

Recruitment Strategies and Impact in a Cancer Clinical Trial

TAPUR Study

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American Society of Clinical Oncology (ASCO)

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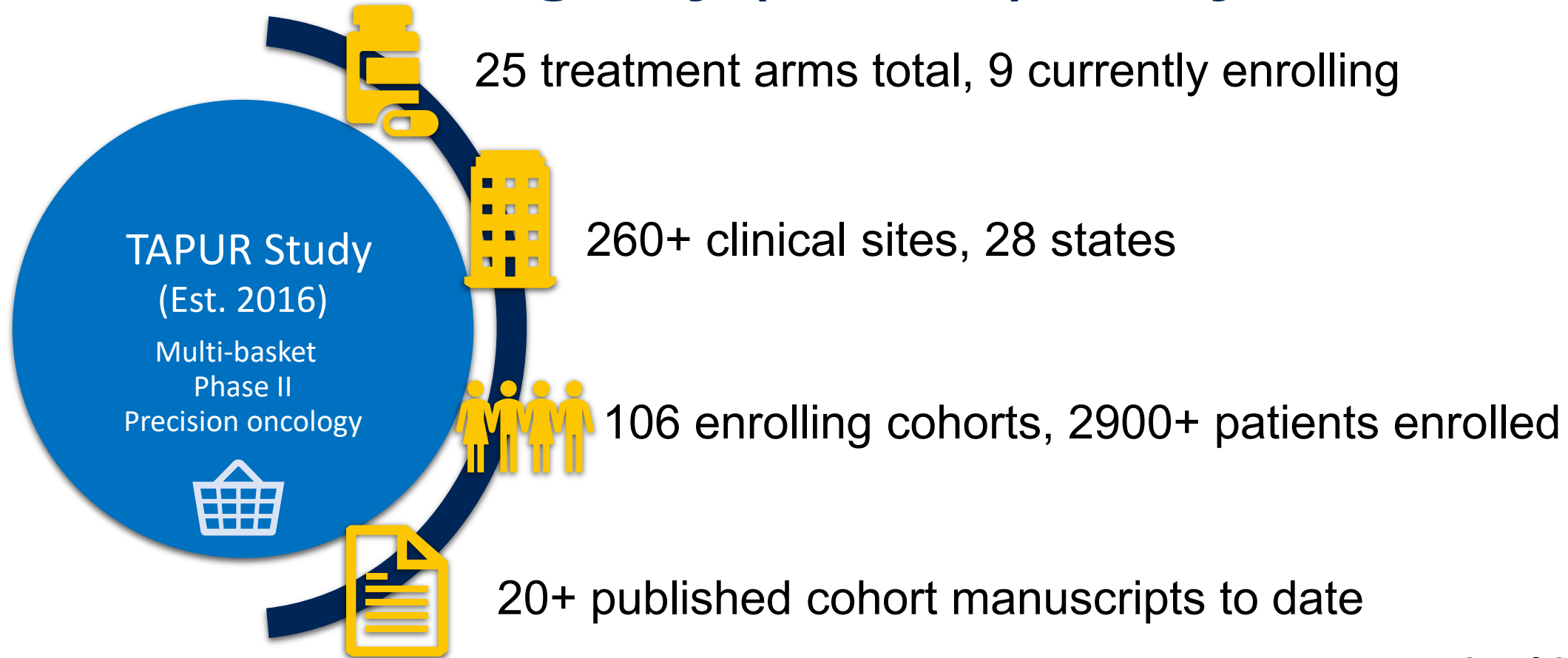
Disclosures and Disclaimers

- We are employees of the American Society of Clinical Oncology (ASCO).
 - ASCO receives funding from the following pharmaceutical companies to support the TAPUR Study: AstraZeneca, Bayer, Boehringer Ingelheim, Bristol Myers Squibb, Eli Lilly and Co., Genentech, Merck, Pfizer, Seagen, a wholly owned subsidiary of Pfizer Inc, and Taiho Oncology.
- All opinions expressed here are our own and not necessarily those of ASCO.

