United States of America
United States Patent and Trademark Office

50 HOOPS

Reg. No. 4,673,354
Registered Jan. 20, 2015
Int. Cl.: 41

50 HOOPS (WYOMING CORPORATION)
DALLAS, TX 75234

FOR: ENTERTAINMENT AND EDUCATIONAL SERVICES, NAMELY, PROVIDING NA-
TIONAL BASKETBALL TOURNAMENTS AND HEALTH FAIR EXPOS IN THE FIELD OF
PROSTATE CANCER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

PRINCIPAL REGISTER
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HOOPS", APART FROM THE
MARK AS SHOWN.

THE MARK CONSISTS OF THE NUMBER "50" ABOVE THE TERMS "HOOPS", WITH
STYLIZED BASKETBALLS FORMING THE LETTERS "O" IN THE TERM. THE TERM
"HOOPS" APPEARS ON A SHAPED RECTANGLE.

SER. NO. 76-715,767, FILED 2-4-2014.

KAREN SEVERSON, EXAMINING ATTORNEY

Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office
Patient and Medical Education Activities Report

In 2014, 50 Hoops and The National Physician and Family Referral (NPFR) Project conducted nearly a dozen Patient Education and Patient Advocacy programs. In addition, we added a new Medical Education conference to our portfolio. The messages from our conferences, workshops and lecture series made tremendous impact throughout the country. Patients, physicians and communities came together, and our surveys reflect our impact on helping to expand health and disease education throughout the country.

Medical Education

The premier of The C.A.S.T. Leadership Conference in 2014, developed exclusively for clinical research professionals (CRPs), created the prototype for our first national Medical Education outreach. Twelve community stakeholders from various sectors of the African American and Hispanic communities participated.

Each Stakeholder was vocal about the need for more clinical trials education and emphasized WHY their constituencies needed to understand why THEY should join clinical trials.

Stakeholders agreed to work with CRPs for 1 year and become C.A.S.T. Navigators to help Investigators better educate and understand the dynamics of each community in recruiting minorities.

Save the Date!

The Challenge
Understand challenges within various Constituencies

The Truth
Do they KNOW about the trials? If not, WHY?

The Solution
HOW TO: Target Populations for clinical trials and build TRUST.
African Americans in Clinical Trials: AACT I, II LECTURE SERIES

AACT I Lectures (for patients and communities) combined with the AACT II Lecture Series (for physicians and Clinical Investigators) becomes a Community Advocacy Training Segment focused upon educating both patients and Clinical Investigators about educational needs of the African American community, and to become more receptive to participating in clinical trials.

In each city this year, a Coalition of from four to 16 members were formed to outreach into the African American communities and seek opportunities to introduce both education and clinical trials to their constituencies. Navigators are in place through our “Call To Action”. The AACT I, II Lecture Series has been asked back in all partner cities.
2014: First Annual
50 Hoops Charity Cancer Games

Sponsored by The Arkansas Big Dogs
National Champions, Senior Olympics

GET YOUR “A” TEAM AND BRING IT ON!

BREAKFAST, BASKETBALL TOURNAMENT AND HEALTH FAIR

LANCASTER RECREATION CENTER
1700 Veteran’s Memorial Parkway (off Lancaster Rd.)
Lancaster, TX 75234

SATURDAY – JULY 19, 2014

Prostate, Breast, Lung, Colon & Kidney Cancer
FREE Cancer Breakfast 8:30A.M.– 9:30A.M.
Bring your wives, mothers, daughters, aunts, sisters or friends

50 Hoops Basketball Tournament

FREE Health Screenings
Start at 10 A.M.

THREE-ON-THREE BASKETBALL
Registration $200.00 per team

Play-offs begin at 10:00 – 5:00

Senior Olympic Teams from across the country will travel to Lancaster to take on the 2013 50 Hoops winners, for the Big Trophy.

FREE 50 Hoops T-Shirt for all paid players PLUS Chance to win
GIFTS & PRIZES

To Register to PLAY email or call  Stan Eckwood
662-420-1253 or email stanley.eckwood@yahoo.com
50 Hoops Tournament Health Fair Manual

(generic)

Created by 50 Hoops, a step by step guide to conducting 50 Hoops Tournament & Health Fair
50 Hoops 2014 Games

50 Hoops Basketball Tournament

50 Hoops Breakfast and Tournament is growing as we partner with the Senior Olympic men and women from half-dozen states, making this program the only prostate cancer basketball tournament in the country. In 2014, women 50 – 75+ joined. We hope to duplicate 50 Hoops in key cities over the next five years, utilizing our partners and networks to team with our Senior Olympic regions to generate a new “50 Hoops Legends” outreach by our 20th Anniversary in 2018!

Fun…. And a Call To Action

50 Hoops Call To Action Coalition members increased to about 35 participants. Part if the CTA is community and physician interaction and distribution of cancer-related educational materials. Because of the Coalition, 50 Hoops programs provide patient-centered education for breast, colon, lung and prostate. Survivors and physicians discuss each disease and how it impacts upon African Americans.

50 Hoops Cancer Breakfast

The Annual 50 Hoops Cancer Breakfast and Prostate Cancer Awareness Tournaments annually utilizes free health screenings as a community service. Our strategy as a one-of-a kind patient awareness tournament focuses on Patient Education and interaction with physicians and screenings in breast, colon, lung and prostate cancers

Half-Time “Hard Wood” Workshops

Dallas’ national tournament has helped to bring cancer survivors within the program together with medical professionals. During Half time, doctors and health professionals query participant understanding of cancer and its implications in their lives, and patients exchange personal experiences about cancer.
“Fabulous 50 to Sexy at 60”… to Sensational at 70!

Over the past 16 years, 50 Hoops/NPFR Project has established over two dozen networks, coalitions and partnerships. In 2014 we kicked it up a notch. As the country grows older we included attention to wellness, preventive health. We intensified our focus upon diseases with high mortality in minorities including screenings in Cancers, Alzheimer and Heart-Related Diseases.

