New Campaign Pushes Latinos to Sign Up for Clinical Trials

March 26, 2014

Doctors and researchers looking to develop new medications are launching a health campaign that urges the Latino community to get more involved in medical research, Fox News reports.

The Pharmaceutical Research and Manufacturers of America (a.k.a. PhRMA) and the National Minority Quality Forum recently launched the “I’m In” campaign to help doctors achieve more racial diversity in U.S. clinical trials. Experts say the low participation rate of minorities, especially Latinos, in medical research contributes to many negative outcomes in their long-term health.

For example, although Latinos make up nearly 16 percent of the U.S. population, they only account for 1 percent of patients in medical studies. However, many Latino groups are far more prone to suffer from type 2 diabetes, HIV and hepatitis C virus (HCV) than their white counterparts.

Getting more Latinos to participate in trials for meds to treat these diseases could improve not only their health outcomes but also our understanding of these health concerns as a whole.

For more information about how to get involved in clinical trials, click here.

To read the Fox News article, click here.

© 2026 Smart + Strong All Rights Reserved.

http://beta.docker.tusaludmag.com/article/latinos-clinical-trials-campaign-25373-9440