Objective

- The aim of this presentation is to describe:
 - The utilization of targeted and educational outreach to the oncology community to recruit participants in a large, pragmatic multi-basket study;
 - The benefits of collaborating with patient advocates and patient advocacy organizations to engage their established patient networks

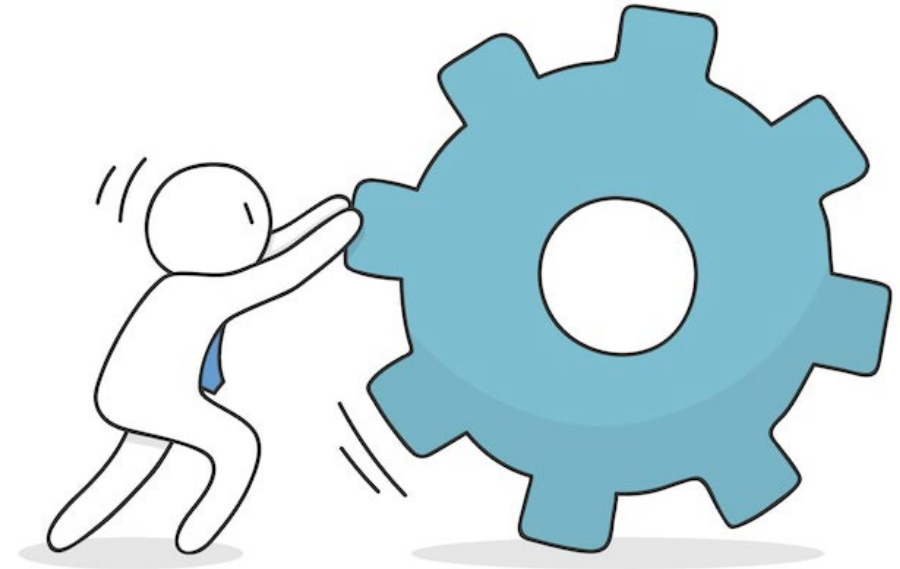
Overview of the Targeted Agent and Profiling Utilization Registry (TAPUR) Study



As of April 2025

Challenges in Recruitment

- Awareness of genomic testing
- Lesser known, rare targets
- Dynamic cohorts that open, close, and suspend as participants are enrolled
- Clinical site education and awareness of open cohorts, cohort statuses, cohort report trainings
- Clinical site staff turnover



Recruitment Initiatives

- Engaged 9 patient advocacy organizations depending on targeted cohorts
- Social Media
 - X(Twitter), Facebook, Instagram, LinkedIn
 - ASCO's, patient advocacy organizations'
 - Posts around ASCO Annual Meeting '23 and '24
- Website features
 - Newsletters, blog posts, clinical trial search engines
 - Web advertisements
- Physical brochures
 - Printed and shipped to an advocacy organization for distribution during end of year events

Amanda Koehler · Jul 25, 2023 · 2 min read

ROS1 fusions, ROS1+ cancer, and entrectinib

ROS1 fusions occur when a portion of the [ROS1 gene](#) is swapped (or fused) with a portion of another gene. The [fusion gene](#) then produces an abnormal ROS1 protein that makes the cell behave like cancer. Tumors that are driven by ROS1 fusions are called [ROS1-positive or ROS1+](#) cancer. It occurs in 1% to 2% of non-small cell lung cancers as well as many other solid tumors.

Amplifications versus Fusions: What's the Difference?

The NTRK gene provides instructions for producing proteins called neurotrophic tyrosine kinase receptors (NTRK receptors) that play a vital role in cell growth and development.

NTRK fusions are a distinct type linked (or fused) to all or a portion that initiates or stimulates growth.

NTRK amplifications, on the other hand, involve an increase in the number of copies of the ribonucleic acid (RNA) that is made.

ASCO TAPUR
Targeted Agent and Profiling Utilization Registry Study

Join the ASCO TAPUR Study today



If you are a patient living with head and neck cancer with a CDKN2A gene abnormality, you may benefit from targeted therapy with abemaciclib (Verzenio). TAPUR is available at 250+ centers across 28 states.

