



### DIALOGUE 175

# Increasing Trial Accrual by Improving Communication: Ethical Challenges

Susan E. Morgan, Ph.D.  
*University of Miami*

Noon, Friday, March 24, 2017

Mailman Center for Child Development, Room 4003

Lunch provided — first come, first served.

Poor clinical trial accrual rates are the result of many, often interdependent, factors. Research indicates, however, that accrual can be improved through good communication practices that enhance a sense of personal connectedness and trust. The question, however, is whether this increased interpersonal trust violates ethics rules by encouraging patients to rely on heuristics such as positive feelings toward clinicians (or other staff members who recruit and obtain consent for clinical trials) rather than on their own judgment of the risks and benefits of participation.

Dr. Morgan is the Associate Dean for Research and the Director for the Center for Communication, Culture, and Change at the University of Miami. She specializes in the development and evaluation of health campaigns and interventions. Her current research focuses on communication practice in patient recruitment for clinical trials and research studies.

*Dialogues in Research Ethics is a series of monthly conferences. For more information, phone UM Ethics Programs at 305-243-5723 or E-mail [ethics@miami.edu](mailto:ethics@miami.edu).*

#### Co-Sponsors:

University of Miami Health System ■ University of Miami Hospital ■ University of Miami CTSI  
UMHC/Sylvester Comprehensive Cancer Center ■ Bascom Palmer Eye Institute

