



**2024**

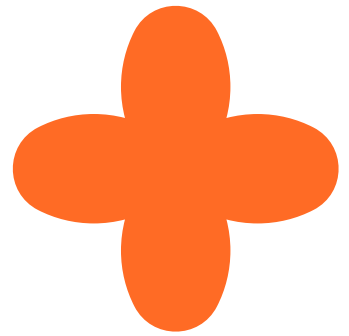
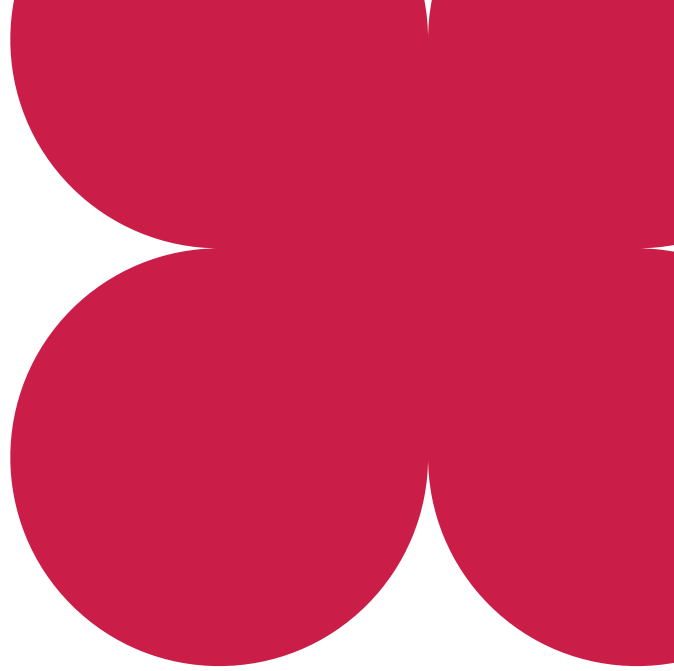
NOW INCLUDED'S  
2024 IMPACT REPORT

A black and white close-up portrait of a woman with braided hair, looking slightly to the left. The image is the background for the entire page.

# IMPACT

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LETTER FROM ACCLINATE'S

# FOUNDERS



*Tiffany Whitlow*

*– Del Smith*



# DEAR FRIENDS, PARTNERS, AND SUPPORTERS/FAMILY,

As we reflect on 2024, we are filled with gratitude and pride for what we have accomplished together at Acclinate. This year has been a testament to the power of community, determination, and the shared belief that health equity is not just a goal—it is a necessity. Acclinate's NOWINCLUDED platform was created by communities of color for communities of color. We have embraced our role as health equity champions, bridging gaps, and ensuring that everyone, regardless of their background, has access to the resources, knowledge, and opportunities they need to thrive.

This year, we made significant strides toward our vision. We expanded our reach, activating in several new metros, including Dallas, Houston, Miami, Baltimore, New York, Nashville, and Chicago. Our presence in these metros have brought us closer to the communities we serve, allowing us to amplify local voices, share vital health resources, and ensure that clinical research studies reflect everyone, regardless of their background.

We're also celebrating NOWINCLUDED's growth as a digital resource and vibrant community of thousands of users. It has become a catalyst for important conversations about family medical histories, overcoming misdiagnoses, and finding the right care.

Our work doesn't stop there though. Acclinate's impact extends beyond clinical trials. We guide organizations to recognize the multifaceted needs of individuals and communities by fostering trust and genuine engagement that goes beyond transactional interactions. This approach prioritizes building long-term relationships and understanding the unique needs of each person. By embedding equity throughout the care spectrum, we are transforming the system to be truly inclusive and responsive to the unique needs of all.

The progress we have made this year reflects the strength of the community we have cultivated together. The stories, insights, and collective power of our NOWINCLUDED members have been the foundation of our success and the driving force behind our vision for the future. Together, we are proving that equity is achievable, inclusion is powerful, and community is the key to unlocking a healthier future for all. Thank you for standing with us along this journey.

Here's to another year of impact and transformation.

With gratitude,

*Del Smith &  
Tiffany Whitlow*

Dr. Del Smith and Tiffany Whitlow  
Co-Founders, Acclinate



**MET**

**AT A GLANCE**  
**BIOS**



Welcomed

+26,131+

new members to the  
NOWINCLUDED  
Community in 2024



Garnered

284,000

views &



↳ 45,000

engaged sessions on  
the NOWINCLUDED  
platform



Driven by a

400%+



increase in engagement on our  
NOWINCLUDED digital platform,  
we launched the **NOWINCLUDED**  
app in December 2024 to further  
connect with our growing  
community.

