

Abstract #7570: Expanding Digital Access to Cancer Immunotherapy Trials: Nationwide Engagement and High Match Rates Among 33,733 Patient Sessions

Cynthia L. Neben, Fahad Benthani, Kellie R. McDonald, Samik Upadhaya, Wendy Weise, Alicia Y. Zhou
Cancer Research Institute, New York, NY

Introduction

Clinical trials are essential for advancing cancer care and enabling access to innovative therapies, particularly in immuno-oncology. Despite their importance, participation remains low, with only 9% of U.S. patients reporting being invited to a trial¹ and approximately 20% of adult cancer trials failing due to poor enrollment.²

| Key Barriers | Opportunities |
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| <ul style="list-style-type: none"> Limited patient awareness and invitation rates Difficulty identifying relevant trials Challenges navigating complex eligibility criteria | <ul style="list-style-type: none"> Improve access and simplify trial discovery at scale through digital tools |

Study objective: Evaluate engagement, reach, and trial-matching outcomes of a national digital platform for cancer immunotherapy trials

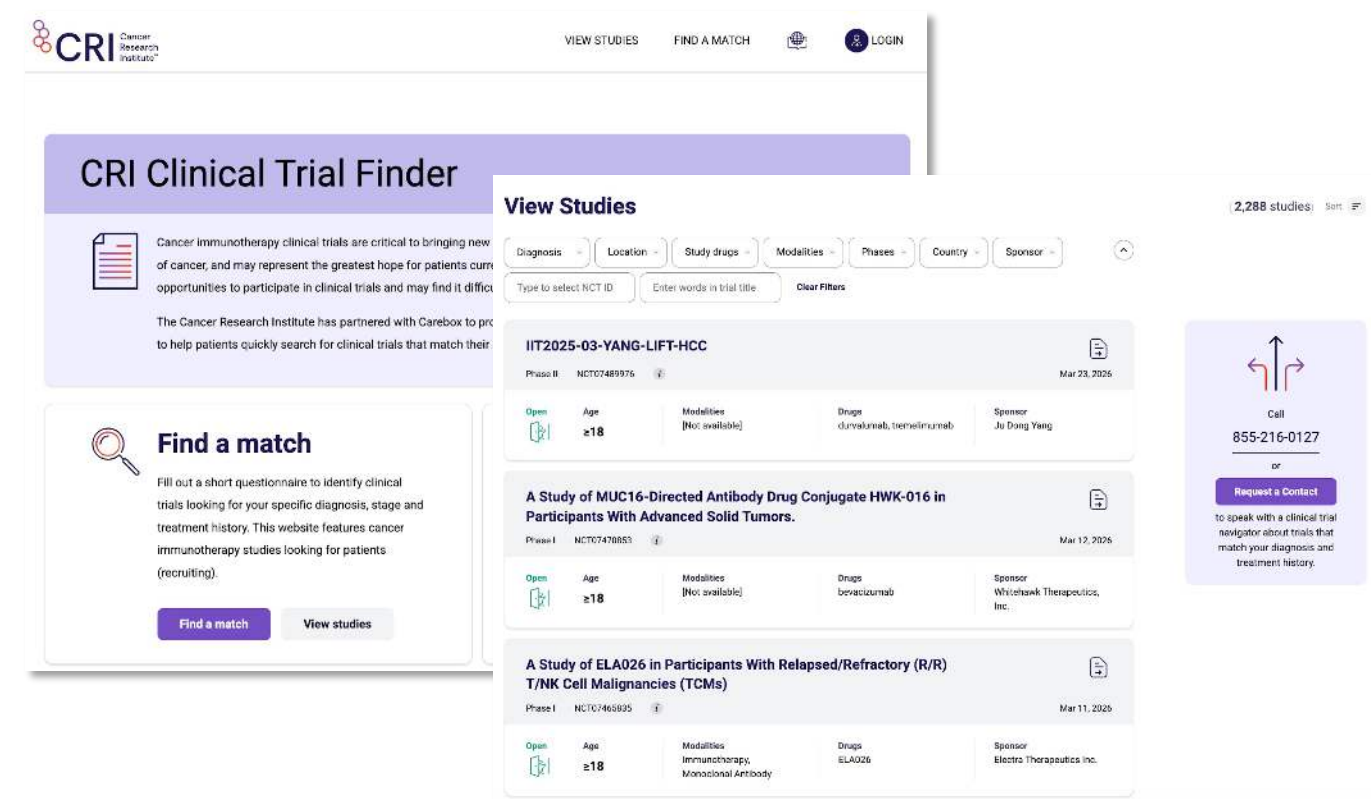
Methods

We analyzed user engagement and outcomes from the Cancer Research Institute (CRI) Clinical Trial Finder, a free, web-based platform designed to match patients with cancer immunotherapy trials (<https://cri.careboxhealth.com/en-US/>).

