



Late Stage MSS-CRC Trial Finder  
A Curated List Powered by Patients  
TrialFinder.FightCRC.org

# Utilization and reach of the Fight Colorectal Cancer Late Stage MSS CRC Clinical Trial Finder

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[Trialfinder.fightcrc.org](http://Trialfinder.fightcrc.org)



## BACKGROUND

Colorectal cancer (CRC) is the 2nd leading cause of cancer-related deaths among U.S. men and women. (1)

Research has shown promise in the treatment of microsatellite instable (MSI-H) metastatic colorectal cancer (mCRC), however immunotherapy treatment options have not been as favorable in microsatellite stable (MSS) CRC, which makes up approximately 85-90% of colorectal cancer cases. (2)

Due to numerous barriers, enrollment in clinical trials has been reported as low as 8% of eligible populations, despite the fact that many late stage MSS mCRC survivors rely on clinical trials for treatment.

One of the greatest barriers for patients to enroll in trials is the lack of meaningful patient-facing clinical trial matching tools for MSS mCRC patients, which can make advancements in MSS mCRC immunotherapy clinical research extremely slow.

The goal of this analysis was to determine the utilization and reach of the Fight CRC Late Stage MSS CRC Clinical Trial Finder.

## METHODS

Based on the apparent need for high impact clinical trials for patients with MSS tumors, specifically immunotherapy approaches, Dr. Tom Marsilje, a stage IV mCRC patient and researcher, initially curated clinical trials from the patients perspective into an Excel spreadsheet for mCRC patients to access online.

Recognizing the need to develop Dr. Tom's spreadsheet and make it accessible to all MSS CRC patients, Fight Colorectal Cancer (Fight CRC) partnered with Dr. Tom and the health technology company Flatiron Health to launch the web-based version of the Trial Finder in May 2017.

Since then, the Trial Finder has become a publicly available immunotherapy-based repository of clinical trials. A specific algorithm automatically codes for a subset of trials related to colorectal cancer to pull from ClinicalTrials.gov, which are then uploaded into the tool.

A group of eight well-trained Fight CRC research advocates follow a strategic logic flow which was originally developed by Dr. Tom. Each week, research advocates curate a list of trials into the tool and add helpful links with the latest research. The logic flow is updated as research progresses and aims to prioritize trials that are considered the highest potential benefit and lowest chance of failure for patients.

Utilizing the Google Analytics platform, usability and demographic information were compiled and analyzed to demonstrate utilization and reach of the Trial Finder.

## RESULTS

### USERS and USABILITY

Between May 2017 and January 2019:

- Over 15,000 people used the Trial Finder, resulting in over 26,000 clinical trial searches.
- 16.8% of visitors were returning visitors, and 83.2% were new visitors.
- Users navigated to 2.5 pages and spent >2.5 minutes per session on average.
- 50% of users are accessing the trial finder through a tablet or mobile device
- Utilization of the tool is being led by clinician driven discussions and in online discussion groups

### DEMOGRAPHICS

The majority of users (73.2%) are located in the United States, followed by China (3.8%) and the United Kingdom (3.7%) (Fig.1). Approximately 60% of users are female, and 40% are male\*.

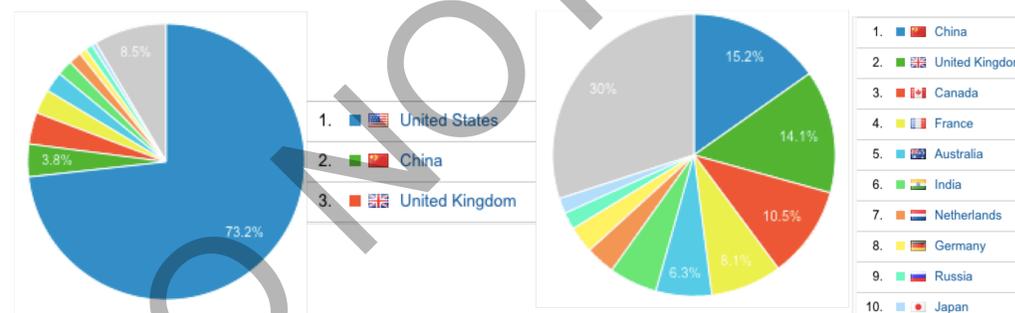


Fig 1. Top 3 countries utilizing the Trial Finder

Fig 2. Excluding the US: The top 10 countries utilizing the Trial Finder (gray represents all other countries)