The FAB 50 Lectures moved beyond traditional boundaries that define age as a “number” rather than a healthy aware way of life. “Fabulous 50 to Sexy at 60” continues to resonate health and disease awareness, combining issues that matter.

Doctors from around the country participated in the Dallas and Houston’s “Fabulous 50 to Sexy at 60” Lecture Series. For the past five years “Fabulous 50 to Sexy at 60” has grown nation-wide into a culture of its own in more than a dozen cities. Health education and disease awareness continue as the foundation of African American’s search for better quality of life.

50 Hoops Board

This year two changes occurred on the 50 Hoops Board of Directors. First, a new member was elected. Mr. Timothy Upshaw, Manager, Dallas Methodist Health System, Prostate Screening & Awareness Program. Second, Mr. Brian Springer, on board for over a decade, became Vice President, Research Administration and Associate Center Director at Moffitt Cancer Center in Tampa, FL. He was formerly Executive VP at Roswell Park Cancer Institute.
Fabulous 50 to SEXY at 60

Memphis, TN
Thank you for your Support

African American Health Matters Mobile Health Text Message Service

<table>
<thead>
<tr>
<th>Reminders to be Sent</th>
<th>self</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Diabetes</td>
<td>10500</td>
</tr>
<tr>
<td>2 Hypertension</td>
<td>9900</td>
</tr>
<tr>
<td>3 Alzheimer</td>
<td>2200</td>
</tr>
<tr>
<td>4 Epilepsy</td>
<td>9400</td>
</tr>
<tr>
<td>5 Cholesterol</td>
<td>3500</td>
</tr>
<tr>
<td>6 Weight</td>
<td>5100</td>
</tr>
<tr>
<td>7 Bad Habits</td>
<td>2600</td>
</tr>
<tr>
<td>8 Asthma</td>
<td>3500</td>
</tr>
<tr>
<td>9 Acid Reflux</td>
<td>1400</td>
</tr>
<tr>
<td>10 Heart Flutter</td>
<td>1440</td>
</tr>
<tr>
<td>11 Cancer</td>
<td>14300</td>
</tr>
</tbody>
</table>

Prostate, breast, lung, kidney
Multiple Myeloma, Ovarian

Series1 10500 9900 2200 1200 3500 9400 5100 2600 3500 1400 14300

63600
South Pointe Hospital is ranked among the Best Hospitals in Cleveland.
Dr. Alan Rodney, M.D. is board certified in Medical Oncology, Hematology and Internal Medicine and specializes in Medical Oncology and Hematology. He completed a combined fellowship in Medical Oncology and Hematology at M. D. Anderson Cancer Center and Baylor College of Medicine, respectively. While at M. D. Anderson Cancer Center, he developed special interest in cancers of the prostate, colon, breast, and lung, as well as lymphoma. His interest in offering the best care to his patients includes the opportunity for eligible patients to participate in well-designed clinical trials close to home. Dr. Rodney has expanded the Texas Oncology outreach with an office in Pearland within the newly constructed Shadow Creek Ranch Medical Building.

Erin Wickliff is a physician assistant and research coordinator at Houston Methodist Hospital, with a focus in hematology. She received a Bachelor of Science in Genetics and Cell Biology, and a Masters of Public Health with a concentration in Environmental Health, from the University of Minnesota. At Houston Methodist Hospital, Erin manages a wide variety of benign and malignant hematology, including multiple myeloma, lymphoma, leukemia, and sickle cell anemia. She coordinates hematology clinical trials, and received Exemplary Service Award while working as an environmental health fellow at the Centers for Disease Control and Prevention.

Dr. Myrna C. Godoy is an Assistant Professor at the Department of Diagnostic Radiology of The University of Texas MD Anderson Cancer Center. Following her radiology residency, Dr. Godoy completed fellowship training in thoracic imaging at University of British Columbia and at the New York University. Her main current research interests focus on lung cancer screening and biomarker validation, evaluation of pulmonary nodules, and advances in Computed Tomography technology.

Dr. Dalliah M. Black, MD, FACS is an Assistant Professor of Surgical Oncology at the University of Texas MD Anderson Cancer Center in Houston. She earned her medical degree at the University of North Carolina School of Medicine in Chapel Hill where she also completed her residency in General Surgery. Dr. Black’s clinical interests include evaluating barriers to medical care in the underserved, disparities in breast cancer outcomes, and biologic differences in breast cancers. Her surgical research has resulted in national presentations, including the Society of Surgical Oncology and the American College of Surgeons, and Annals of Surgical Oncology.
What is The CALL TO ACTION?
The CALL TO ACTION Coalition is part of a national strategy to collaborate with 50 Hoops’ “Fabulous 50” and their partners to help support and develop Patient Education activities for one year. When you receive information about a health event, you will see that it is distributed among your organization, neighbors, friends and family. You will support the CAN in Cancer outreach and other health and disease programs within your community by talking to people about the importance of screening and prevention. Information distribution may include email, utilizing my databases, mailing of information, text messages, clinical trials information and other health educational communications.

CAN YOU JOIN THIS CALL TO ACTION? (See surveys attached)

“Putting the CAN in Cancer” Dinner Lecture Series Mission:
"Fabulous 50 to SEXY at 60" is designed to bring community leaders, survivors, doctors and church ministries together for an educational dialogue about diseases and health care disparities within our communities. The Series is designed to address the diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries.
Fabulous 50 to SEXY at 60

Houston, TX
THE C.A.S.T.
(Community Advocacy Site Training)
"TAKING IT TO THE STREETS"

Community Advocacy Recruitment Training for physicians and medical professionals involved in trials

- Principle Investigators
- Clinical Research Coordinators
- Clinical and Academic Research Organizations
- Site Managers
- Clinical Nurses
- Support Recruitment Staff and Consultants

This Conference Supported in part by a Grant from:

Lilly
Genentech
AMGEN®

ALL Surveys must be turned in to receive Certificate of Completion. Surveys are for Research purposes only. This program, workbook and materials are copyrighted 50 Hoops© 2014
The C.A.S.T. Panel Directory

NOTE: All information is our most current data available

Community Leaders, Stakeholders, Patients, Health Advocates, Minority Doctors and Nurses

Mistress of Ceremonies: The C.A.S.T. Dinner Lecture-Dallas, TX

Carla Wade comes to WFAA after three years of chasing tornadoes, dodging wildfires and reporting the news at KOCO in Oklahoma City, Oklahoma. She anchors weekend evening newscasts and reports during the week.

