HOW MIGHT WE ENHANCE INFORMED CONSENT FOR LOW INCOME/RURAL PATIENTS? IS AI HELPFUL? GREG'S STORY AND QUESTIONS

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PATIENT IS PARTNER
Innovating Together To Solve Healthcare Problem

A QUESTIONOLOGIST'S AGENDA

- My Story
- Rural/Low Income
- AI
- Trust
- Questions

Gratitude

MY STORY

POPULATION
745

4K
60 FPS

LOAMI, IL

POVERTY
RURAL
ACCESS TO CARE

WHY IT MATTERS

- Patients with annual household incomes below $50,000 were 32% less likely to participate in clinical trials compared to those with higher incomes[1]

- Clinical trials often provide access to cutting-edge therapies, lower participation rates among low-income individuals may further exacerbate health inequalities[2]
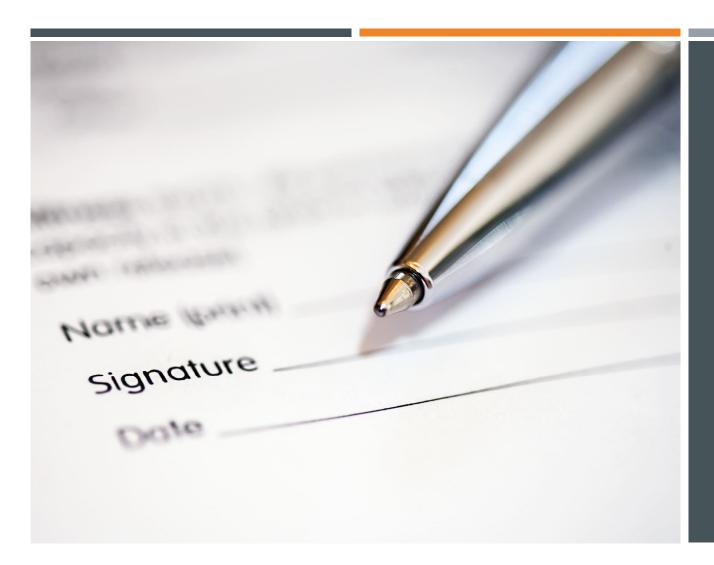
TRULY PERSONALIZED INFORMED CONSENT

- Prompts for me -- not for people "like me"

  - Create a video to explain

  - Create a 3 minute podcast of 2 truck drivers explaining

  - Create a visual/picture so I can understand

  - Others?

A FEW QUESTIONS TO PROVOKE A MOVEMENT

HOW MIGHT WE INNOVATE TO CLOSE THE GAP ON AUTHENTIC INFORMED CONSENT FOR PEOPLE WHO ARE NOT AT ACADEMIC MEDICAL CENTERS?

WHAT IF WE INVITED LOW INCOME PATIENTS TO HELP SOLVE THIS PROBLEM TOGETHER WITH RESEARCHERS?

HOW MIGHT WE FIND TRUSTED COMMUNITY MEMBERS TO EXPLAIN THEIR REASONING FOR PARTICIPATING AT CHURCHES, BARS, POST OFFICE, FIRE STATIONS, ETC. IN THESE SMALL RURAL TOWNS?

THANK YOU

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