GROWTH

COMMUNITY

# NOW INCLUDED'S MEMBERSHIP IS COMPROMISED OF

**57%**  
**WOMEN**



**43%**  
**MEN**





# OUR COMMUNITY CIRCLES

NOWINCLUDED's Health circles have become a cornerstone of our platform, providing dedicated spaces for community members to connect, learn, and support each other.

Over the past four years, we've expanded to 10 unique circles, fostering vibrant engagement across a diverse range of health topics.

**In 2024, we witnessed phenomenal growth in several key circles:**

*Other thriving circles include:*

**56% GROWTH RATE** in the **General Health** circle.

**34% INCREASE** in the **Heart Health** circle.

The remarkable growth of our health circles demonstrates their value in fostering connection, providing support, and empowering individuals to take control of their health journeys. As we continue to expand our platform and resources, we are confident that health circles will remain a vital component of the NOWINCLUDED community.

**CANCER**



This circle experienced an astounding **836% increase** in membership, reflecting the urgent need for support and information within this community.

**CHRONIC CONDITIONS**



With an **88% growth rate**, this circle highlights the growing demand for resources and connection among individuals managing chronic illnesses.

**MATERNAL & FETAL**



This circle saw an extraordinary **1563% increase** in membership, demonstrating the critical need for culturally relevant information and support for expectant mothers and families.



Garnered

**31 MILLION**

impressions across our social media platforms, reaching more than

**4 MILLION**

people with educational content.



**1.6 MILLION**

video views across our Instagram and TikTok channels. Our YouTube channel captivated audiences with over

**2,640**

hours of watch time – that's equivalent to 110 full days of continuous viewing.



Our website saw a surge in engagement, with over

**46,000**

users actively participating in articles, quizzes, and other interactive content.



**3,700**

Beyond our social media presence and website, we nurture a thriving community through our weekly digest email.

This year, our subscriber base grew by 3,700, demonstrating the value of this direct connection and the trust members have in NOWINCLUDED.

**ENGAGEMENT**

**DIGITAL**

“

A lot of older people don't want to talk to their doctors about aches, pains, and illness. Anybody who has any type of illness, if there's any program where you can get some general information, you need to go and get it.

- Camilia M., Community Connect Attendee



ENGAGEMENT

COMMUNITY

91

In-person events hosted in 2024 where...

