

## BACKGROUND

In the current environment of rapid therapeutic progress and recent drug approvals, maintaining up to date knowledge of current recruiting trials will ensure melanoma clinical trials remain an accessible treatment option for patients and referrers.

## AIMS

- To develop a smart phone application (app) to facilitate patient cross-referral to clinical trials at Melanoma Institute Australia.
- To examine:
  - User uptake
  - Cross referral figures
  - Clinical trial recruitment

## METHODS

Modification of an existing clinical trial app platform (developed by Haematology Clinical Research Network) to meet melanoma specifications and enhance user functionality:

- Free and simple to use
- Comprehensive list of all active trials
- Filtered searches by disease stage and mutation
- Access to inclusion and exclusion criteria
- Direct link to clinicaltrials.gov and ANZ Clinical Trials Registry
- Up to date and real time information managed locally by the trial unit manager

## RESULTS

**ClinTrial Refer Melanoma launched on 22 Dec 2014.**

User metrics using Google Analytics as of 22 May 2016:

- 4,409 users
- 7,957 sessions
- Each session last an average of 37 seconds
- 38% users in Australia
- 62% users elsewhere (20% USA)
- Usage peak in May 2015

Available on:



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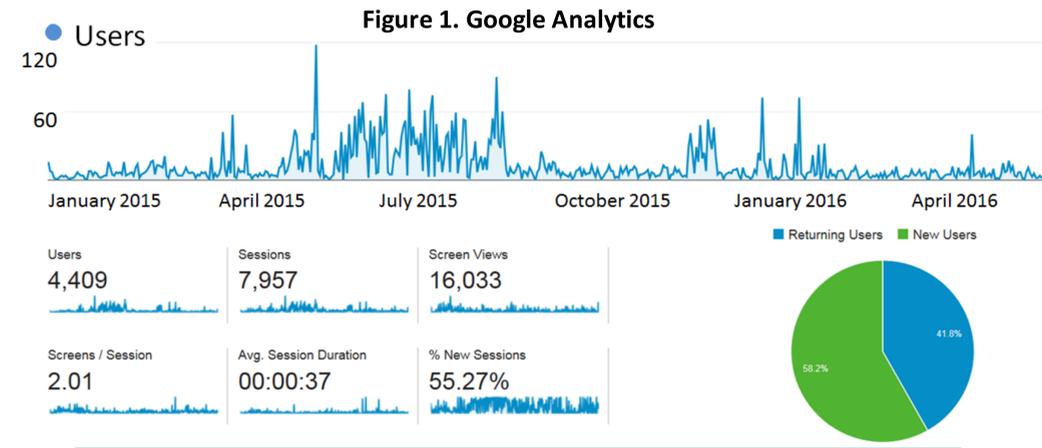


Figure 2. ClinTrial Refer Melanoma

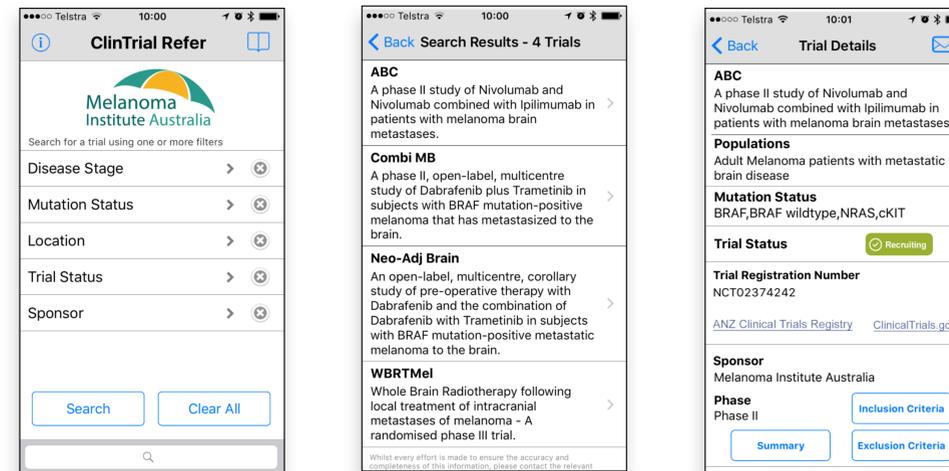
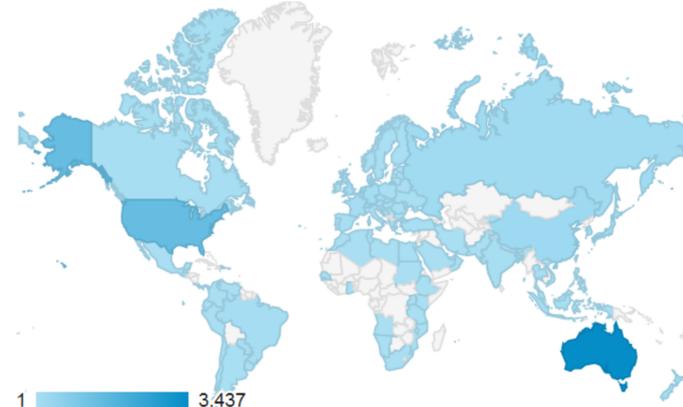


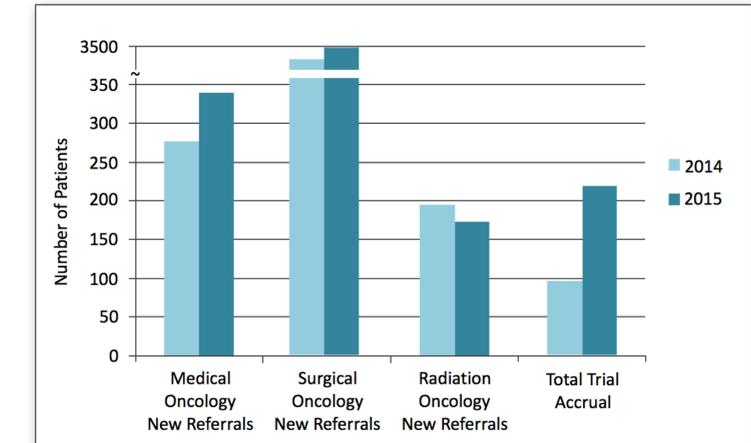
Figure 3. Global Usage



## RESULTS cont.

Cross-site referrals, comparing 2014 to 2015:

- 23% increase in medical oncology new patient referrals
- 127% increase in clinical trial participation



Staffing, comparing 2014 to 2015:

- 2.0 full time equivalent increase in clinical trial coordinators

## CONCLUSIONS

- ClinTrial Refer Melanoma* is a powerful real-time instrument for enhancing awareness of open clinical trials.
- User uptake and demographics is varied and associated with increased cross-referral and trial participation rates.
- Increase in participation rates is also associated with an increase in the number of trials at MIA.
- Findings support the use of app technology for all solid tumours.

## AFFILIATIONS

- Melanoma Institute Australia, Sydney, Australia
- The University of Sydney, Sydney, Australia.
- Royal North Shore and Mater Hospitals, Sydney, Australia
- Crown Princess Mary Cancer Centre Westmead, Sydney, Australia
- Central West Cancer Services, Orange, Australia
- Royal Prince Alfred Hospital, Sydney, Australia
- St George Hospital, Sydney, Australia

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