[Learn more at tapur.org](https://www.tapur.org)

Educational Outreach

- TAPUR Coordinator Webinars
Audience:
 - TAPUR Principal Investigators
 - TAPUR Research Coordinators
- TAPUR Study Grand Rounds
Audience:
 - Patient Advocates
 - People living with cancer
 - Non-TAPUR Medical Professionals

ASCO TAPUR[®]
Targeted Agent and Profiling Utilization Registry Study

Precision Medicine Saves Lives
**The TAPUR Study
Grand Rounds (live virtual)**



**May 10, 2023
12:00 PM–1:00 PM ET**

You are invited to learn about the Targeted Agent and Profiling Utilization Registry (TAPUR) Study by attending the online Grand Rounds. The TAPUR Study is an ongoing and enrolling clinical trial conducted by the American Society of Clinical Oncology (ASCO), the world's leading professional organization representing physicians who care for people with cancer.

THE SPEAKERS



**RICHARD SCHILSKY, MD, FACP,
FSCT, FASCO**
TAPUR Study Principal Investigator,
Former Chief Medical Officer (CMO)
and Executive Vice President
of ASCO

WHO CAN ATTEND
The Oncology Community (physicians, advocates,
with cancer, patient advocates, research clinical

ASCO

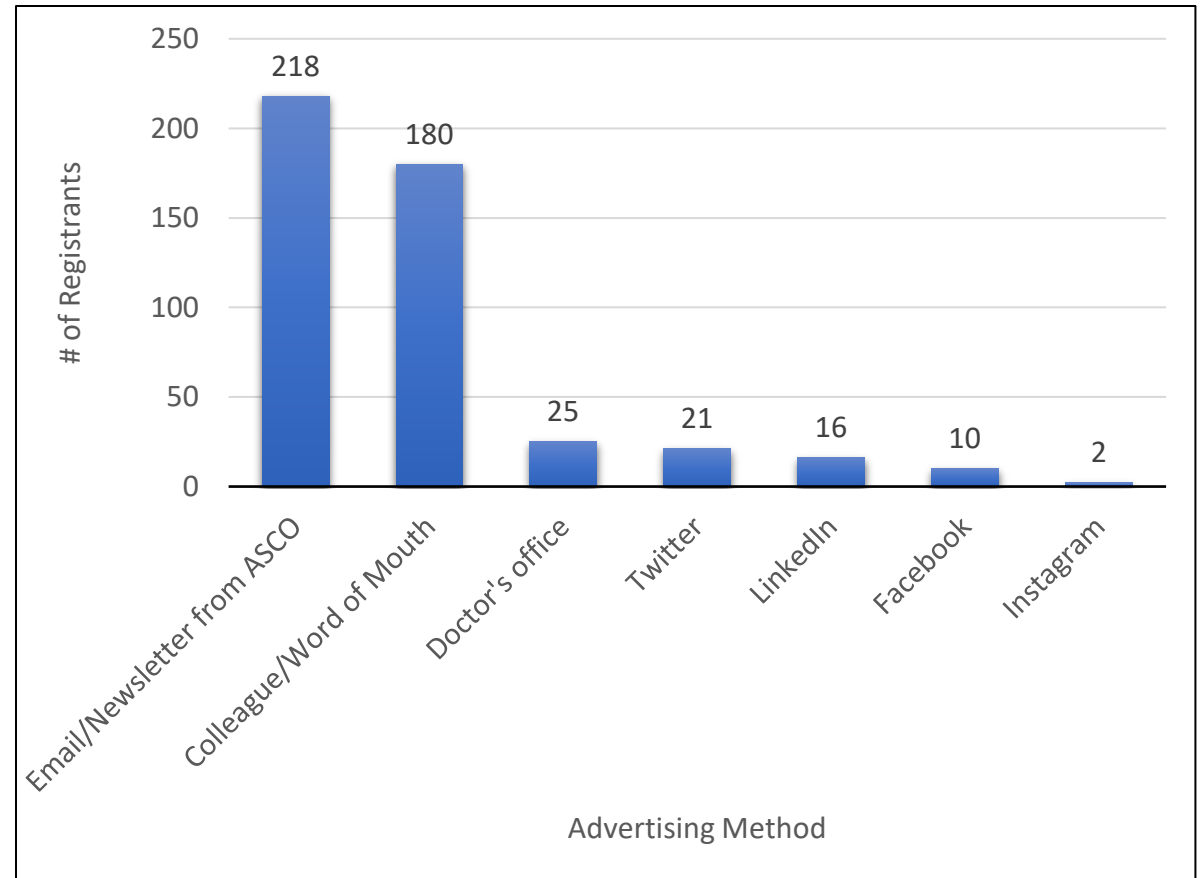
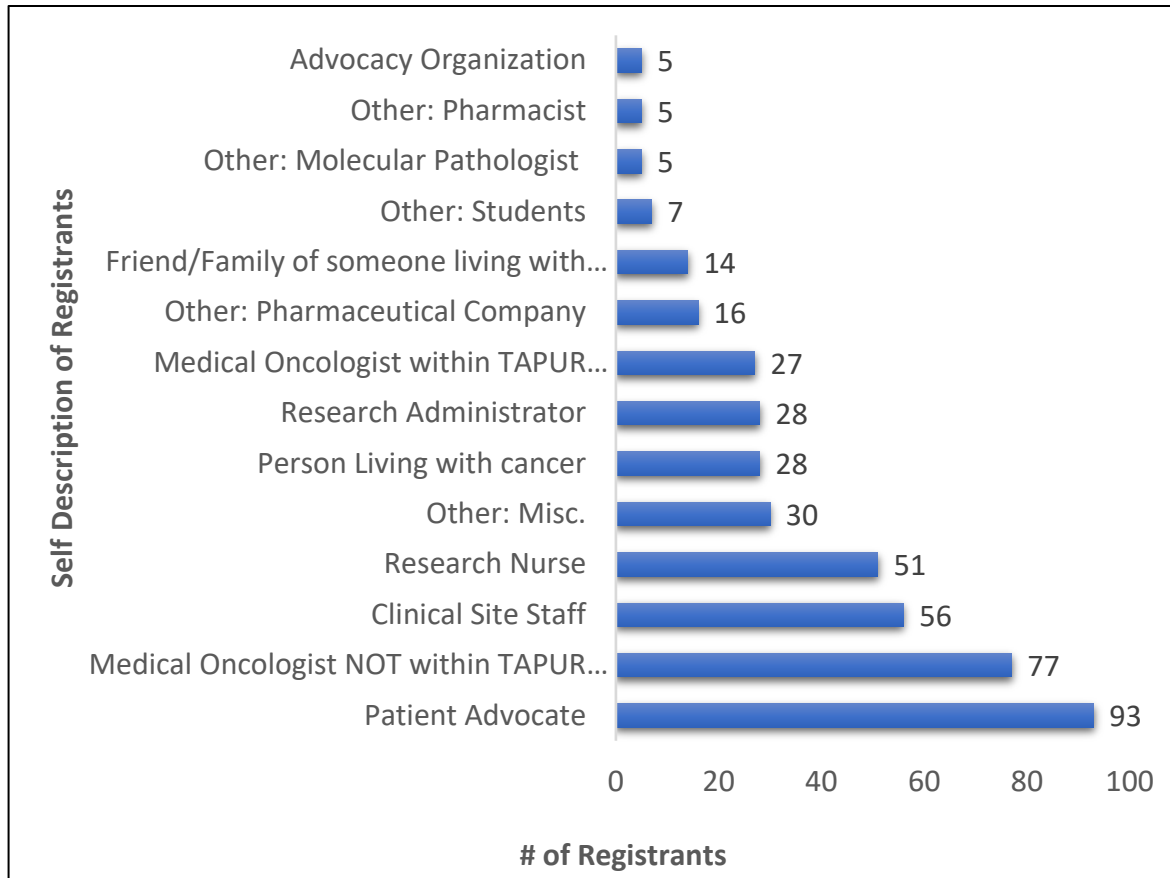
REGISTRATION NOW OPEN

