Interactive Conferencing on your
Mobile, Tablet or Computer!
...Join us Thursday for Lunch or Friday for Dinner!

Mobile Cancer Conferences and Workshops

African American Health Matters Mobile Cancer Conferences and Workshops Outcomes Assessment will:

1. Reveal how much access African Americans have to health and disease information within their own technological skills level?
2. Show them what opportunities are available to learn about diseases, treatment options and clinical trials with their mobile devices and computers.
3. Learn what types of clinical trials are of most interest (popular) in each region/community
4. Make comparison between actual disease therapy education and actual needs in the community
5. Optimize patient understanding of oncology, urology, hematology, neurology and other diseases
6. Enhance disease knowledge as it relates to patient decision about getting screened and understanding about symptoms.
7. Optimize their outcomes for participation in trials to assure by understanding the need for their DNA in important trials.
8. Determine through online conferences and workshops how (individual) decisions are made to participate in clinical trials by African Americans
9. Address the dynamics of disease therapy education on this culture from a local and national perspective
10. Understanding and promoting best practices in educating minority populations about clinical trials for medical and clinical professionals
11. Educational needs assessment to identify patterns of patients likelihood versus actual participation in mobile and comprehensive educational forums
What OUTCOMES are 50 Hoops expecting from the Mobile Cancer Conferences and Workshops MCCaW?

• Answer: We are hoping to continue to improve:

1) Accessibility to doctors (on panel)
2) Interest in follow-up to get resources (we can make it easy by asking if they want resources emailed or mailed (type of disease) in survey and require an email, cell or physical address for follow-up or sending.
3) Ease of Communications (tools) how does mobile phones (with our audiences) work for collecting live data?
4) Simplicity of surveys for all ages, background
5) Effectiveness of Call To Action
6) Sustainability: Asking * who will join again and who will be community/medical host for their city if a doctor is selected to be a speaker? Host must invite at least 20 people to join with reservations. Competition for host can be done.
7) Incentives for participants similar to live 50 Hoops’ events.

The African American Health Matters Conferences provide direct community contacts with organizations that have patients who are interested in obtaining resources to access clinical trials education in a variety of settings through multi-levels of community venues and communications mediums. Through community-based networks and disease-related projects clinical participants can expand their outreach to minorities for medical educational resources left behind by “Community Advocacy” Education Segment.