



# The Economic Advantage of Engaging Black Communities in Cancer Research and Clinical Trials

In today's healthcare landscape, the economic benefits of engaging Black communities in clinical research significantly outweigh any political resistance to inclusive policies. This presentation explores how inclusion enhances research quality, improves health outcomes, and ultimately reduces healthcare costs across the pharmaceutical industry and broader economy.

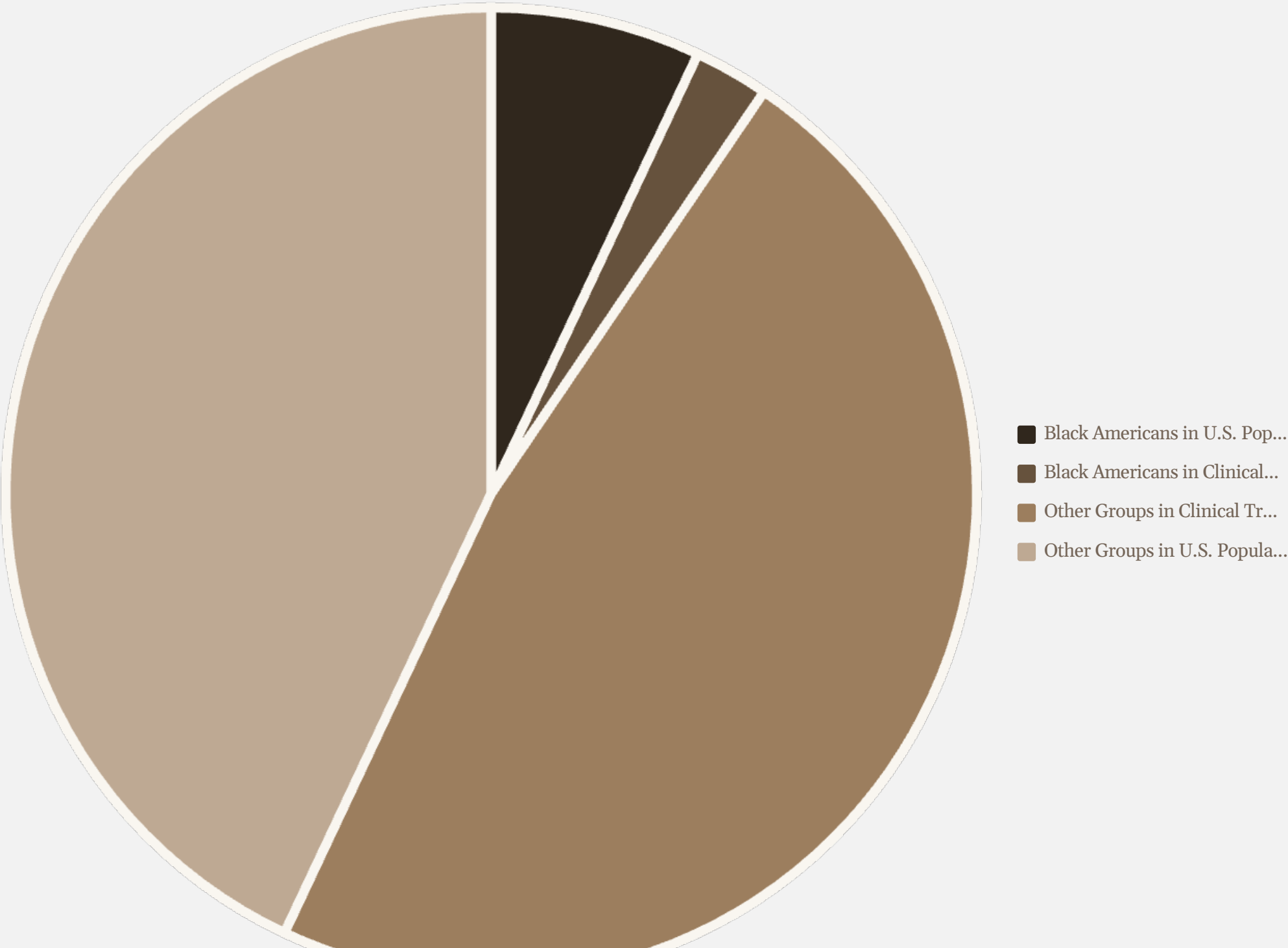
We'll examine the current disparities in clinical trial participation, analyze the financial impact of inclusion, and provide practical strategies for researchers and companies to foster greater engagement with Black communities in cancer research.