Precision Medicine Saves Lives
The TAPUR Study Grand Rounds

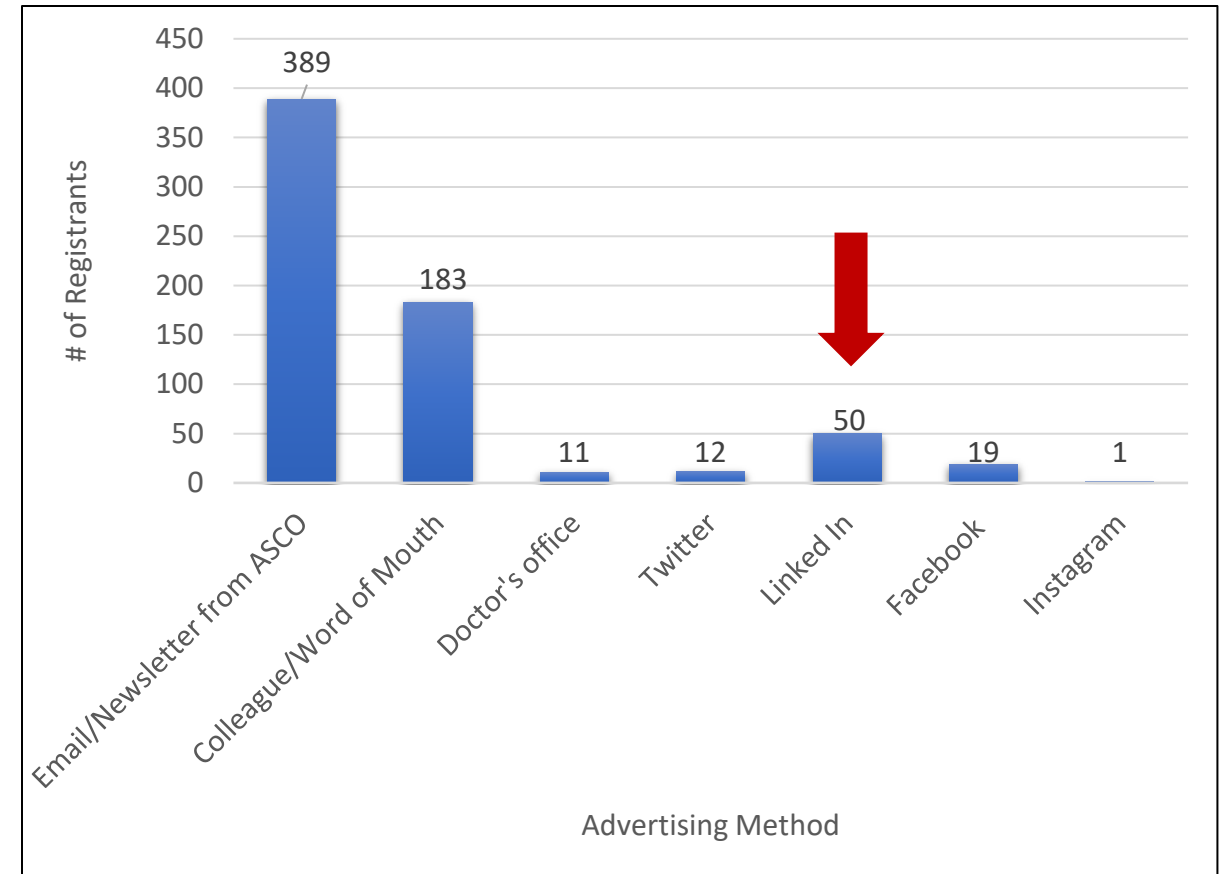