The tool uses a brief structured survey to identify relevant studies based on patient-reported characteristics and connects users to trials sourced from ClinicalTrials.gov. Optional one-on-one navigation support is available via phone or email.

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| Study period: 12 months (Jan 2025 - Dec 2025) |
| Participant population: Platform users, including patients and caregivers |
| Data collected: Website visits, survey initiation and completion, match outcomes, geographic location, cancer type, and support center interactions |
| Matching approach: Eligibility-based, condition-centric matching using structured patient data and human-supervised AI |
| Data source: Platform users (self-selected; may not represent the broader cancer population) |

Figure 1. CRI Clinical Trial Finder Platform



Example interfaces of the CRI Clinical Trial Finder, illustrating the patient-facing survey and trial-matching experience. Users input basic information to receive personalized matches to cancer immunotherapy trials, with optional navigation support.

Results

Figure 2. High User Engagement and Survey Completion

Over the 12-month study period, there were 33,733 patient sessions on the CRI Clinical Trial Finder Platform. Of these, 4,803 (14.2%) initiated and 3,246 (67.6%) completed the matching survey.

Completion rates may reflect characteristics of users motivated to seek trial information online.

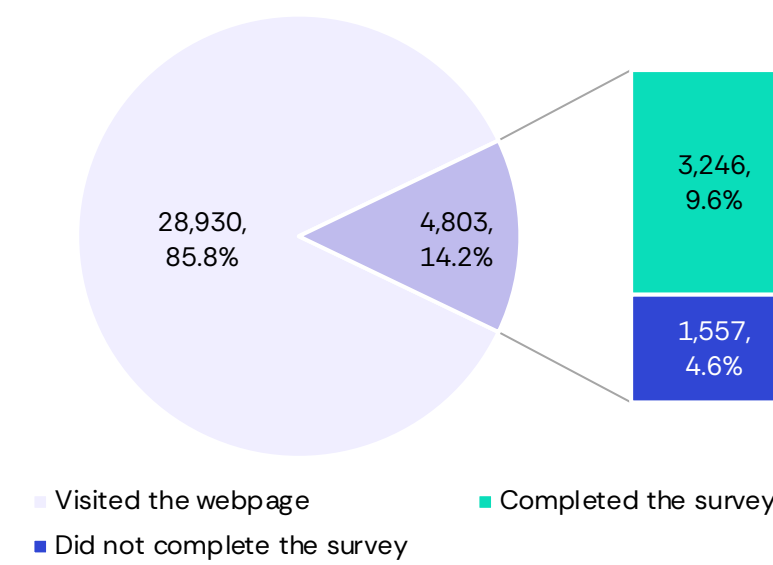
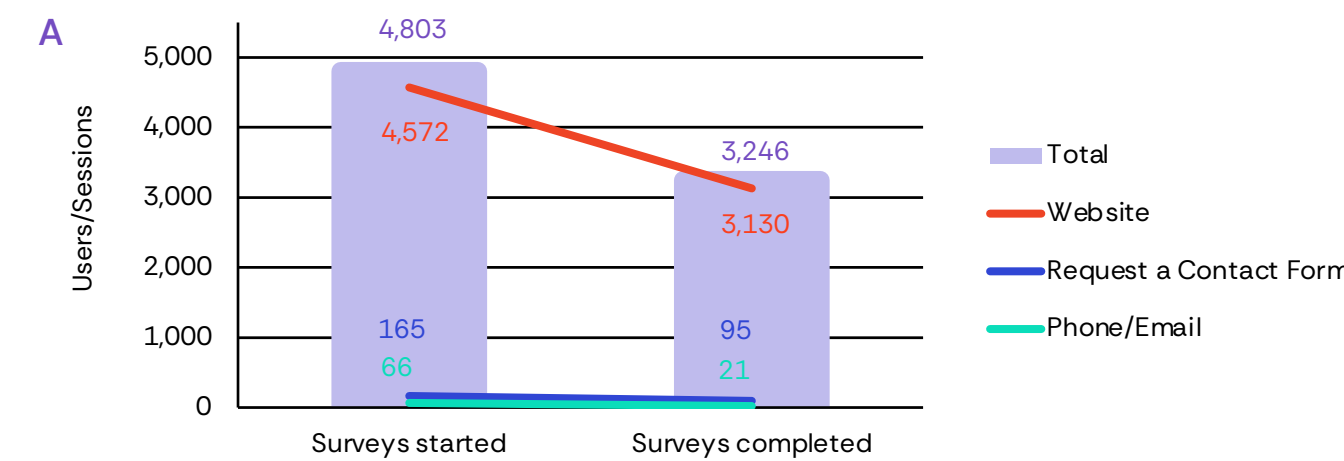
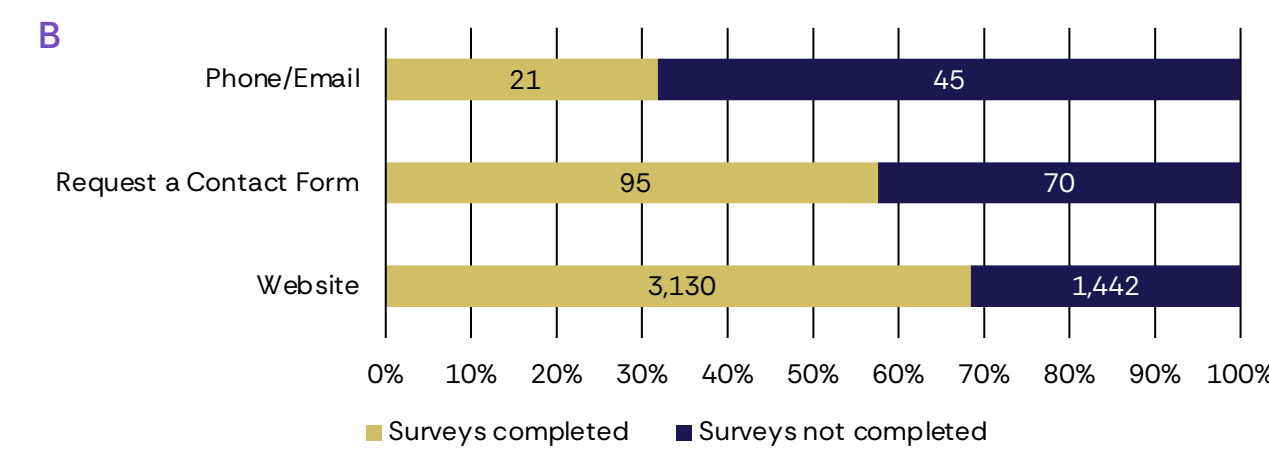


Figure 3. Strong Preference for Online Self-Service Engagement



Survey engagement was predominantly digital, with 95.2% (4,572) of users initiating the survey on the website vs 3.4% (165) through the online "Request a Contact" form and 1.4% (66) via phone/email.



Survey completion rates were also significantly higher for website users (68.5%; 3,130) compared to assisted channels (57.6%, 95 form and 31.8%, 21 phone/email) (χ^2 test, $p < 0.001$), indicating a strong preference for self-service digital engagement.

Differences may also reflect variation in user needs or access to digital tools. Overall drop-off between survey initiation and completion suggests opportunities to further optimize user experience and reduce attrition.