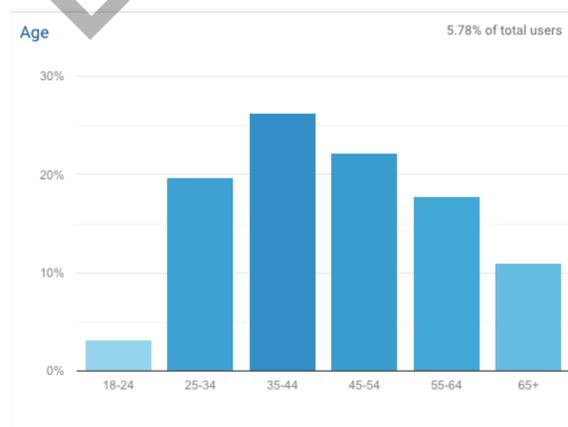


Fig 3. Age distribution of Trial Finder users\*

\*Data are partially limited by the functionality of Google Analytics, which was utilized to synthesize the findings. Age and gender distribution only represents 5.78% of users. Further evaluation of the Trial Finder is needed to more comprehensively understand the demographics of users and additional factors that represent the ability of the tool to decrease barriers to clinical trial enrollment.



Fig 4. Members of the Fight CRC curation team

## CONCLUSIONS

The Trial Finder is a unique tool for MSS mCRC patients interested in pursuing clinical trials. The proven success of the tool may be attributed to the patient focused selection of therapies that show promise for late stage MSS CRC patients. Not only is the Fight CRC Late Stage MSS CRC Clinical Trial Finder being widely utilized as demonstrated by evaluation numbers, but it is being used across the globe and in the clinical setting and in online patient forums.

The goal of the Trial Finder is to address key barriers patients face when attempting to enroll in an appropriate clinical trial and to promote patient-provider discussions to inform shared- decision making. Based on the utilization and reach, it is apparent that this tool is integral to reducing those barriers and increasing clinical trial enrollment for late-stage MSS CRC survivors.

## FUTURE IMPLICATIONS & NEXT STEPS

The Fight CRC Trial Finder has implications that will continue to affect colorectal cancer survivors, caregivers, and providers.

Working with the Fight CRC Medical Advisory Board and the Fight CRC Immunotherapy Working Group, our team intends to grow the search features and tracking of outcomes for visitors using the Trial Finder based on real-time user experience and feedback. Future research will also aim to better understand the unique settings in which the Trial Finder is being utilized.

We hear from patients the need to expand the Trial Finder and will continue to explore the possibilities to develop the ability of trial searching and matching for providers, patients, and their caregivers.

As an advocacy organization dedicated to improving care and access for all those affected by CRC, this tool will help in the development of meaningful resources for our community.

We intend to disseminate our findings in the literature, in addition to promoting the trial finder as a tool in other relevant publications.

### References

- 1) Bittoni A, Sotte V, Meletani T, Cantini L, Giampieri R, Berardi R. Immunotherapy in colorectal cancer treatment: actual landscape and future perspectives. *J Cancer Metastasis Treat.* 2018;4(55). doi:10.20517/2394-4722.2018.37.
- 2) *J Clin Oncol.* 2010 | 10;28(20):3380-7. doi: 10.1200/JCO.2009.27.0652. Epub 2010 Jun 1.

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