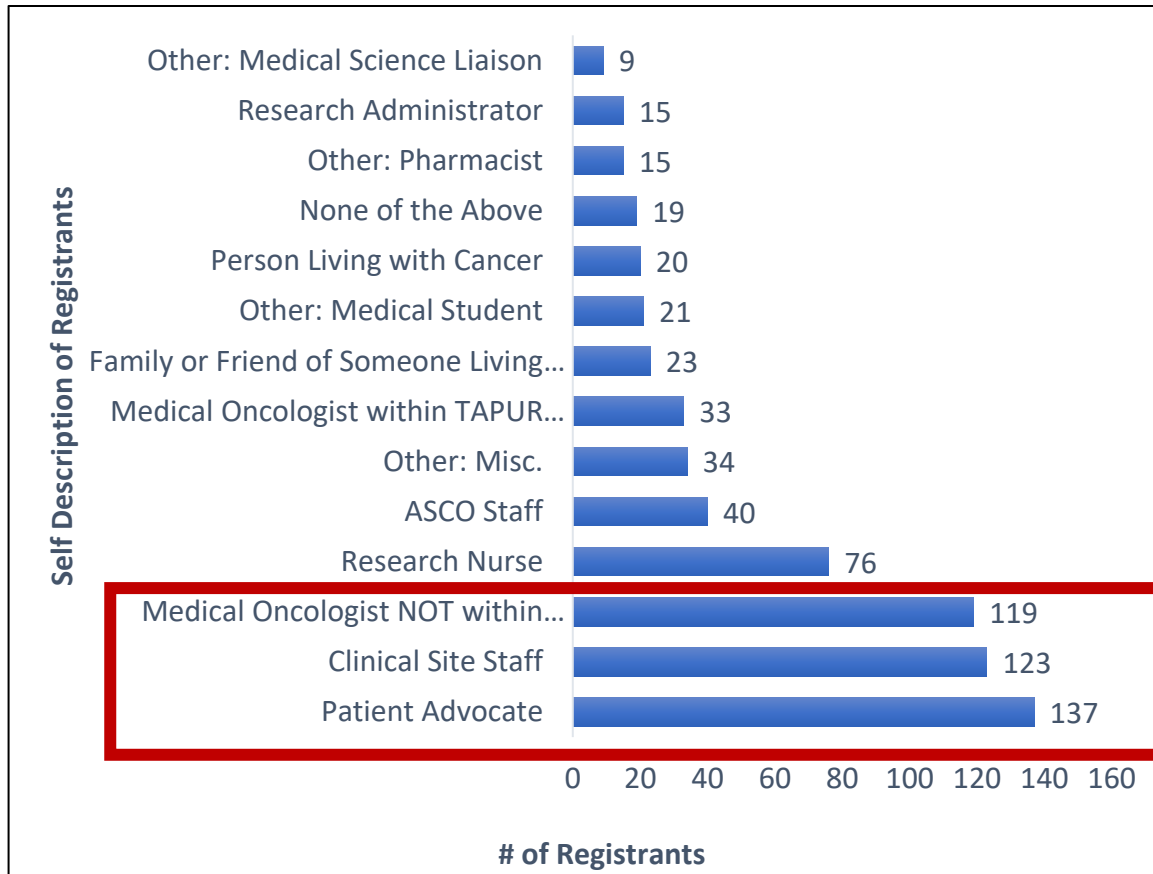
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