17,029

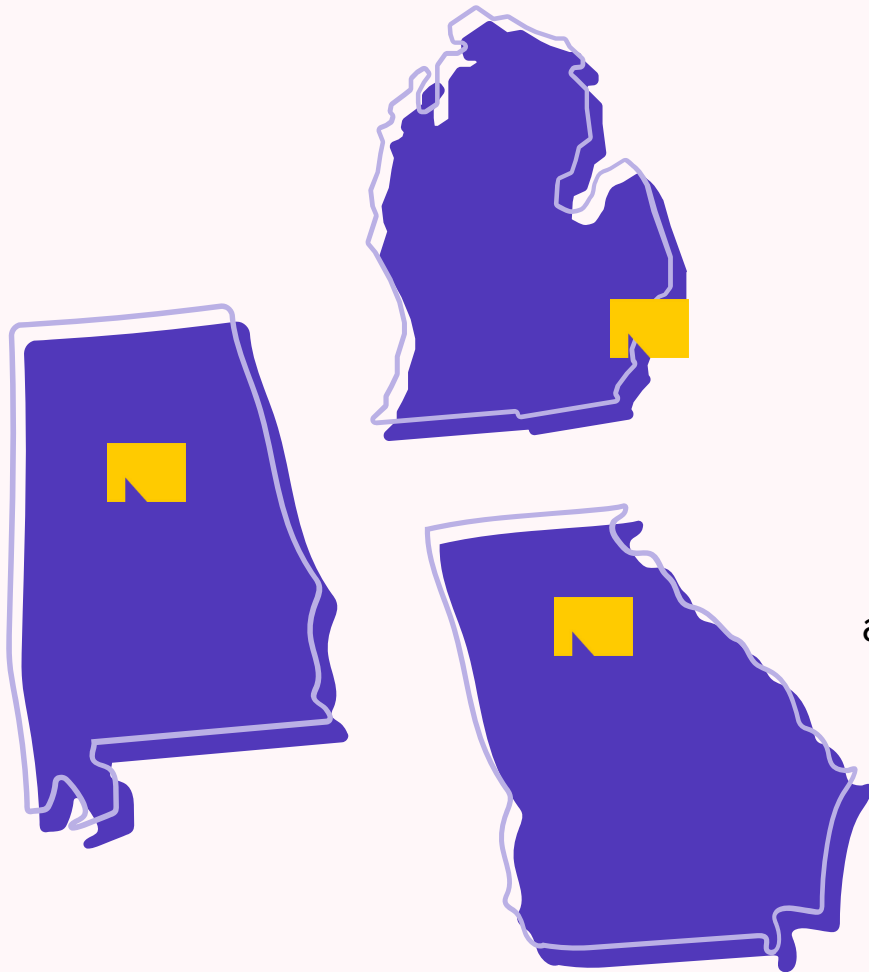
people showed up leading to

2,827

community members taking action by sharing a story about their health journey or completing a survey.

+46% above our goal of

62



NOWINCLUDED's vibrant events ignited passionate engagement in cities nationwide. Atlanta, Birmingham, and Detroit emerged as particular hotspots, with impressive attendance underscoring the strong community connections fostered by these gatherings.

ENGAGEMENT

COMMUNITY

Held **10** Virtual Events  
reaching **1,247**  
participants

**&**



ENGAGEMENT

COMMUNITY



# COMMUNITY

## INSIGHTS & STORIES

“

You can't really prosper or go anywhere in life without a community... there is no society. There is no structure... it's just individuals trying to do what best they can do and then in the end it just all comes to itself and everybody just does for themselves.

- Joe A., NOWINCLUDED member

“

I feel like health stories are important because they can motivate others. Sometimes people think about quitting or giving up, but when they see someone else pushing through, it inspires them to keep going and not stop.

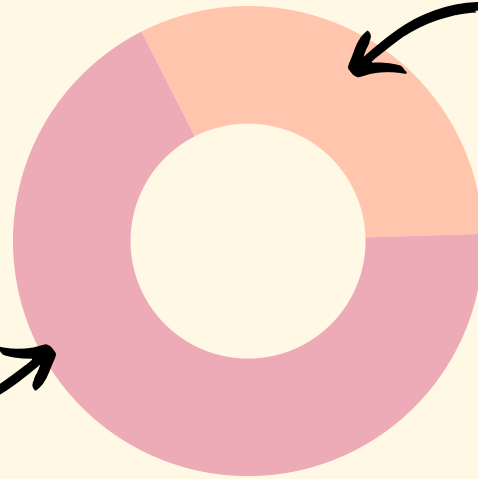
- Tymara, NOWINCLUDED member

# COMMUNITY

## INSIGHTS & STORIES

**68%**

of NOWINCLUDED members report good or excellent health.



**32%**

of NOWINCLUDED members indicate there's room for improvement. (n=774)

*This highlights the ongoing need for our platform to provide resources and support that address health disparities and empower individuals to take control of their health journeys.*

## NOWINCLUDED MEMBERS' TOP 3

### Top 3 trusted health resources (n=1473)

**85%** primary care provider

**22%** family & friends

**21%** medical specialist

### Top 3 barriers to healthcare (n=1277)

**42%** finding the right doctor or healthcare team

**20%** getting in to see a doctor

**19%** feeling unheard or dismissed by their doctor



A circular infographic with a red arc and the text "41%".

41%

of surveyed members are willing to participate in clinical trials.

&

A circular infographic with a red arc and the text "31%".

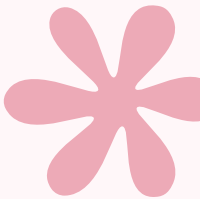
31%

would consider participating under the right circumstances.

A circular infographic with a yellow arc and the text "42%".

42%

of participants face barriers in finding the right doctor as a key challenge to healthcare.



In a NOWINCLUDED survey, we found that **women were 5% more likely** to participate in clinical research  
*(based on a pool of 519 respondents)*

**10%** of women have participated in clinical research.

**7%** of men have participated in clinical research.



INSIGHTS & STORIES

COMMUNITY

# COMMUNITY

## PARTNERSHIPS

From biopharma giants to patient advocacy groups, Acclinate forged impactful partnerships in 2024. We guided biopharma organizations in transforming their community engagement strategies through NOWINCLUDED solutions.