Carla is a Texan by birth, but became a Sooner by choice, when she chose to attend the University of Oklahoma in Norman on a National Merit Achievement Scholarship. Carla graduated from OU with a degree in Journalism, but her career in broadcasting began on the radio while still a college student. She anchored news breaks first for an Oklahoma City urban radio station and then later for OU's NPR affiliate station KGOU.

Carla's television career began at KSWO in Lawton, Oklahoma. She has also worked at KATV in Little Rock, Arkansas and WTVQ in Lexington, Kentucky.

Carla considers herself to be a bit of a foodie and a movie critic. When she's not working she enjoys visiting new restaurants and seeing the latest blockbuster movies and independent films in the theatre where she always buys the overpriced snacks and hates missing the previews. She also loves a good novel and traveling any chance she gets.

Carla has been honored with several regional awards for reporting including one from the Oklahoma Associated Press. She is a proud member of Alpha Kappa Alpha Sorority Incorporated and Junior Achievement Volunteer.
NEW !! The Final Educational Component in place in 2014

Over the past three years, the AACT I Lecture Survey results suggested that a training for medical professionals BY the community leaders and stakeholders would be beneficial in bridging the gap of educating African Americans about new drug discoveries.

Early in this year (2014), 5 Hoops/NPFR Project conducted the first non CME Medical Education Conference for clinical researchers, coordinators, doctors and trial nurses. The 4-hour Conference, called The C.A.S.T. (Community Advocacy Site Training) with a 156 page- “How-To” community advocacy manual, drew nearly 100 clinical professionals. The afternoon workshop was climaxed with a Dinner Lecture " The Solution." The Dinner Lecture brought together nearly 200 African Americans and Hispanic Leaders, patients, and area church health ministry members. It was home and it was Magic!

The education imparted to the clinical trial investigators and doctors by the stakeholders and community leaders, and the information about trial disease therapies given by participating clinical professionals, opened a new MATCH-MAKING process, where we matched clinical trial investigators with community stakeholders who agreed to become Navigators during 2014, and guide them to educating and better recruiting their constituencies.

The C.A.S.T. was the final piece of the patient and medical educational trilogy of Lecture Series which has made the Act II component of the Lecture more effective in the community as part of the Act I patient education component

Sponsored by Genentech, AMGEN and Lilly
See AACT I and II Lecture Series 2014
Doctors and clinical professionals at The C.A.S.T.
One of four panels of African American and Hispanic/Latino Community Stakeholders
African American and Hispanic Community leaders and patients join Clinical Professionals in Open Forum about clinical trials
Some of the Physicians and Clinical Researchers who received Certificates of Completion
The C.A.S.T. - Community Advocacy Site Training Manual

THE C.A.S.T.
(Community Advocacy Site Training)
“TAKING IT TO THE STREETS”

Lilly
Genentech
AMGEN
IN BUSINESS FOR LIFE
Family Alzheimer’s Resource and Support Conference

September 20th, 2014
9:00 am – 2:00 pm

Hamilton Park United Methodist Church
11881 Schroeder Road
Dallas, TX 75243
(Across from Forest Ln. DART Station)

Sponsored by

A FREE event for the entire family!

» FREE Memory Screenings
» Local resources & support organizations
» Medical professionals, first responders, & forums from the community discussing Alzheimer’s disease and caregiving
» Virtual Dementia Experience
» Activities for all ages!

FREE food and refreshments!*
Door prizes & giveaways!

*Guaranteed for those who register.

Register now by calling
214-648-0563
or by emailing
adc@utsouthwestern.edu

The C.A.S.T. 60-Day CRP/Stakeholder Follow-up Survey/Comments

"We are implementing an outreach to increase participation of African Americans and Hispanics... I have made several contacts and have either spoken, (myself, or sent materials) or plan to participate in an upcoming event referred to us by a Stakeholder or their network (i.e. health fair, seminar, patient education program for minorities, etc.)"--Frances Vasques, Minority Clinical Research Nurse, Stakeholder, Baylor Health Systems
"We are partnering with UT Southwestern Medical Center to conduct a research/clinical trial information program targeting African Americans"

J. Talley, Certified Public Accountant, Stakeholder, Board Member OCBF of a Dallas African American Mega Church

"We've created ethnically sensitive visuals related to the clinical trials"

Baylor Health Systems

"We are visiting Senior Centers and churches to distribute information about our trials."

Alzheimer's Association of Greater Dallas

"We are contacting African American and/or Hispanic patients currently in our trials who can agree to attend a meeting with and talk about their experiences"

Dr. Mary Quiceno, UT Southwestern Medical Center

Met contacts (Community Leaders) at The C.A.S.T. Dinner Lecture which resulted in an invitation to participate in the Tarrant county health fair geared toward Hispanic community"

Gail Roth, Mary Crowley Cancer Research Centers

The C.A.S.T. meeting motivated ideas for outreach, we have translated some of our materials to Spanish with the help of Spanish speaking employees.

Mary Crowley Cancer Research Centers

We are investigating (through the Stakeholders) community health fairs and talking with minority physicians.

Mary Crowley Cancer Research Centers

We have approached African American and Hispanic patients currently in trials who can agree to attend a meeting in the community and talk about their experiences.

Tim Upshaw, Director, Prostate Cancer outreach, Methodist Health Systems

"I plan to reach out to the panel members to speak to our SoCRA group"

Cindy Dykes, President, North Dallas Chapter, SoCRA (Society of Clinical Research Associates)

"We've asked other African American and/or Hispanic professional, employees or staff to meet and asked to assist in our outreach"

Cindy Soto, President North Dallas Chapter ACRP (Association of Clinical Research Professionals), RN, Presbyterian Hospital System.