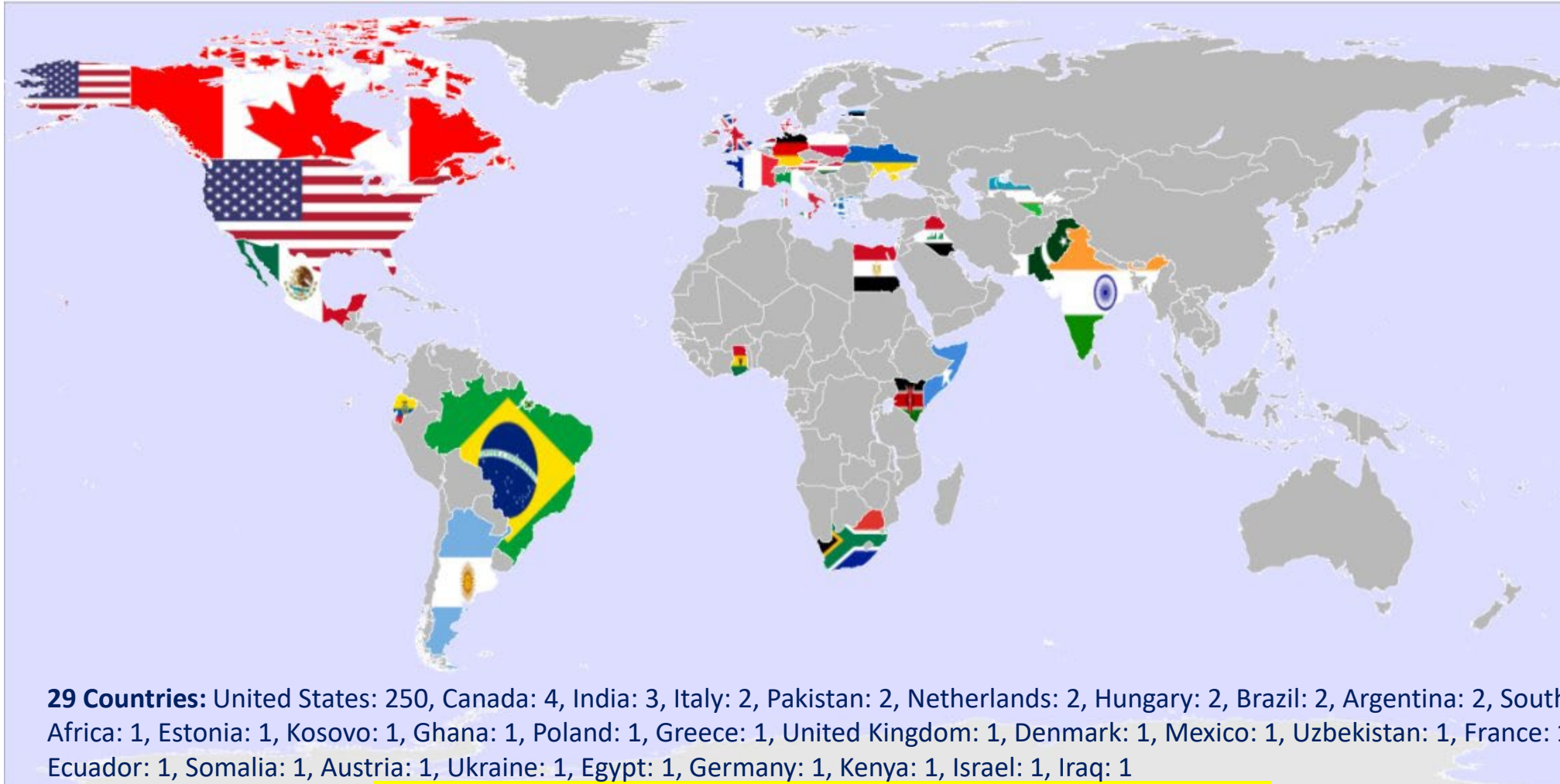
[Learn More About the TAPUR Study.](#)

