

WHAT CAN THE PHARMACEUTICALS INDUSTRY DO TO MAKE CLINICAL TRIALS MORE INCLUSIVE AND EFFECTIVE FOR ALL?

Last month, Egaliti marked our 5th birthday with a powerful discussion on what matters to us: *making clinical trials more inclusive and effective for everyone*.

With 4 experts across the sector, **Dr Rubina Ahmed**, **Dr Christianah Dinah**, **Pauline Namaganda**, and **Judith Neptial** – we explored how the pharmaceutical industry, in partnership with trial sites, charities, and community organisations, can deliver more inclusive research.

The pharmaceutical industry must address the under-representation of under-served groups in research to ensure new therapies are safe, effective, and accessible. But progress requires collaboration across the system to make clinical trials truly inclusive.

Discussions at the panel ranged from personal experiences of clinical trials to innovative ways our panellists have involved members of the community in trial design and recruitment. From these discussions, we've highlighted five actions the pharmaceutical industry, and partners, can take.

What pharmaceutical companies can do, in partnership, to make clinical trials more inclusive and effective for all:



We started by listening.

- Dr Christianah Dinah

Director of the NIHR London North West Commercial Research
Delivery Centre

01

Facilitate open-discussion patient forums in the community - to understand unmet health needs, and barriers to accessing research and treatments. Explore systemic issues such as deep mistrust and inadequate communications about trial opportunities. This can shape future trial design to be more inclusive. Forums can be delivered with patient and community organisations, or through local trial sites who have connections with localised organisations.

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It's not us vs. them. It's about co-creating solutions.

- Dr Rubina Ahmed

Director of Research, Policy and Services at Blood Cancer UK

02

Co-design research with patients and community groups - gather unheard insights from communities to innovatively shape inclusive trials. Value lived experience of patients and their communities to inform how accessible trials are designed and delivered. This means trials are seen as 'collaborative' to improve health, not as 'experiments' for the benefit of the company. Co-design can be facilitated with patient and community organisations and clinical study teams.

03

Go beyond translating materials and collaborate with community champions to involve people in studies - work with community leaders as champions for involvement and participation in clinical trials. They are trusted messengers who can share information on the benefits of research, and why it matters for the community. This can range from condition-agnostic awareness raising on the 'why' to hyper-local recruitment support, working with trial sites and community organisations.

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People don't just need translations; they need someone to talk to.

- Pauline Namaganda

Clinical Trials Operations Lead, Roche UK

04

Re-imagine power dynamics and invest in sustainable relationships with communities - value lived experience of patients and communities as equal to learned experience of clinical professionals. Invest in longer-term projects with community organisations e.g., integrating community leaders as 'core collaborators' from start to finish on research programmes. Set up sustainable feedback loops in all the work you do, to maintain post-project relationships.

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If communities don't see themselves reflected in the process, there's no trust.

- Judith Neptial

Founder of From Me to You

05

Train and empower staff to challenge systemic and organisational barriers - train trial staff on cultural competency and how to engage with communities respectfully and authentically. Empower them to challenge systemic and organisational barriers such as exclusionary protocol criteria, lack of representative data, and culturally insensitive language or materials.

Thank you to everyone who joined the panel - we hope these insights help you and your organisation drive efforts to co-design research and develop trials that are inclusive and effective for all.

Registered but missed the event? [Click here](#) to watch the recording or share it among your colleagues!

For more information and inspiration on similar projects, please visit our [case studies page](#) or contact us at team@equality.health

Also explore [our training programme](#) - 'Inclusive Community Engagement for Inclusive Health Research'.