



Every Interaction is a Positive Interaction



Clinical Trial Recruitment & CRO Support Case Study

Third-Party Clinical Trial Recruitment Contact Center

OVERVIEW

PharmaCentra has provided **BPO contact center services** for over 15 years with vast experience in patient, physician, and pharmacy support for pharmaceutical companies, including clinical trial recruitment.

A **leading global clinical research organization (CRO)**, specializing in patient enrollment for the life sciences industry, connected with PharmaCentra with a need for Clinical Cardiac **Nurse Support** to pre-screen and verify prospective patients for a **Heart Failure Study**.

The clinical recruitment program began as a small nurse support initiative and then expanded to a **long-standing relationship** supporting numerous studies providing both inbound and outbound telephonic support with non-practitioner screeners.

OUR SOLUTIONS

CARDIAC CLINICAL NURSE SCREENING

PharmaCentra provided qualified clinical nurses, available 24/7, with clinical and cardiac experience to speak with prospective clinical study participants about their condition and verify critical index events documented in an preliminary prescreener for a Heart Failure Study.

INBOUND/OUTBOUND SUPPORT

After two months, the nurse screener pilot program was confirmed successful and the CRO partner desired to expand recruitment support services to include both inbound and outbound recruitment support and screening, utilizing non-practitioners. Prospective participants were screened by experienced recruitment specialists using the CRO partner's CRM platform to document call outcomes. Each study and unique screeners and patients who did not qualify for a study were asked to complete a mega-screener to be considered for other studies. This solution eventually grew to also include a direct scheduling platform in order to schedule the patient's First Office Visit (FOV).

OTHER LANGUAGE RECRUITMENT SUPPORT

Within seven months, the CRO had enlisted PharmaCentra to add other language services, which accomplished utilizing our New Brunswick, Canada center. The list of languages needed and supported by PharmaCentra was: French-Canadian, German, Mexico-Spanish, Russian, Arabic, and Hebrew.

RESULTS

- Each program initiative was successful and quickly expanded to other areas.
- The CRO began the partnership with four call centers supporting their clinical study enrollment campaigns, and quickly reduced to only three partners, providing each with equal call volumes, despite longer relationships.
- PharmaCentra became the **star-performer** and was granted the Other Language and Clinical Scheduling Programs.
- **2017 Stats:** Supported over **40 clinical trial studies** for the CRO; **Screened over 90,000 patients**; and **scheduled over 37,000 patients** for FOV.

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