



CASE STUDY

Authentic Community Engagement: Reaching Underserved Lupus Patients

BACKGROUND

As proven pioneers in modifying the body's immune response, Bristol Myers Squibb (BMS) is pursuing an innovative approach to lupus research through a broad portfolio of clinical trials.

CHALLENGE

Lupus is three times more common in African American women than in Caucasian women [1], yet African Americans make up only 8% of clinical trial participants [2].

Because of systemic racism in medicine & research, there exists a historic mistrust among the African American community towards clinical trials. Understanding this, BMS recognized that traditional patient recruitment tactics would not be as effective in reaching minority communities. They recognized that in order to reach this underrepresented population they would need to take a grassroots approach to first educate and build trust.

STRATEGY

In partnership with the I Choose Life Foundation (ICLF), Jumo Health organized community events in three cities – Memphis, Dallas, and LA – strategically selected based on influential community ties and proximity to participating site locations. These events were attended by community & faith-based leaders, health advocates, and local business owners.

To build trust and credibility, these events:

- Were held in familiar and intimate locations like churches and beauty salons
- Featured respected speakers, including Congresswoman Maxine Waters and local physicians who shared about the need for diversity in clinical trial participation
- Highlighted personal stories from lupus patients and their families

Attendees were equipped with easy-to-understand, culturally relevant materials to educate their connections about lupus and helped guide potential participants through the pre-screening process.

[1] "Quick Guide: African Americans and Lupus", Lupus Foundation of America (2013), bit.ly/3JJd0q9

[2] "Assessing Multiple Factors Affecting Minority Participation in Clinical Trials: Development of the Clinical Trials Participation Barriers Survey", NIH National Center for Biotechnology Information (2022), www.ncbi.nlm.nih.gov/pmc/articles/PMC9127181



RESULTS

By partnering with the ICLF, Jumo Health was able to gain access to and build trust with influential community leaders and advocates within the African American communities located near study sites.

The BMS Lupus initiative saw increased engagement with the web screener and positive feedback, indicating impactful Community Activation Events and sustained outreach by community leaders, leading to greater trial awareness and participation.



64

Community leaders
activated

30+

Qualified referrals
in the first 2 months

2

Randomized patients
in the first 2 months



Jumo Health creates actionable resources to accelerate recruitment, facilitate enrollment, and optimize retention. Our purpose is to ensure all people, regardless of age, education, language, or culture, have access to relatable and understandable medical resources in order to make better informed healthcare decisions. Learn more at jumohealth.com



Bristol Myers Squibb is a global biopharma company focused on discovering, developing and delivering innovative medicines to patients with serious diseases. We are working to improve the recruitment of diverse patients with the goal that the clinical trial population becomes more reflective of the real-world population and the people impacted by the diseases studied. Learn more at bmsclinicaltrials.com