



PYXIS PARTNERS
PATHWAYS TO PROGRESS

Engaging Diverse Communities in Research

Opportunity

A cornerstone of the federal government's Precision Medicine Initiative is the *All of Us* Research Program. Led by the National Institutes of Health, *All of Us* is a historic effort to harness the power of data from one million or more Americans to accelerate health research and medical breakthroughs and to help develop more individualized prevention and treatment strategies. Pyxis Partners works as the engagement awardee to the program to ensure that the *All of Us* participant community that is built is reflective of the diversity of our country.

Approach

Building a participant community for the *All of Us* Research Program that reflects the diversity of our country – and keeping them engaged for a decade or more – requires purposeful precision engagement utilizing strategies to overcome significant barriers to participation.

As the program has built an infrastructure to enroll participants, collect data, curate information, and facilitate physical measurements and biospecimen collection (PM&B), the Pyxis Partners team has been a vital partner since the beginning. We have built a robust engagement infrastructure to reach, educate, and motivate individuals from communities that have been historically underrepresented in research (UBR) to participate in the program.

Our engagement approach is grounded in best practices and fueled by the knowledge that impactful engagement requires you to meet people where they are – not only where they live, work, and play, but also where they are along their engagement journey. This journey begins with awareness, moves towards enrollment, and nurtures ongoing participation. To enable sustained, impactful engagement with potential participants, we have built relationships with key influencers based upon trust, transparency, and bidirectional communication – the same core values central to the *All of Us* Research Program.

Our team designed and manage a mechanism to provide resources to over 100 community and healthcare provider organizations and work with them as program partners to develop and execute a variety of engagement activities in their communities. Our work also involves designing and leading community conversations around the country to obtain a deep understanding of a community, their opinions, perceptions and level of knowledge about research and barriers to participation. We identify needs for partners to execute impactful engagement activities and have designed digital and nondigital tools for their use.

Impact

Pyxis' multipronged approach is helping the *All of Us* Research Program establish the trust, transparency and value that is critical to ensuring participation by communities historically underrepresented in biomedical research. Activities and results have been tracked to inform the iteration process to improve efficiencies. Impact and scale have been achieved through partnerships with national organizations with the infrastructure to localize the program. Through our trusted partnerships, we have brought the *All of Us* Research Program to neighborhoods, college campuses, churches, professional conferences, festivals, and other venues where potential participants live, work, and play.