I've spoken with some of the CRP's attending the Training to see if we might invite them to speak at one of our 100 Black Men meetings"

G. Thornton, Stakeholder (speaker)

"We have targeted and scheduled conferences with diverse participants"

L. Williams- Survivors on Purpose, Baylor Health Systems Fort Worth, TX

"We are approaching certain organizations where people are and reaching out to them"

Texas Health Systems
Actual Outcomes 2014 Community Advocacy Site Training:

Comments of Clinical Research Professionals during 60-day follow-up:

The C.A.S.T. Follow-up to Clinical Research professionals yielded many changes in procedures and outreach for those who attended. Here are some of the comments:

"Hello Pat,

I hope all is well! Based upon our experiences at the C.A.S.T. dinner and the formation of a community-centered focus group we have been working hard to host our 1st Annual Family Alzheimer’s Resource and Support Conference! The conference will take place on Saturday, September 20th from 9:00am – 2:00pm at the Hamilton Park United Methodist Church. We will feature activities for ages 1 to 101 including a virtual dementia experience, panel discussions from local caregivers, neurologists, and first responders, and exhibits from local resources and support services. Attached is a copy of the flyer for this event, I would be so grateful if you could help us to get the word out to the community so they can sign up to be a part of this FREE event. Please let me know if you have any questions.

Thank you for all the wonderful things you do, Pat, I am thankful to work with you!"

Amy Zwierschowski-Zarate, B.S.
Research Study Coordinator / Education Coordinator
Memory Research Unit | Alzheimer’s Disease Center
UT Southwestern Medical Center
5323 Harry Hines Blvd.
Dallas, TX 75390-9129

Veronica Mackey August 10, 2014
Communications Director
National Physician & Family Referral Project
African Americans in Clinical Trials
www.npfpr.org
(424) 298-8152 office
(310) 237-8703 cell

Dear Veronica,

I appreciate Pat & Ed Saunders for inviting the North Texas Chapter of ACRP (NTX ACRP) to attend The C.A.S.T. event, an informative opportunity for Clinical Researchers to meet with minority leaders and potential participants.

As a Hispanic Registered Nurse and Clinical Researcher for over two decades, I have cared for patients in hospitals, clinics, research sites, physician offices, and in their homes. I am aware of the low enrollment rates of minorities in clinical research studies as well. As a clinical research coordinator, I have worked with more than 1000 research participants and only a handful of the participants were Black or Hispanic.

I agree that individuals who can often benefit the most, due to higher incidences of disease, may have barriers to healthcare and clinical trials. This is why they are not well represented in clinical research statistics.

I've attended conferences that brought up the low minority recruitment issue but none have made it the primary focus of their presentation. So when the invitation came to hear first-hand the obstacles minorities in Dallas face in regard to clinical trial inclusion, I encouraged NTX Chapter members to attend. The diversity and number of the attendees impressed me.

The C.A.S.T. has the experience and potential to become a national model for recruiting more minorities to participate in clinical studies. I would encourage Clinical Research Coordinators, Recruitment Staff, Minority Leaders and Healthcare Providers to attend future C.A.S.T. events.

Best Regards,

Cindy Soto-Azghani
Cindy Soto-Azghani, BSN, RN, CCRC
President, NTX Chapter of ACRP
11902 White Deer Trail, Tyler, TX 75703
The Challenge

Taking it To The Streets

For Clinical Research Professionals (CRPs): Doctors, researchers, Principal Investigators, Coordinators, Clinical Associates, trial nurses, clinical trials staff, researchers will hear panels of community leaders discuss the challenges faced by THEIR community with participating in clinical trials. You'll learn why and how it has come about and how “Taking it To The Streets” STRATEGIES work for minority recruitment in THEIR community.

The TRUTH

CAM Stakeholder Panel will tell the TRUTH about HOW NOT to recruit in these communities. They present the reality of recruiting minorities. They discuss the most effective ways to bring African American and Hispanic physicians, community and faith-based leaders together to look at specific clinical trials. Stakeholders uncover the truth about what clinical trials recruitment has been doing wrong in trying to reach their unique constituencies.

MATCHMAKING Luncheon

For clinical professionals who work with clinical trials and want to increase their Minority Participation
The SOLUTION

Clinical Professionals learn, from a local African American and Hispanic/Latino community leaders and Stakeholder Panels the components of effective outreach, to help them more successfully reach and recruit these minorities trials.

MEASURING The CAM Luncheon RESULTS

- Each Lecture Segment is designed to measure: What CRP learned, value of program, level of opportunity to recruit in future from this program.
- Survey taken 30-days following CAM to confirm contacts, connections made, speaking engagements and recruitment opportunities within African American and/or Hispanic American communities as result of the CAM Luncheon Workshops and follow up introductions.

The final Solution will leave the Investigator with a notebook filled with ideas, contacts, appointments, clinical trials prospects and speaking engagements that will build trust and education about your trials. Also an outreach can evolve focusing upon attending sites’ current clinical trials available in the Tampa community.

Q&A

HOW does CAM Work?

The CAM (Community Advocacy Matchmaking) Luncheon Workshops are designed to help Clinical Research Professionals MATCH their trials with key local African American and Hispanic Stakeholder communities.

Will others in the Community Participate at CAM?

Yes. In addition to our distinguished Stakeholder panel, we are inviting other important community, health and faith-based leaders.

How will you Keep Track of the Success of this Project?