We also partnered with the [Multiple Myeloma Research Foundation \(MMRF\)](#) to empower the Black community in the fight against multiple myeloma. Our 2024 Community Connect events reached **over 500 people in person** and thousands more online, providing vital education and support. With 91.5% of attendees identifying as Black or African American, this initiative demonstrates our resolute commitment to addressing health disparities and improving outcomes for those disproportionately affected by this disease.

Our collaborative network of activation points, or trusted community messengers, grew significantly in 2024, with **142 strategic partner organizations** joining forces to advance health equity. Other key partners included **31 principal investigators** and **29 study coordinators** leading critical research, **55 community connectors** bridging communities and resources, and **49 brand ambassadors** championing our mission at the grassroots level. This collaborative approach fueled deeper engagement and trust, leading to improved health outcomes for Black people.



“**Nobody that we’re working with is capturing data based on in-person engagement. You all stand out because everyone else is only focused on the digital side.**

*– Biopharma partner 1*

“**We are so close to hitting our goal of diverse participants in our trial, and we can’t thank Acclinate’s work model enough for engaging with diverse community members.**

*– Biopharma partner 2*



# COMMITMENT IN ACTION

**\$1.623M**

Back into the  
community

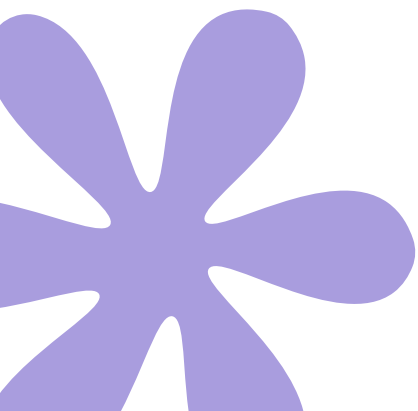
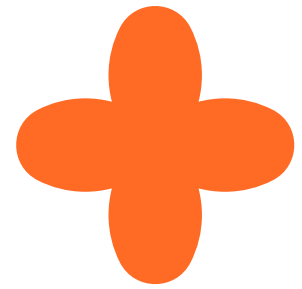
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**20%**

Of our total  
company expenses

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Our success reflects the trust we've built within underrepresented communities by addressing key barriers to health equity, such as financial burdens. This year, we invested \$1.623M back into the community—representing 20% of our total company expenses—as part of our commitment to empowering individuals on their healthcare journeys and reinforcing our authority as a trusted resource in this space.



OUR 2024

# HIGHLIGHTS

This year, we prioritized building tools that directly address the needs of our community. Our research revealed two key desires: access to a trusted source of health information and a stronger sense of connection with others. In response, we developed two impactful innovations:

The **NIA Chatbot**, developed in partnership with Quilt AI, delivers culturally relevant health information tailored specifically to Black communities. This AI-powered tool understands the unique needs and language of our users, offering a personalized and empowering experience.

We expanded our digital platform by launching a **NOWINCLUDED personalized mobile app** designed to empower users to take control of their health journey. This innovative platform provides curated resources, facilitates connections through topic-focused "circles", and encourages open dialogue within the community. The app prioritizes cultural relevance and inclusivity, directly addressing the needs of our diverse user base and advancing our mission to support health and wellness for Black people.



These innovations exemplify our commitment to leveraging technology and community-driven design to improve health outcomes and make knowledge accessible to all.



We've continued to transform how the biopharmaceutical industry engages with communities. This year, we partnered with **9 biopharma companies**, leading to impactful changes in their clinical trial processes. Through our guidance, **44%** of these companies implemented trial design updates and protocol shifts that foster trust, improve diversity, and ultimately enhance health outcomes for underrepresented populations.

Finally, we know our efforts are only as impactful as the strategic partners we continue to grow with. This year, we significantly broadened our impact by:

- Creating **29 unique health opportunities** for community members, ranging from clinical research and focus groups to educational initiatives. These opportunities spanned **11 therapeutic areas**, including oncology, cardiology, rare diseases, and women's health.
- Forging partnerships with **15 diverse organizations**, including 9 biopharma companies, a medical device company, advocacy groups, a government entity, and an academic research institution.
- Conducting hyper-targeted engagement campaigns for **20 specific health conditions**, including multiple myeloma, Crohn's disease, pulmonary sarcoidosis, and more. This focused approach ensured that our resources and support reached the communities most in need.