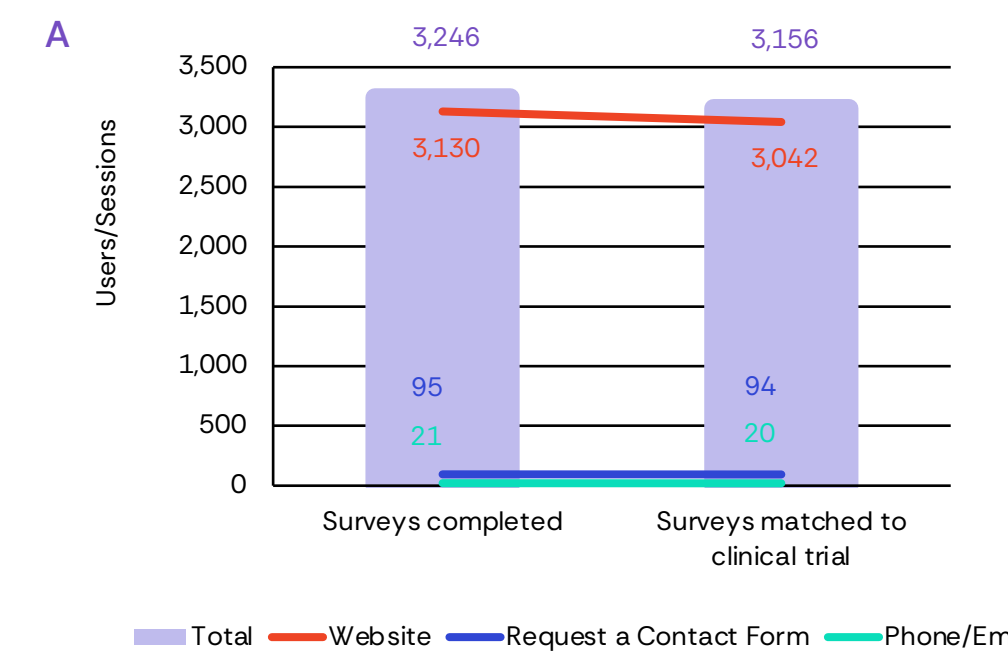
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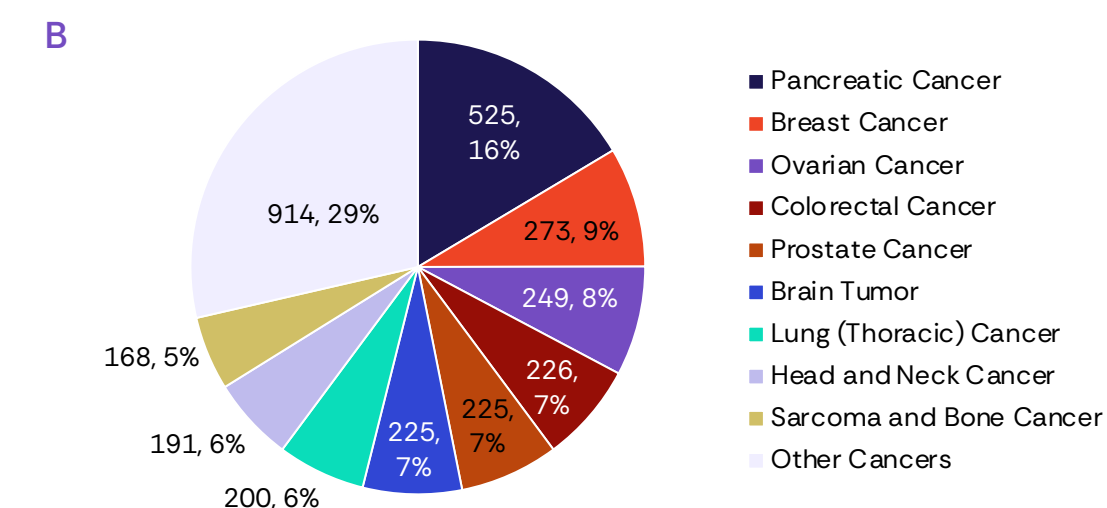
Results

Figure 4. High Trial Match Rates Overall and Across Cancer Types



Among survey completions ($n=3,246$), 97.2% (3,156) matched to at least one open clinical trial, with the number of matches per user ranging from 2 to 1,953 trials (median 404, data not shown). This is substantially higher than previously reported rates³ and likely reflects the availability of immunotherapy trials with broader, biomarker-driven, and cancer-agnostic eligibility criteria.

Match rates did not differ by channel. Match rates reflect algorithm-based eligibility screening and do not account for full clinical eligibility or trial enrollment.



Approximately one-third of users (1,047) reported pancreatic, breast, or ovarian cancer – disease areas where clinical trials may be particularly relevant due to limited treatment options in advanced stages. Among the reported cancer types, match rates were >93.3% (data not shown).