50 Hoops will look at national comparative level of minority patients recruited into clinical trials over period of 12 months, from CRPs who “opt-in” attending CAM. 50 Hoops will look at national set period of time, and based upon use of training MODEL the disease therapy and trial protocol to determine successes.
| What are your problems with recruiting African Americans and Hispanics | 25 |
| Source of African Americans and Hispanic Patients for your trials? | 15 |
| Better methods/tools to educate African American and Hispanic communities? | 20 |
| Effectiveness of Stakeholder panel in changing your mind about minority recruitment? | 40 |

**COMMENTS**

**PRE SEGMENT**

- Must rely on patient opportunity to reach African Americans and Hispanics
- Distrust of research, misconceptions regarding clinical trials (myths)
- Language Barriers (cultural phonetics, accent, education)
- Minorities apprehensive or not fully aware of trials
- Trial population depends upon physician's patient population
- Seventy-five percent of Hispanics and African Americans, when asked to join trial, say no
- Don't have significant database or pool of African Americans/Hispanics

- Our minority patients are referred by their own physician
- Patients of site doctors, emergency rooms, etc.
- Physician refers patients for consent and review of study
- Through others: (word of mouth)
- Patients are from our patient base
- When potential patients are flagged, a coordinator will approach them
- Lack effective contacts within this target population

**POST SEGMENT**

- Through networking with Stakeholders
- Creating flyers to post in recreation and community centers that are ethnically sensitive
- Utilizing our own minority workers to attend health fairs, community organization with
- Developing list of community leaders that researchers can access and translate trial information
- Sending representatives to minority faith-based events to make announcements
- Got ideas on offering community outreach meetings

- Has given me different thoughts about recruitment of minorities in different communities
- Most African Americans and Hispanics in the community have not been asked to participate in trials
- Most minorities believe that all clinical trials are drug/disease related, which is a misconception
- Hispanic/Latino community have concern regarding documentation due to naturalization
- We need to think of more effective ways to educate about consent forms
- Got ideas regarding use of Apps, Community and Nurse Navigators

**Comments**

- Getting close with local churches that are great resources for minorities could be a start
- Word of mouth can help boost trial trust and enrollment
- Health literacy is important first, before we can recruit for a trial for that disease for minorities
- We can rely more on Dr's and outreach from them to recruit patients to our center.
- We previously lacked effective contact within this target population, but now we have 12!
- There is a disparity between the number of minorities in our database and stats of minorities expected to
- We need to consider a Spanish speaking coordinator or community navigator to help our trials
- We need to better address health literacy of our minority community
- When potential minority patients are flagged, a coordinator will approach them to explain the study and
- We have a population of minority patients, but need to be aware of inclusion criteria
- County hospital systems, databases, university hospital and clinics to pre-screen patient medical records
- There is an untapped population of minorities who have never-participated in trials. Need to look at this

**The C.A.S.T. Clinical Research Participant CHALLENGE Pre-Post Surveys**

- What are your problems with recruiting African Americans and Hispanics
- Source of African Americans and Hispanic Patients for your trials?
- Better methods/tools to educate African American and Hispanic communities?
- Effectiveness of Stakeholder panel in changing your mind about minority recruitment?
Pre-Post Segment Surveys: The Truth

<table>
<thead>
<tr>
<th>Clinical Research Professional Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your PROBLEMS in recruiting African Americans and Hispanics</td>
</tr>
<tr>
<td>Have you previously pursued African American and Hispanic patients? If not Why do you think?</td>
</tr>
<tr>
<td>What did you learn from the Stakeholders about &quot;The Truth&quot; of recruiting minorities?</td>
</tr>
<tr>
<td>What roles do consent forms and protocols make in recruiting minorities?</td>
</tr>
</tbody>
</table>

COMMENTS

PRE SEGMENT

How to remove barriers for those willing but unable to participate
Ideas on how to seek opportunities to add more minorities
Ways to improve relationships within the African American and Hispanic communities
Ways to better network our office to the African American and Hispanic communities
How to reach more African American physicians to recommend trials
Meet leaders in our community interested in clinical research
Don't have significant database or pool of African Americans/Hispanics

Have not previously pursued minorities, office is too busy, not enough time
Good minority doctors don't stay in minority neighborhoods long enough to build relationships and
In past, we've only recruited from our clinics with high patient population of Blacks and Hispanics
Unsure how to approach because we are ill-informed about need for dedicated outreach by minorities
Shortage of Spanish speaking staff and documents
Have only learned how to recruit via physician referrals
Generally rely on patient population we serve that includes Health Systems' emergency rooms

POST SEGMENT

To Acknowledge difference in explaining trials to minority patients and tell the truth- they can
We MUST develop an outreach with specific demographics of our minority communities
Trust factor is KEY to reaching minorities. History has to be addressed to gain trust & potential
It's all about networking in the community and educating the population about our trials
We must go where they are and talk face-to-face to educate and gain the emotional connection
Need to help minorities understand about consent forms and protocols

The complexity as well as the language of most protocols confuse many minorities and frighten them off
There is a strong need for African Americans and Hispanics to understand about Consent Forms
Consent forms and materials in language (simple, translated) understood makes a difference
There is lot of misinformation and many are not asked to participate
Exclusions are usually heavily influenced by cultural understandings of clinical trials
Certain diseases are more prevalent in certain races making it possible to inculcate those more. Be aware!

Comments

History causes most of the mistrust held in the African American community
It's important that research staff understand the barriers of recruitment as well as retention
The ability to access patients from county hospital database for research studies is one step
Making sure the African American Churches and Hispanic groups have access and information to trials
We need to prioritize acquiring Spanish-speaking staff to help with outreach
Idea: Utilizing section-8 apartment complexes to distribute flyers and making church announcements
<table>
<thead>
<tr>
<th>Pre-Post Segment Surveys: The Solution</th>
<th>Clinical Research Professional Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why (specifically) have you been unable to recruit more African Americans into your trials?</td>
<td>15</td>
</tr>
<tr>
<td>Why (specifically) have you been unable to recruit Hispanics/Latinos into your trials?</td>
<td>15</td>
</tr>
<tr>
<td>What are your intentions to follow-up w/clinical education and recruitment within these communities?</td>
<td>45</td>
</tr>
<tr>
<td>What roles do consent forms and protocols make in recruiting minorities?</td>
<td>25</td>
</tr>
</tbody>
</table>

**COMMENTS**

**PRE SEGMENT**

We are not able to match the number of African Americans we expect to have the disease.
Most of us are unsure exactly how to approach African Americans outside of our facility.
Lack of resources to move effectively into the African American community (i.e. internal staff).
Usually there is little time to establish trusting relationships when recruiting for trials with timelines.
Outreach activities are not included in the budget for clinical recruitment, so it costs personal time.
Lack of clinicians asking African Americans to participate in trials. Could be due to many factors.
Easier to go through physicians than try to figure way into the African American community.