This multifaceted approach demonstrates our commitment to addressing a wide range of health concerns and empowering Black communities. By collaborating with key partners and providing targeted resources, we are making significant strides toward achieving health equity for all.



At Acclinate, our work is driven by three key pillars that encapsulate our mission to transform healthcare equity:

- 01 A.I. Transformation
- 02 Sustained Local Engagement
- 03 Trials and Triumphs

IMPACT

# PILLARS

These pillars reflect our innovative approach to creating equitable healthcare solutions and align with global and national priorities to improve health outcomes.





Our efforts directly support the objectives outlined in **Healthy People 2030**, which aims to eliminate health disparities and promote equitable access to care and the **United Nations Sustainable Development Goals (SDGs)**, particularly Goal 3: Good Health and Well-Being.

These frameworks emphasize the importance of equity, innovation, and inclusive partnerships, representing our commitment to addressing community needs, empowering individuals, and creating a healthcare system that works for everyone.

## **A.I. Transformation**

Our focus on adopting inclusion harnesses the power of predictive analytics and technology to ensure equitable representation in healthcare. By utilizing our NOWINCLUDED platform, we empower underrepresented populations to make informed health decisions and participate in opportunities that may not be presented to them otherwise, such as clinical research studies. Through data-driven insights, we are creating a healthcare landscape that values the voices of our communities and fosters trust.

## **Sustained Local Engagement**

Community outreach is at the heart of what we do. Our sustained local engagement initiatives prioritize building authentic connections with communities through events, partnerships, and grassroots efforts. By meeting people where they are, we address barriers to care such as access, trust, and representation. This work supports Healthy People 2030's aim to increase participation in preventive health programs and SDG Target 17.17, which highlights the importance of inclusive partnerships. Together, we are co-creating solutions that resonate locally and deliver lasting impact.

**IMPACT  
PILLARS**



“

It's impressive to see someone as old as 84 is in the NOWINCLUDED community. Even if they aren't active on the digital platform, the fact that they're in-the-know about what you're doing is awesome.

– Biopharma partner 1

## **Trials & Triumphs**

Through Trials and Triumphs, we are transforming the clinical research process to reflect the voices of all communities. By advocating for inclusive clinical trials, we address systemic inequities in medical research and ensure that marginalized populations are represented. This pillar ties directly to Healthy People 2030's objective to increase inclusion in research and SDG Target 3.B, which focuses on access to essential medicines and research. Our success stories demonstrate that when trials are inclusive, everyone triumphs.

**IMPACT**

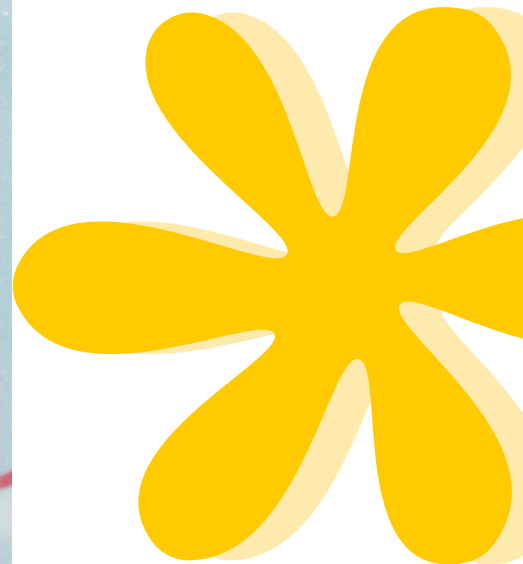
**PILLARS**





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# A.I. TRANSFOR<sup>XX</sup> MATION



Artificial intelligence has the potential to transform healthcare, but only when it is rooted in equity. At Acclinate, we are leveraging AI and machine learning to close gaps in clinical trial participation and ensure that underrepresented communities are not just included but empowered. In 2024, we focused on refining and expanding our AI-driven tools to better serve our communities and partners, emphasizing transparency, adaptability, and trust. We made significant strides in building and enhancing tools like eDICT, Acclinate's proprietary analytics platform, and the NOWINCLUDED chatbot. The chatbot was carefully trained to provide culturally relevant, community-friendly responses, ensuring that it reflects the voices and lived realities of our users. This required intensive data training, collaboration with cultural and clinical experts, and rigorous testing to ensure its accuracy and empathy.

