

Applying Patient Engagement Principles

BEHAVIORAL NUDGES

Behavioral nudges, such as reminders or incentives, can encourage patient participation and adherence to clinical trial protocols (Chen et al., 2019). For example, providing patients with personalized reminders or incentives for completing study tasks may improve engagement and adherence.

USING PEER INFLUENCE

Social influence can be used to encourage patient engagement in clinical trials. For example, highlighting the number of participants already enrolled in the study or using peer-to-peer support groups may encourage patient participation (Rutherford et al., 2018).

ADDRESSING PATIENT CONCERNS IN STUDY DESIGN

Understanding patient concerns and preferences can help researchers design clinical trial protocols that are more acceptable and engaging for patients (Miller et al., 2018). For example, patients may be more likely to participate in trials that offer more flexible scheduling or compensation for travel expenses.

USING PATIENT-CENTERED COMMUNICATION

Using patient-centered communication strategies, such as motivational interviewing or shared decision-making, can improve patient engagement and participation in clinical trials (Elwyn et al., 2012).

SIMPLIFYING INFORMED CONSENT DOCUMENTS

Informed consent documents can be lengthy and complex, which may deter patients from participating in clinical trials. Simplifying these documents and making them easier to understand can improve patient comprehension and engagement (Joffe et al., 2001).