Lack of education in Hispanic/Latinos about clinical trials
Lack of trust, language barriers
Lack of certified translators, not enough time allotted to go over consent forms, and most CRP's in my
Consent forms in Spanish, and I do not speak Spanish.
Shortage of Spanish speaking staff and documents.
Lack of access to Oncologists outside of our organization who have Hispanic/Latino patients
Black doctors are reluctant re: patient access due to fear, blame of a bad experience in the trial.

**POST SEGMENT**

To better network, utilizing these Stakeholder we’ve met today for current and future trials.
We must develop an outreach with specific demographics of our minority communities.
Trust factor is KEY to reaching minorities. History has to be addressed to gain trust & potential.
It’s all about networking in the community and educating the population about our trials.
We must go where they are and talk face-to-face to educate and gain the emotional connection.
Need to help minorities understand about consent forms and protocols.

We are going to look into the smartphone app and other educational tools.
Part of my process will be to further educate myself and my staff about minority recruitment/cultural.
Work with IRB to recruit on English speaking patients.
Begin strategy to build relationships in the African American and Hispanic/Latino communities.
Create navigators with minority members of the research team for better community relationships.
We definitely NEED a more active outreach through participation in the community.

Comments:

I see the importance of taking trials to the grass-roots community to expand our database.
Would now be interested in being invited to speak to an African American or Hispanic group.
A community website might be something we’d explore working with these Stakeholders.
It’s easier than we thought, if we take one Stakeholder constituency at a time.
I’m open to utilizing resources and people that can spread education and treatment options.
I’m convinced that our trials need easier access and a way to keep the community up to date.
Having a mobile app to connect research clinicians with persons seeking information is a consideration.
We need to develop ways to facilitate outreach by using (ethnic) nurse navigators.
A minority members of our research team could enable a relationship with these communities.
It is critical to build long-lasting relationships, rather than being reactionary about trials.
The importance of the church in health education the African American community is indisputable.
African Americans in Clinical Trials

AACT II Series

Learn about NEW DRUG DISCOVERIES in Cancer, Alzheimer’s and Immunization

Guest Physicians with Trials

Donna Persaud, M.D.

Dr. Persaud is Chief of Pediatrics for Parkland Health & Hospital, Community Medicine Division. The community medicine division provides comprehensive care to the underserved in Dallas County. Dr. Persaud holds MBBS and BS Degrees from the University of the West Indies, School of Medicine. She completed her residency in pediatrics at the University of Miami in 1991, and ambulatory fellowship from UTMB Galveston in 1993. A children’s health advocate, Dr. Persaud was recognized by U.S. Customs for her assistance in helping to identify and prosecute child sexual predators. In 2008 and 2009, she was named by Parkland as “Provider of the Month,” “Provider of the Year,” and “Distinguished Physician.”

SPECIAL GUEST: Neeka Clark

Neeka Clark is the Director of The Potter’s House Golden Days Respite Care program. The Golden Days Caregivers Day Out provides a “day out” for caregivers and implements programs that promote cognitive stimulation, sensory perception and motor skills for their loved ones with Alzheimer’s or dementia and those affected by the aging process. Ms. Clark is responsible for the implementation, training and development of the program and volunteers. The program is an all-inclusive community resource that is open to the public, and which also provides references to government agencies that can also assist families. The Golden Days Respite Care program also does follow-up with families that have lost love ones that have been affected by Alzheimer’s or dementia.

The AACT I and II Lecture Series

“An African Americans in Clinical Trials” Lectures are designed to bring community leaders, doctors, church ministers and survivors together for an educational dialogue about diseases and health care disparities within our communities. The Series addresses diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries. The Educational Component provides information about diseases and treatment options available. The Site Component provides participants an opportunity to learn about clinical trials first-hand, and to query physicians on the pros and cons of participating in certain clinical trials.

Robyn Skrine, MD

Dr. Skrine is a board-certified surgeon specializing in breast care and surgery. After receiving her Doctor of Medicine, Dr. Skrine completed an internship in general surgery at Thomas Jefferson University Hospital. Dr. Skrine completed her sub-specialty training in breast surgery at Lehigh Valley Health Network in Allentown, Pennsylvania, under Dr. Mark Gittleman and continued to practice as a breast care specialist at the Lehigh Valley Women’s Cancer Center. In 2006, she became the medical director of The Breast Center, Hillcrest Baptist Medical Center in Waco. She is a member of the American Cancer Society, American College of Surgeons, American Society of Breast Surgeons and Association of Women Surgeons.

Noel O. Santini, MD

Dr. Santini is Medical Director and Chief of Adult Medicine for Community Medicine at Parkland Hospital. Dr. Santini received a Doctor of Medicine Degrees from the University of Puerto Rico in San Juan, Puerto Rico. He completed a residency in internal medicine at the University of Texas at Southwestern Medical Center. Dr. Santini has special interests in diabetes, preventive medicine, health disparities and primary care research.
African Americans in Clinical Trials

AACT I Lecture Series
What our community should know about Cancer, Alzheimer’s and Adult Immunization

Terre Q. McGlothlin, MD

Dr. McGlothlin is a surgical oncologist, specializing in breast diseases. She has practiced medicine in Dallas for more than 16 years. The St. Louis, Missouri native received her undergraduate degree from Drake University in Des Moines, Iowa, and went on to medical school at Meharry Medical College in Nashville, Tennessee. She completed her residency and internship in general surgery at the University of Louisville in Kentucky and then did a fellowship in Breast Surgical Oncology at Baylor University Medical Center in Dallas, Texas. She’s board certified in general surgery and is a member of the American College of Surgeons, American Society of Breast Surgeons and American Society of Breast Diseases.