# AI. TRANSFORMATION

eDICT provides real-time insights into community engagement and clinical trial participation. This powerful tool empowers us to make data-driven decisions and optimize our efforts to improve health outcomes for underrepresented communities. Last year, we enhanced the platform with new features like our HIPAA-compliant machine learning algorithms to calculate participation likelihood and refine lead sourcing for pharmaceutical partners. Supported by Google Cloud's advanced infrastructure, eDICT evolves with every interaction, enabling us to adapt to community needs in real-time. The beauty of our innovative tools is that they were designed to help amplify voices and experiences that are too often overlooked in traditional clinical research.

2024 marked a significant evolution in our AI-powered community outreach. We developed sophisticated content strategies that merge AI's capabilities with deep cultural insights, creating materials that authentically reflect our community's experiences and needs. This involved creating a comprehensive review process. All content was thoroughly vetted by community leaders, health experts, and our internal teams to ensure accuracy and cultural alignment. This iterative process of testing, feedback, and refinement ensured that our AI-driven communications maintained the highest level of trust and effectiveness.

"When we use AI to amplify the voices and needs of underrepresented communities, we unlock its true potential to drive equity in healthcare," **says Lei Clark, our Head of Product.** "It's about making sure the data reflects real people and their diverse realities."







# A.I. TRANSFORMATION

Whether helping organizations diversify trials or designing studies that align with the lived realities of participants, our work ensures that artificial intelligence is not just innovative, but truly inclusive. Through the co-creation of solutions—like training AI tools with community input and focusing on equitable design—we’re bridging the gap between technology and lived experience; an approach that supports our partners in building representative clinical trials and aligns with our broader mission to transform the healthcare landscape. We also use AI in our community engagement efforts to ensure that inclusion is not just a checkbox—it’s a standard for better science and better health outcomes for all.

## A.I. IN STORYTELLING

Artificial intelligence is transforming how we amplify community voices and share powerful stories of health journeys. By leveraging AI-driven video tools, we’re able to elevate voices and insights that may otherwise be lost in the noise. AI helps us scour through

hundreds of hours of community member interviews and other raw footage from community events and focus groups, identifying critical key themes and unique perspectives in mere seconds. This agility helps us understand patterns and connections across diverse audiences, crafting narratives that reflect community voices and resonate deeply. This process ensures our engagement efforts remain impactful and relevant.

For example, our use of AI enables us to extract unique perspectives from shared community stories, turning qualitative data into actionable insights. Whether highlighting a breast cancer survivor’s journey in a clinical trial or exploring the lived experiences of a Black man in Atlanta living with pulmonary sarcoidosis, AI streamlines the process—enhancing efficiency without sacrificing authenticity. These tools not only save time but also turn personal narratives into powerful catalysts for health transformation through community engagement.

Beyond content creation, we harness AI to optimize content distribution, reaching broader audiences across digital platforms, faster and more frequently. From tailoring messages for specific demographics to analyzing engagement metrics, AI supports our mission to amplify underrepresented voices and foster deeper connections within our NOWINCLUDED community.

**SUSTAINED LOCAL**



# **ENGAGE MENT**

At Acclinate, community engagement isn't an afterthought—it's the foundation of everything we do. Proudly established in Huntsville, Alabama, Acclinate has grown from its Southern roots to a national presence while maintaining a steadfast commitment to addressing health disparities in the communities we serve. The South, often characterized by its pronounced healthcare challenges, offers a unique opportunity to build meaningful connections and create intergenerational change. As our co-founders often say, "Change that benefits the community can only come from change created alongside the community." This belief drives our local outreach efforts, ensuring that we meet people where they are—whether on a college campus, in a senior center, or at a community event.



**As Shayla Wilson, our Head of Community, explains,**

“*Community is audience number one. People want connection. They want trusted spaces to share their lived experiences. If we can't provide that, we shouldn't be doing this work at all.*”



In 2024, our outreach efforts resonated across cities and states, growing our NOWINCLUDED community to over **126,572 total members**, up from 100,441 at the start of the year—a remarkable **26% increase**.

Our top metros, **Atlanta, Birmingham, and Huntsville**, reflect a concentrated focus on high-impact areas, with Georgia, Alabama, and Pennsylvania leading state participation. These numbers demonstrate the power of our grassroots efforts and the trust we've built through consistent, community-centered engagement.

