

### **Clinical Trials & Services**

The relatively low participation of African Americans in clinical trials has raised concerns about the appropriateness of generalizing study results to across populations and whether participation rates contribute to health disparities.

The Clinical Research Center (CRC) at Morehouse School of Medicine (MSM) is the ideal partner to increase African American participation rates in clinical trials. The MSM CRC is accredited by JCAHO to conduct clinical trials requiring overnight studies, for up to 14 consecutive days. The CRC's clinical trials unit and clinical coordinating center provide clinical research management, biostatistical support, and regulatory assistance for translational research studies, thus assuring the highest standards for quality of science, statistical rigor, ethical evaluation, robust design, participant safety, implementation, analysis, and reporting. The CRC's staff consists of senior expert members in biostatistics and epidemiology that have 80 years of combined statistical and epidemiologic experience and have authored > 200 peer-reviewed articles. The CRC has supported projects including: drug trials, genetics, epidemiologic, community intervention, and sleep studies.

### **Medical Education Services**

Despite significant efforts in recent years to address health disparities, the gap between how certain populations are impacted by and treated for certain disease remains wide. This gap is likely to greatly increase because of the changing demographics of the US – by 2050; racial and ethnic minority populations will compose 50% of the US population.

Morehouse School of Medicine (MSM), which was recently ranked the top medical school in the US for social mission, is a world leader in tackling health care disparities and closing the outcome gap between majority and minority populations. Through its renowned research and clinical efforts, MSM knows how to reach underserved communities – and especially African-American communities – and bring them into the healthcare system so that they have access to and receive necessary preventive care and treatment.

MSM is looking to partner with established medical communication companies, the biotechnology /pharmaceutical industry, payers or employers to create a medical education solutions that will have a meaningful impact on reducing health disparities in cities and rural areas. With MSM's expertise and the right partner, a great deal can be accomplished in making sure the health care needs of minority populations are met throughout the country.

### **Small Group Invention Colorectal Cancer Program**

CRC screening prevented about half of new cases and deaths between 2003-2007. Percentage of adults screened for CRC increased by 13% from 2002 to 2010, but this could be improved. The direct medical cost of CRC was \$14 billion in 2010. CRC incidence rates for African-Americans are higher (~20%) than they are for any other racial or ethnic group. Indeed, CRC is the second leading cause of cancer related death in the US and African-Americans are nearly 50% more likely to die from CRC than the next highest group. Despite these alarming trends, African-Americans are less likely than whites to undergo CRC screening.

MSM has developed a Small Group Intervention Program that has proven to be the most effective way to engage African-American communities to promote and ensure CRC screening and treatment. MSM's program, which was developed from a five-year CDC funded trial, has the potential to double the CRC screening rate. Deployed among target populations, MSM's Small Group Intervention Program dramatically reduce CRC deaths and improve outcomes.

MSM is looking for partners to expand the reach and impact of this Small Group Intervention Program for CRC.

Clients/Target Audience: Companies with programs in colorectal cancer therapies, screening advocacy, and/or outreach.

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