



## **CTAW 2019 SCHEDULE OF EVENTS**

### **IN-PERSON EVENT - WASHINGTON, D.C.**

**Tuesday, May 14 – Clinical Trials Panel Discussion on Capitol Hill**

**10 - 11 AM EDT**

**Capitol Visitors Center, SVC-210**

Join the Coalition for Clinical Trials Awareness for a policy discussion about overcoming financial barriers to clinical trials enrollment on Capitol Hill.

[PLEASE RSVP HERE](#)

*Those attending, please be sure to tweet from the event using #CTAW2019*

### **TWITTER TOWNHALL**

**Friday, May 17 – Twitter Chat**

**12 – 1 PM EDT**

CCTA will be hosting a Twitter chat during CTAW. Please join as we discuss the importance of clinical trials participation.

We will ask the following questions:

**Q1.** Is clinical trial participation free? #CTAW2019

**Q2.** What expenses are associated with participation in a clinical trial?  
#CTAW2019

**Q3.** Is there financial support for clinical trial participants? #CTAW2019

**Q4.** Where does one find resources and support services before enrolling in a clinical trial? #CTAW2019

**Q5.** Should doctors or other health staff offer these resources upfront to people considering a clinical trial? #CTAW2019

**Q6.** Do people get paid to enroll in clinical trials? #CTAW2019

**Q7.** How is payment different from reimbursement for expenses related to clinical trials? #CTAW2019



To participate:

1. **JOIN** @CCTAwareness at **noon EDT** on **Friday, May 17**.
2. **TO RESPOND**, tweet back at us and label your responses accordingly with A1, A2, A3, A4, A5, A6, A7. We will be asking a new question every 5-10 minutes.
3. **ENGAGE** with other chat participants. You can tweet back at them, like their tweet, or RT them.
4. **PLEASE** always include the hashtag **#CTAW2019** so your comments can be tracked as part of the conversation.



## **SOCIAL MEDIA TOOLKIT (#CTAW2019)**

As part of Clinical Trials Awareness Week, CCTA will release new infographics around the financial barriers to clinical trials participation. Use the following messages to help amplify the message this week. Don't forget to use the hashtag: **#CTAW2019**.

### *Sample Social Media Posts*

- This #CTAW2019, @CCTAAwareness is increasing awareness about the financial resources available to patients who participate in a clinical trial. <http://bit.ly/2VgFmfN> [Attach any social graphic below]
- Few patients anticipate the costs associated with participating in a “free” clinical trial. @CCTAAwareness’ goal this #CTAW is to raise awareness about the resources available for clinical trials expenses. <http://bit.ly/2VgFmfN> [Attach any social graphic below]
- Clinical trials don't have to be expensive for patients. @CCTAAwareness’ new infographic offers suggestions to lower the cost to patients. <http://bit.ly/2Jdbqzp> #CTAW2019 [Attach social graphic #1 below]
- Out-of-pocket expenses may deter clinical trial enrollees. Financial support services can help encourage participation. <http://bit.ly/2Jdbqzp> #CTAW2019 [Attach social graphic #2 below]
- Clinical trial participation can present unexpected costs for patients. @CCTAAwareness wants to spread the word about resources available to patients this #CTAW2019. <http://bit.ly/2Jdbqzp> [Attach social graphic #3 below]
- Patients who participate in clinical trials need better access to reimbursement resources. <http://bit.ly/2Jdbqzp> #CTAW2019 [Attach social graphic #4 below]
- “We can't have unexpected expenses deter otherwise qualified and willing participants to help advance research.” -David Charles, MD, explains the importance of clinical trials participation in AfPA's Patient Access Podcast. <http://bit.ly/2HcEftB> #CTAW2019 [Attach social graphic #5 below]

- This Clinical Trials Awareness Week, learn about the benefits—and hidden costs—of clinical trials from David Charles, MD, in this episode of AfPA's Patient Access Podcast. <http://bit.ly/2HcEftB> #CTAW2019 [Attach social graphic #5 below]
- While clinical trial participation is free, some patients can't join because of associated costs. Learn more from David Charles, MD, in this episode of AfPA's Patient Access Podcast. <http://bit.ly/2HcEftB> #CTAW2019 [Attach social graphic #5 below]

## Social Media Graphics

Click on each heading for a link to download.

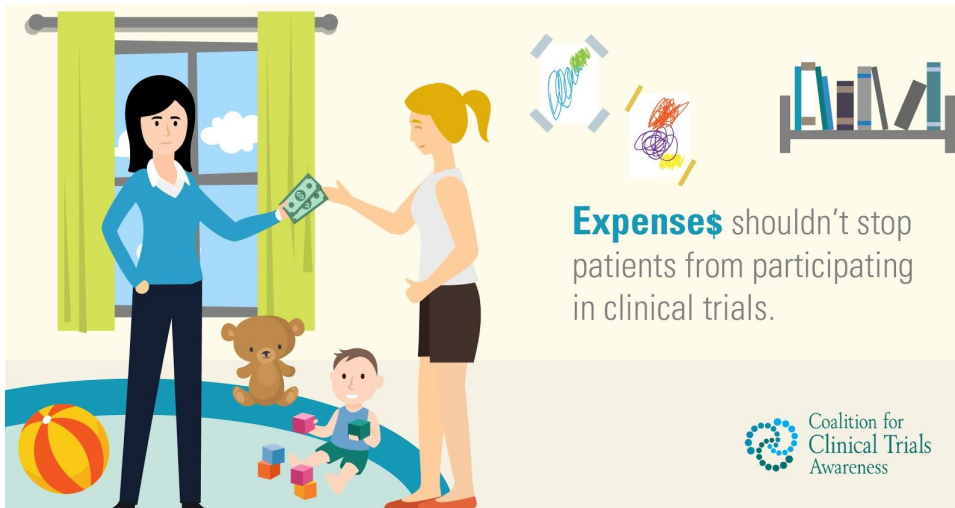
### IMAGE 1



### IMAGE 2



**IMAGE 3**



**IMAGE 4**



**IMAGE 5**