Mary Quiceno, MD

Dr. Quiceno is Assistant Professor of Neurology & Neuro-therapeutics at the University of Texas Southwestern Medical School, and Director of the Cognitive Disorders & Memory Clinic at UTSW. Dr. Quiceno completed her Neurology training at UT Southwestern, followed by a fellowship in Neuro-behavior and Dementia. She is Board Certified in Neurology by the American Board of Psychiatry and Neurology. Dr. Quiceno is leader of the Education & Information Core of the Alzheimer’s Disease Center at UTSW where she is active in clinical research. She is a board member of the Greater Dallas Chapter of the Alzheimer Association

Ed and Pat Sanders, Founders 50 Hoops/NPRF Project

Ed and Pat started 50 hoops over 17 years ago and today 50 Hoops remains the only national Prostate Cancer Basketball Tournament in the United States. The National Physician and Family Referral (NPRF) Project branches out into wider patient education components, including Lecture Series, Field Research and Focus Groups, Medical Education programs related to better recruitment of minorities into clinical trials. 50 Hoops’ programs have traveled to more than 3 dozen cities and claims a nearly dozen coalition, over 102 networks and entities within it’s network. They have worked with some of the most prominent physicians in the country in their quest to educate communities about diseases, treatment options and trials.

Program
AACT I, II Dinner Lecture Series

6:00- Welcome: Ed and Pat Sanders, 50 Hoops
Program Overview

Invocation, PRAYER – Rev Donald R. Parish, Sr.
Senior Pastor, True Lee Missionary Baptist Church

6:15 Dinner Service Begins
Panel, Physicians, Guests and moderator served first

6:25 – 6:30 Pat Sanders Program Overview
Introduction of ALL Panels (10min) PRESENTATION OF PLAQUES/PICTURES/Panels

AACT I Panel

6:30 – 6:40: Dr. Robin Skrine

6:40 – 6:50: Dr. Noel Santini

6:50-7:00: Dr. Terre McGlothlin

7:00 – 7:10: Dr. Mary Quiceno

7:10-7:20: Audience Q&A, Panel Wrap-Up

AACT II- Clinical Trials Presentation

Why is African American participation in clinical trials important to new drug discoveries in Cancer?

7:20-7:25: Dr. Mary Quiceno - Alzheimer’s Trials

7:25-7:35: Special Community Guest! Neeka Clark - Potter’s House: Golden Days

7:35 – 7:40 – Dr. Donna Persaud-Immunization Trials

7:40 – 8:00: OPEN FORUM: Q&A Cancer, Alzheimer’s, Immunization Clinical Trials Discussion
(Surveys COLLECTED for PRIZE tickets in background)

Treatment Options, Clinical Trials: Myths, Facts and Fiction. Let’s talk about it-
What these trials mean?

8:00 – 8:10: DRAWINGS for Prizes (Tickets with completed Surveys)

ADJOURN

50 Hoops extends a special thanks to: Oak Cliff Bible Fellowship, their staff, volunteers and departments that helped to bring this program together. Also a thanks to Parkland Hospital, UT Southwestern Medical Center, Terry Wilson-Gray, Ron Session and our Caribbean chefs A&J Catering (Andy and Jazz) and their team for the beautiful buffet meal. Also thanks to our Stakeholders.

Please see Site Doctors to schedule time to talk in private about the trials

PLEASE VISIT THE “TESTIMONIAL VIDEO STATION”
JOIN US AND LEARN ABOUT:

- Health care disparities within the African American communities.
- Diseases and health issues that critically affect those 40+.
- Prostate, Breast, Lung and Multiple Myeloma Cancer in the African American community.
- Clinical trials and local resources for patient and their families.

TO REGISTER: Call 713-436-2211
**Please RSVP by September 26th**

Physician Panel:
Erin Wickliff, PA, Houston Methodist
Dr. Alan Rodney, Texas Oncology

First 25 people to register will be eligible for a $25 gift card at the end of the event.

Sponsored by:
Supported in part by a grant from:

November 11, 2014

Patricia Sanders, Director
50 Hoops/NPFR (National Physician and Family Referral) Project
14902 Preston Road, #404-744
Dallas, TX 75254

Dear Mrs. Sanders,

Thank you for the opportunity for The Leukemia & Lymphoma Society to partner with you on the African Americans in Clinical Trials Lecture at Crossroads Community Church in Pearland, Texas. I thought the program successfully engaged and increased the importance of clinical research for individuals from Crossroads Church. Please keep us in mind with future community projects that will continue the cancer education growth in the Houston community.

Sincerely,

Erika Pomares, LMSW
Senior Patient Access Manager
The Leukemia & Lymphoma Society
5433 Westheimer #300
Houston, TX 77056
713-680-8088 ext. 1675
Bay Area Black Expo, LLC - Sponsors

Special Thanks to the 2012 Bay Area Black Expo(s)

Title Sponsor

Wells Fargo HOME MORTGAGE
2013 EXPO

Charleston Black Expo
Charleston, SC - Charleston Area Convention Center
March 9, 2013

Columbia Black Expo
Columbia, SC - Colonial Life Arena
May 18, 2013

Upstate Black Expo
Greenville, SC - TD Convention Center
June 15, 2013

Florida Black Expo
Jacksonville, FL - Prime F. Osborne III Convention Center
October 5, 2013

STRENGTHENING BUSINESSES, INSPIRING YOUTH, BUILDING BETTER LIVES!

LUNCH & LEARN

Speaker Series
AACT I, II features a panel of African American and nonminority physicians in an open community discussion of Cancer and other diseases. AACT I is designed to educate about the disease itself, symptoms, risks, treatment options, etc. AACT II presents the second panel of clinicians discussing related trials. Intensive Q&A follows both Acts from the audience about the clinical trials, consent, HIPPA laws, inclusions-exclusions, and risks.