Outreach Outcomes: TAPUR Study Grand Rounds 2023



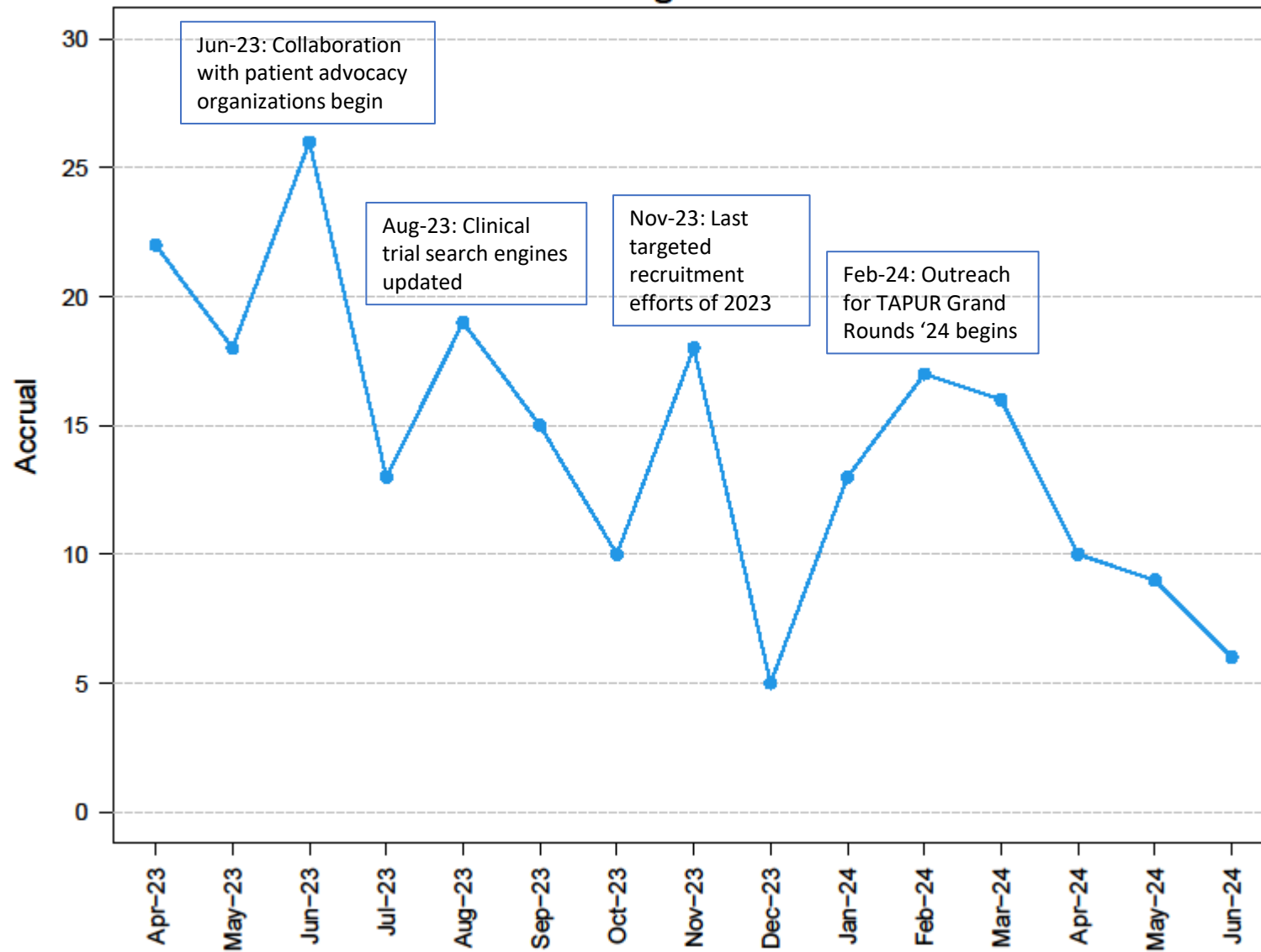
Outreach Outcomes: TAPUR Study Grand Rounds 2024





In 2023 we had a total of **16** countries attend the first annual TAPUR Study Grand Rounds. In 2024, there were a total of **29** countries.

Enrollment During Recruitment Efforts



Overall Results

- 7 targeted cohorts
- 23.2% increase in enrollment across targeted cohorts in '23
 - 1 cohort completed Stage II enrollment
- 5.8% enrollment increase overall by June '24



Key Takeaways



Collaboration with patient advocacy organizations to develop and distribute materials resulted in successful and increased working relationships



Including cohorts in regular study updates, like webinars or newsletters, helped promote cohorts, thus increasing enrollment



Focusing outreach to preferred platforms of the target audience resulted in higher visibility, which led to increased engagement

Acknowledgements



The patients who participated, the clinical centers and the dedicated research staff and coordinators



The patient advocacy organizations for their valuable insight and collaboration: The ROS1ders, NTRKers, FORCE, GO2 for Lung Cancer, Sarcoma Foundation of America, Head and Neck Cancer Alliance, Fight Colorectal Cancer, Metastatic Breast Cancer Alliance, and the Tigerlily Foundation



ASCO's Integrated Communications & Marketing team for their contributions and guidance, and the TAPUR Study Team for study conduct and support

Q & A

Thank you!



Questions? Contact the authors: Crystal Tsai Crystal.Tsai@asco.org and Brianna Conley Brianna.Conley@asco.org, or the TAPUR Study TAPUR@asco.org



Learn more about the TAPUR Study at <https://www.asco.org/research-data/tapur-study> and at ClinicalTrials.gov: NCT02693535