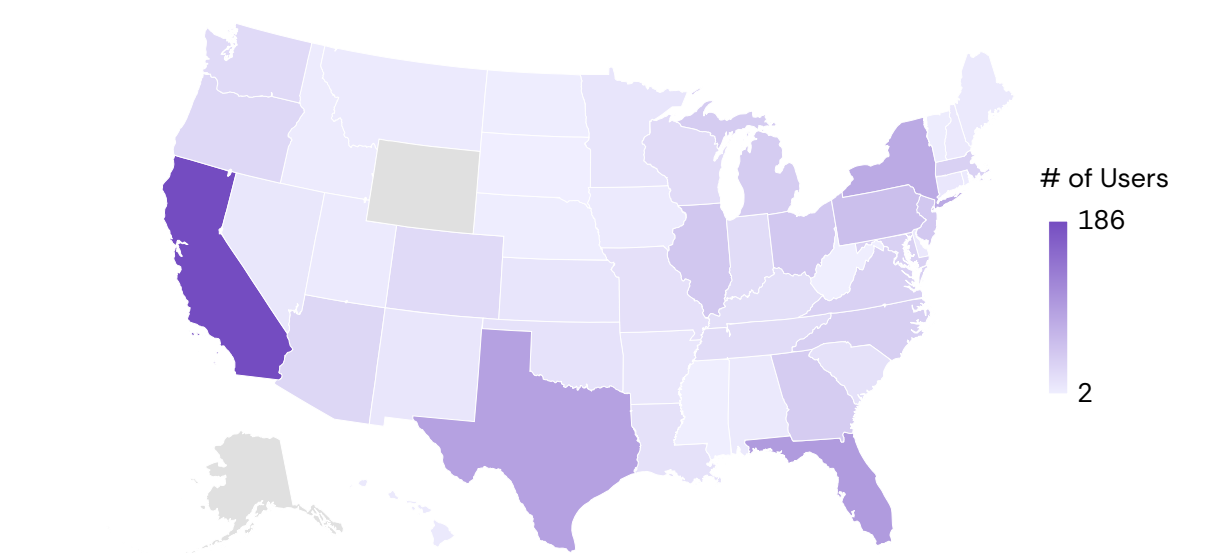
Conclusions

Digital, patient-centered trial-matching platforms can achieve high engagement, nationwide reach, and high match rates. Strong online use highlights the value of intuitive, self-service tools.

- High survey completion and strong preference for digital engagement demonstrate the effectiveness of self-service platforms.

- High match rates (>97%) indicate that eligible trial options exist for most patients when effectively identified.

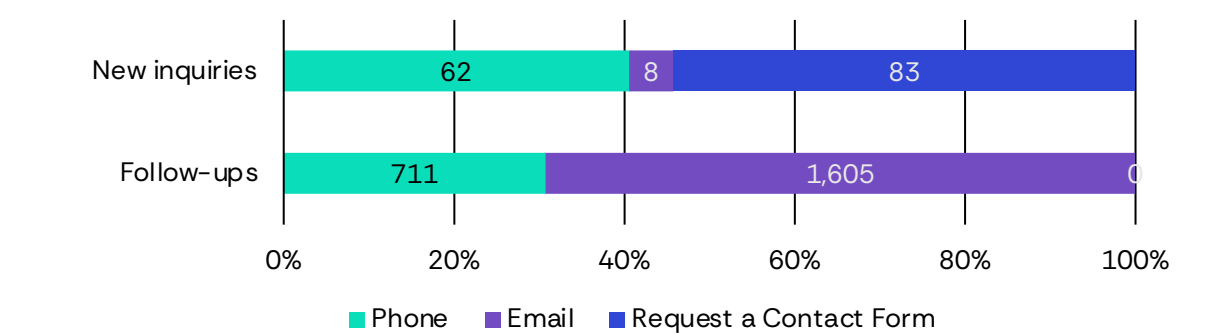
Figure 5. Nationwide Reach Across the U.S.



Users represented 48 U.S. states and Washington, DC. Among those reporting location ($n=1,311$), the highest representation came from California (186), Florida (97), and Texas (90). No users were recorded from Alaska or Wyoming.

This geographic distribution mirrors the U.S. population, demonstrating broad accessibility beyond major academic centers. Location data were self-reported and available for a subset of users.

Figure 6. Engagement and Follow-Up with Patient Navigation Support



The Support Center received 153 unique inquiries, by email (8, 5.2%), phone (62, 40.5%), or "Request a Contact" form submissions (83, 54.2%). These inquiries resulted in 2,316 total follow-up interactions, including 711 calls (30.7%) and 1,605 emails (69.3%).

Variation in contact methods suggests differing patient preferences for how they seek and receive support.

Overall: Scalable digital solutions represent a promising strategy to improve clinical trial participation and accelerate the development of life-saving cancer therapies.