It is during AACT II that community leaders (Advisory Team) are designated as Navigators to work with specific physicians and clinical researchers and to keep in touch with panels to create opportunities for further discussions.

AACT I, II for several years has become the precursor to the C.A.S.T. (Community Advocacy Site Training) and Community Advocacy MATCHMAKING (CAM), that ultimately unites both patient/stakeholders and the medical/clinical communities.

A wide range of diseases, critical to African Americans, will be discussed due to the need to increase usable trials in the community. Diseases include those rarely presented in the African American communities: Oncology, Cardiology Immunology and Neurology topics.

Each AACT city will offer up to four disease topics. The Clinical Trials for the related diseases are included in AACT II. Each city may be different and disease topics will reflect sponsors’ disease priorities.
AACT I, II Lectures Tampa, Charleston, Richmond
African Americans in Clinical Trials: Washington, D.C.
AACT I, II Lectures Washington, D.C.
CAM (Community Advocacy MATCHMAKING)
Leadership Luncheon Workshop

Grant Partner
Designed as LOCAL community program

CAM (Community Advocacy MATCHMAKING) Workshop Series for Clinical Research Professionals (CRPs) is a patient-centered medical education initiative that addresses real-time and deliberate Challenges, Truths and Solutions to enrolling African Americans and Hispanics into clinical trials. The 3-Part Training presents "Practical" and usable knowledge for Clinical Professionals. Pre and Post surveys gauge the effectiveness of both the types of constituencies, social community, where are the advantages, disadvantages of CAM and what ideas are generated by sites and stakeholders that impact better relationships with the community. In the end Stakeholders are MATCHED with Clinical professionals.

A Stakeholder Panel consists of community leaders, stakeholders, patients, health ministries from mega churches, and health organization leaders with constituencies who have influence in their communities. The CAM Panel members are all passionate about teaching their community how to live better by being EDUCATED about their health and diseases that critically affect them. They come from all across the city’s African American and Latino Communities, and include community Stakeholders, Patients, Minority health ministry leaders from Small and Mega Churches, Community thought leaders, Minority Business Executives and minority health professionals who are active in their communities.

Learn More about CAM: http://www.afpfpject.org/newsite/CAM/

VIDEO WEB SITES: (1) http://bit.ly/1H6P3PF
(2) http://wuafnews.wuaf.usf.edu/post/working-together-increase-minority-enrollment-clinical-trials

Pictures by Eric Youngshans, USF Health Communications & Marketing

Excerpts from 50 Hoops’ 2015 Annual Report
MATCHMAKING Workshop
50 Hoops™, NPFR Project and
The C.A.S.T.
(Community Advocacy Site Training)
PRESENT

CAM Luncheon Workshop
A Non-Accredited CME Program

What is the CAM Luncheon or Dinner Workshop?
Community Advocacy MATCHMAKING (CAM) is a non-CME Medical Education/MATCHMAKING Workshop for clinical research professionals (CRPs)

Who Should ATTEND?
Medical Doctors, Clinical Nurses, PhD, researchers, Principal Investigators, Clinical Coordinators, Clinical Associates, trial nurses, clinical trials staff, advanced degree students working in clinical research/trials as well as trial administrative personnel.

Community Advocacy MATCHMAKING Luncheon Workshop
A Non Accredited CME Program
Medical Education Program

10am-2pm or 4pm-8pm
Minority Community Stakeholders talk candidly to CRPs about HOW, realistically, to reach THEM...RIGHT NOW with important Clinical Trials
Stakeholder Panels

African American and Hispanic Community Stakeholder Panel discuss their unique constituencies and HOW to reach them.

There are three phases to understanding how to recruit African Americans and Hispanic/Latinos into clinical trials: Understanding (1) The Challenge IN YOUR OWN COMMUNITY, in recruiting NOW. Facing (2) The Truth about why more minorities are not in your trials and (3) Looking at what THEY see as a SOLUTION to better, more expanded minority recruitment through utilizing their own.

COMMUNITY ADVOCACY RECRUITMENT MODEL

Local Stakeholders and Community Leaders

Local Minority Stakeholders for the CAM Workshop come from many areas of the community. From Civic and Business, Social and Faith-Based, to Community Advocates, Academic Leaders, Ministers and the man or woman on the street. These are all “experts.” And, each is highly knowledgeable about their constituencies—the people THEY associate with, and how they feel about clinical trials. They understand that each African American or Hispanic/Latino Stakeholder constituency may require a different approach or different motivation to participate in clinical trials. The Stakeholders are guided to utilize a Community Advocacy Recruitment (CAR) Model.

This Event is produced by 50 Hoops™

50 Hoops is a 17-year-old national non-profit patient education organization. The National Physician and Family Referral (NPFR) Project partners to produce patient and medical education workshops, lecture series, conferences and programs to expand the education of African American and minority communities in the U.S.

Clinical Professionals

MATCHMAKING MINORITY COMMUNITY with TRIALS

Pre-registered medical participants will have access to the program, overview training materials. They will also have an opportunity to put information about their clinical trials in the MATCHMAKING program Directory of Stakeholders. Deadline for contact/trial info is April 3.

Increase Minority Participation in Trials NOW!

At the end of the Luncheon, you’ll have an opportunity to present your clinical trial to the Stakeholders and community leaders participating. You should be prepared for many questions about dangers, benefits and uniqueness of your trial. Minority participation and retention in clinical trials depend upon a clear understanding about both the disease and the trial treatment discussed.

CAM Media

Learn More about CAM:
http://www.ncrproject.org/_newsite/CAM/
V/DEO WEB SITES: (1) http://bit.ly/1H6PQPF
(2) http://wusnews.wusf.usf.edu/post/working-together-increase-minority-enrollment-clinical-trials

CRP Certificate of Completion

CRPs attending will receive a (generic) Certificate of Completion, Luncheon Workshop Program and Directory of Stakeholder Panel.

This event is Partnered with local Cancer Centers