**No Disclosures**



BLACK CANCER  
COLLABORATIVE

# The Representation Gap in Clinical Trials



# The Financial Value of Inclusive Clinical Trials

**\$500M**

**Potential Savings**

Per drug when diverse trials accelerate  
approvals

**12**

**Months Faster**

To market with representative trial  
populations

**\$60B**

**Annual Costs**

From avoidable healthcare disparities

Diverse clinical trials can accelerate drug approvals by 6–12 months, saving pharmaceutical companies between \$300 million and \$500 million per drug in development costs. These accelerated timelines translate directly to faster returns on investment and extended patent protection periods.

Beyond development savings, inclusive trials reduce post-market complications, avoid costly withdrawals, and expand market reach through demonstrated efficacy across populations.



# The True Cost of Underrepresentation

## Lost Revenue Opportunities

When drugs fail to demonstrate efficacy in Black populations post-market, companies lose significant market share and face challenges with insurance coverage and formulary inclusion.

## Avoidable Hospitalizations

Medications that haven't been properly tested across populations lead to adverse events and treatment failures, resulting in billions in preventable healthcare costs.

## Regulatory Penalties

Increasing regulatory pressure for diverse trials means companies with poor representation face delays, additional studies, and potential fines that impact bottom lines.

The pharmaceutical industry bears significant financial burden when clinical trials lack diversity. Beyond ethical concerns, this exclusion translates to concrete business losses through narrower market potential, costly post-approval studies, and diminished competitive advantage.

# Historical Context and Trust Building



## Tuskegee Study (1932-1972)

Unethical study left syphilis untreated in Black men, creating lasting medical mistrust



## Henrietta Lacks (1951)

Cells harvested without consent became foundation for medical advances



## Current Disparities (Present)

Structural barriers and historical memory continue to limit participation

Historical events like the Tuskegee Study and the case of Henrietta Lacks created deep-seated mistrust of medical research within Black communities. This legacy persists today, significantly impacting willingness to participate in clinical trials.

Acknowledging this history is the first step toward rebuilding trust. Companies that invest in addressing this mistrust create opportunities to expand their research reach and develop more effective treatments.



# Structural Barriers to Participation



## Transportation Limitations

Lack of reliable transportation to research sites limits access for many potential participants



## Financial Constraints

Time off work, childcare needs, and other costs create prohibitive barriers



## Schedule Inflexibility

Rigid appointment times conflict with work and family responsibilities



## Awareness Gaps

Limited outreach in Black communities means many never learn about relevant trials

These structural barriers contribute to \$30B–\$60B in avoidable healthcare costs annually. When patients cannot access appropriate clinical trials, they often receive suboptimal care, leading to poorer outcomes and higher downstream medical expenses.

Companies that address these barriers not only improve trial diversity but also help reduce the enormous economic burden of health disparities.



# Building Trust Through Local Partnerships



Pharmaceutical companies that invest in partnerships with Black-led organizations create authentic pathways to rebuild trust. Community health workers who represent the populations being studied serve as crucial bridges between researchers and potential participants.

These partnerships deliver measurable ROI through higher recruitment rates, better retention, and enhanced community goodwill. Companies implementing these approaches report up to 200% improvements in diverse participant recruitment, directly translating to faster completion times and lower costs.

# Culturally Competent Engagement Strategies



## Community-Based Events

Health fairs and educational programs in Black neighborhoods create direct engagement opportunities while building familiarity with research concepts. These events show commitment to community well-being beyond data collection.