Our commitment to genuine connection drives our localized initiatives, including partnerships with organizations like Babypalooza, which started as part of the **Mommy Listening Tour**, and our work with the **UAB Cancer Center Dissemination Institute** **and a notable biopharma partner.**

Additionally, our partnerships with organizations like Cencora, Labcorp, and Equality have been instrumental in advancing health equity.





# Egality

Mobilized 279 individuals throughout Texas to engage the Latine community in health initiatives. This partnership significantly expanded our reach and fostered deeper connections within this vital population.

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# Labcorp

Launched the **"Voice of the Community"** pilot program in Philadelphia, aiming to collect 1,000 surveys to gather crucial insights into community health needs and perspectives.

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# Cencora

Piloted a program with a Good Neighbor Pharmacy in the Philadelphia area, resulting in nearly 240 completed surveys, further enriching our understanding of community health concerns.

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**Through these collaborations, we've empowered individuals to take control of their health while helping healthcare organizations better understand the attitudes, needs, and aspirations of underrepresented populations.**

**"Your team is RICH & EXTREMELY COMPETENT and SHOWED UP & SHOWED OUT when planning and executing the community/pharmacists focus groups."**

-  
**American Association of Colleges of Pharmacy (AACCP) partner**



We believe that in-person events are the **cornerstone of building trust.**

Powered by Acclinate, NOWINCLUDED has hosted community-driven initiatives like the **Multiple Myeloma Research Foundation (MMRF) Community Connects** in cities like Atlanta, Philadelphia, Detroit, and Birmingham.

From our Blue Knight **Focus Groups in Hobson City** to six Black Maternal Health Expos across cities like Mobile, Phoenix, and Atlanta, we've prioritized reaching communities on their terms. These events have created spaces where individuals feel seen, heard, and valued—laying the groundwork for trust and collaboration. They also featured credentialed speakers, community influencers, and health experts who offered critical insights into conditions disproportionately affecting people of color, such as cancer and chronic diseases.

By creating spaces for shared stories and meaningful dialogue, these events lay the foundation for lasting change and empowered decision-making.



Our **Health Circles** are another vital aspect of our engagement strategy, fostering connections around specific health topics and conditions.

The Cancer Circle, with an astonishing

**836.86%**

growth this year

highlights the profound need for reliable resources and community support.

Other top-performing circles, like **Chronic Conditions, Maternal & Fetal Health,** and **Heart Health,** underscore our ability to meet diverse community needs. These spaces allow members to share experiences, ask questions, and access trusted health resources.

Our investment in the community goes beyond events and programs. We actively contribute to local initiatives like the Bush Hills Community Garden in Birmingham and volunteer at fundraisers, such as the Big Ball Game in Huntsville, to support causes like autism awareness. These efforts are about more than participation; they're about creating a flywheel effect—building credibility, fostering trust, and ensuring that the benefits of our work ripple outward.

**SUSTAINED LOCAL  
ENGAGEMENT**

# COMMUNITY STORIES

Health experiences like those shared by our community members also illustrate the transformative power of this work and provide a deeper understanding of the health challenges our communities face. Community stories, like David's journey with asthma and Lamarr's reflections on COPD, remind us why this work is critical. David recounts how access to an inhaler during a severe asthma attack as a teenager made the difference between life and death. Lamarr reflects on his uncle's COPD and lung cancer diagnosis, sharing how it inspired him to champion preventive care and empower others to prioritize their health.

Rosemary's journey as a caregiver for her mother adds another layer to this narrative. When her mother moved in with her, Rosemary learned about her mother's chronic kidney disease, a condition she initially knew little about. Navigating new doctors, including a renal specialist and other medical providers, Rosemary relied on asking questions, doing research, and seeking resources to empower herself in her caregiving role. As she advises others, "Ask a lot of questions. The more information you have, the more empowered you are to help your loved one." These stories, shared through the NOWINCLUDED platform, exemplify the real lives behind the statistics and inspire us to continue investing in sustainable, community-driven solutions.



**DAVID**



**LAMARR**



**ROSEMARY**



**JANICE**



“

It's critical to have a support system around you that understands the condition you're living with. Asthma can be a life-threatening situation.

**David, NOWINCLUDED  
Community Member**



**STORIES**

**COMMUNITY**



"My uncle's journey with COPD and lung cancer reminded me not to live life in fear of what you can't control, but also to take action when it comes to your health."

