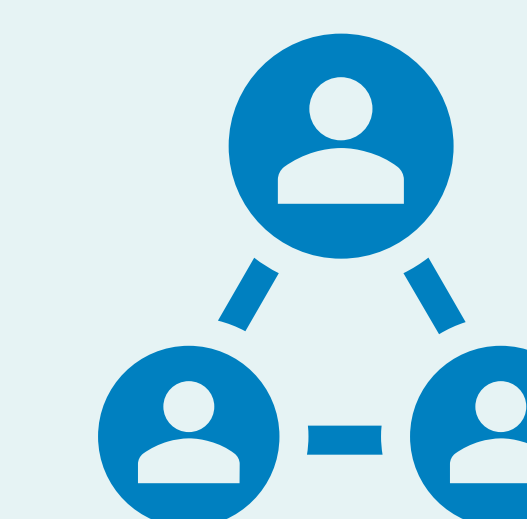


The typical user matched to 38 trials:



75% of respondents: Up to 136 Matches
50% of respondents: Up to 38 Matches
25% of respondents: Up to 10 Matches

Who conducted searches?



63% Patients
32% Family/Friends
5% Clinicians

Conclusions and Implications

- myTRIAList** Trial Finder searches targeted a wide range of cancer diagnoses, with preferred trial locations across every state.
- Interventional and Phase 3 trials were the most common searches, but the majority were open regarding type and phase.
- Future work will examine patient feedback on the utility and impact of **myTRIAList** on their cancer treatment.