## Faith-Based Outreach

Partnerships with churches and religious organizations leverage existing community trust. Faith leaders can serve as influential advocates when they understand the benefits of research participation for their congregations.



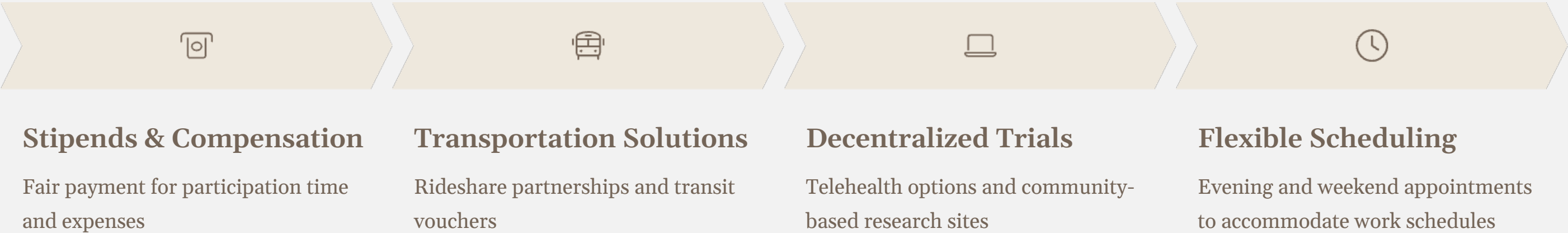
## Diverse Research Teams

Increasing the representation of Black investigators and research staff significantly improves recruitment and retention rates. Participants report higher comfort levels and better communication with culturally similar research teams.

Companies that invest in culturally competent engagement strategies see participation rates increase by up to 300%. These approaches build sustainable research relationships that extend beyond individual trials, creating lasting research partnerships.



# Removing Practical Barriers to Participation



Practical barriers keep qualified Black participants from joining clinical trials even when interest exists. Companies that address these barriers through concrete solutions like transportation assistance and flexible scheduling report participation increases of 40-60%.

The investment in these accommodations is minimal compared to the accelerated enrollment timelines they enable. Each month saved in trial duration can represent millions in development costs and future revenue.



# Leveraging Data & Economic Arguments



## Real-World Evidence

Using post-market data to demonstrate economic impact of under representation



## Policy Advocacy

Supporting inclusive research requirements and incentives



## Financial Transparency

Clear reporting on diversity investment and returns

Researchers and pharmaceutical companies that collect and leverage economic data on inclusive trials create compelling business cases for investment. By quantifying both the costs of exclusion and the returns on diversity initiatives, organizations can shift the conversation from obligation to opportunity.

This data-driven approach helps secure internal resources and build external support from investors and policymakers, creating a virtuous cycle of increased investment in inclusive research practices.

# Envisioning Core Business Strategies

1. Clinical Trial Design and Execution
2. Product Development and Innovation
3. Workforce and Leadership Development
4. Marketing Strategy and Community Engagement
5. Metrics, Measurement & Accountability

# Call to Action: Equity is Profitable and Essential

## For Researchers & Companies:

- Audit current trial demographics and set concrete improvement targets
- Allocate specific budget for diversity initiatives with clear ROI metrics
- Partner with Black-led organizations to build authentic relationships
- Implement practical solutions to remove participation barriers

## For Policymakers & Advocates:

- Emphasize economic arguments alongside ethical imperatives
- Support tax incentives and research grants for inclusive trials
- Require diversity plans for all publicly funded research
- Advocate for insurance coverage of clinical trial participation

While some may resist inclusive practices as "woke" policies, the economic data is clear: Black inclusion in clinical research reduces healthcare costs, improves drug efficacy, and boosts innovation. The companies that recognize this reality will gain significant competitive advantages.

The path forward requires commitment from all stakeholders—researchers, companies, policymakers, and communities—to transform clinical research from an historically exclusive practice to an economically advantageous inclusive one.

**THANK YOU!**