**Lamarr, NOWINCLUDED  
Community Member**



**STORIES**

**COMMUNITY**



“

"I had absolutely no idea what chronic kidney disease meant, but I knew I needed to ask questions and find the right resources to help my mom."

**Rosemary, NOWINCLUDED  
Community Member**



**STORIES**

**COMMUNITY TV**

“

“When we work together we can serve more people, we can get more done. And I always say we can always do more together than we can apart.”

**Janice, NOWINCLUDED  
Community Member**



**STORIES**

**COMMUNITY**



# TRIALS AND TRIUMPHS

Equity in clinical trials is more than an ethical goal—it is a scientific necessity. At Acclinate, we understand that without proper representation, clinical research fails to address the needs of all populations. Our Trials and Triumphs pillar is dedicated to making inclusivity a cornerstone of the clinical trial process, bridging the gap between communities and the healthcare innovations that shape tomorrow's medicines.

**As Camille Pope, our Senior Director, Health Equity, asserts,**

“Inclusive trials lead to better science and better health outcomes.”

However, barriers to participation persist. Our 2024 survey data revealed that while **72% of our community members** are willing or may consider participating in clinical trials, **60% reported** never being asked. This gap highlights the need for intentional outreach and education—work that Acclinate leads through community engagement, awareness campaigns, and partnerships with pharmaceutical companies.



Before introducing clinical trials, NOWINCLUDED prioritizes building trust and providing education. Through our omnichannel platform, we engage with the community via trusted influencers, digital marketing, and community events, fostering relationships and health awareness. This foundational work empowers our community members to take control of their health journey and prepares them to make informed decisions when clinical trial opportunities are presented.

A recent survey of NOWINCLUDED members revealed a high level of awareness and interest in clinical trial participation:

**71%**

are familiar with clinical trials.

---

**40%**

have been asked to participate in a clinical trial in the past.

---

**41%**

are willing to participate in a clinical trial, and an additional **31%** would consider it.

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While only **4%** have participated in a clinical trial previously, the high willingness to engage demonstrates the impact of NOWINCLUDED's efforts to educate and empower our community.

This necessary groundwork—often overlooked by pharmaceutical companies—is critical to creating an inclusive research environment. By focusing on early engagement efforts to educate and build trust, we address systemic barriers to participation and lay the foundation for meaningful engagement with clinical trials. Unlike the often complex information found elsewhere, NOWINCLUDED provides clear and digestible resources about clinical trials. Our articles, Medical Mondays series on social media, and dedicated Clinical Research circle break down barriers and empower individuals to make informed decisions about participation.

We equip clinical trial sites with the tools and resources they need to effectively engage with communities of color. Our repository of culturally relevant assets helps sites build trust and foster authentic connections, leading to increased participation and more inclusive research. We assist our pharma partners in site selection and potential participant engagement to ensure trials better reflect the populations they serve.



For **four years**, we've been breaking down barriers and **building trust** to create a more inclusive research landscape. By **demystifying clinical trials** through accessible content and fostering meaningful connections within **underrepresented communities**, we **empower individuals** to participate in and benefit from scientific progress. We are **closing the awareness gap** and ensuring that everyone has the **opportunity to contribute** to advancements in medicine.



**LOOKING**

**FOR**

**WARD**



This past year has been one of significant milestones and remarkable progress in our journey toward health equity. The highlights within this report are a testament to the impact we can achieve together. Yet, we acknowledge the road ahead remains complex. Advancing health equity demands resilience, adaptability, and an unwavering commitment to our core values.

In a time when conversations surrounding equity and inclusion can feel increasingly polarized, Acclimate stands firm in its mission. We are driven by an unyielding belief that every person deserves access to equitable healthcare, regardless of the shifting political tides. Our values remain rooted in building trust, amplifying underrepresented voices, and creating pathways to a healthier, more inclusive future for all.

The recent elections underscore the critical importance of our focus on education and engagement. We are more committed than ever to reaching and mobilizing individuals to advocate for their health. By empowering people with knowledge and resources, we can build a collective voice that demands equitable healthcare for all.

We also recognize the transformative potential of artificial intelligence in healthcare and will continue to leverage its power responsibly and ethically to advance our mission.

As we carry the stories, partnerships, and lessons of the past four years into 2025, we are confident that together, we will achieve our shared vision of a healthcare system where inclusion is integral to the success of us all.

Thank you for being a part of this journey.

