



Every Interaction is a Positive Interaction



Alzheimer's Clinical Trial Recruitment Case Study

A comprehensive clinical trial patient recruitment case study encompassing community and physician referral outreach, social media recruitment, call center support, live chat, patient screening, and site support

OVERVIEW

A major global drug firm focused on breakthrough research was struggling with patient recruitment in a clinical study for Alzheimer's disease. Prior to implementing a comprehensive recruitment program with PharmaCentra, the Alzheimer's study required 400 active participants and after six months the study had only 41 patients screened (of which many screen-failed), and had only 13 active patients enrolled into the study, with 387 yet to go. The pharmaceutical firm was desperate for recruitment support in both the U.S. and Canada given the challenging recruitment criteria and current screen-fail rate.

CHALLENGES

- Stringent exculsion criteria
- Limited patient population
- Fifty-percent screen-fail rate
- Low clinical trial site screening activity
- Only one study website presence
- No social media recruitment campaign

SUPPORT NEEDS

- Study support in U.S. and Canada
- Inbound/Outbound Call Center
- Live Web Chat
- Patient Recruitment and Screening
- Email & Mail Fulfillment
- Social Media Recruitment

The pharmaceutical firm contracted with PharmaCentra to execute a comprehensive patient recruitment campaign, including a Referral Physician and Community Center Teledetailing campaign to reach out to targeted physician sites to advise of the clinical trial, nearby study sites, and offer material to provide to potential study candidates. In order to increase the number of patients in the clinical trial funnel, the pharmaceutical firm worked with PharmaCentra to implement a national social media campaign, including multiple landing pages designed to reach patients and caregivers. To support the increase of the number of prospective participants coming into the funnel, PharmaCentra designed a custom patient and caregiver support and inquiry line (including live chat) for the purpose of answering study related questions, screening patients and referring the pre-qualified candidates to the nearest study sites.

**THE CUSTOM DESIGNED RECRUITMENT CAMPAIGN, INCLUDING
OUTREACH, SOCIAL MEDIA, PATIENT SCREENING AND SITE SUPPORT
WAS KEY TO THIS CHALLENGING ALZHEIMER'S STUDY.**



OUR SOLUTION

PHYSICIAN & COMMUNITY TELE-DETAILING

PharmaCentra's custom designed recruitment solution began with outreach to the 51 active study sites across the U.S. and Canada to gather physician and community referral contacts. After our in-house design team created study brochures, patient referral forms and other study content, our recruitment specialists called over 7,000 referring physicians and community groups and mailed study packets with recruitment materials. Study webinars were also scheduled and hosted for interested referring physicians to learn more.

SOCIAL MEDIA RECRUITMENT

The social media consisted of multiple landing pages, both study branded and non-branded, along with Facebook, Google Adwords, Instagram and Twitter. Non-branded landing pages were key in reaching caregivers searching for disease related information online, but not specifically search for a clinical trial. Live chat was enabled on the landing pages to answer preliminary questions and get caregivers to call the toll-free caregiver support line. The national social media campaign spread the net wide and ultimately yielded quality referrals for the study. Real-time evaluation of the social media campaign allowed for immediate tweaks to maximize effectiveness.

PATIENT & CAREGIVER SUPPORT CALL CENTER

Multiple custom designed call scripts were developed by our expert script writers to support the call center. Study specific scripts were IRB approved and non-study specific scripts focused on the initial recruitment which stemmed from the social media campaign. The experienced recruitment specialists offered assistance to caregivers seeking disease information online, answered questions, and completed IRB approved pre-screeners, referring those that pre-qualified via a warm transfer. The white-glove support and follow-up included both patient/caregiver support and site support, ensuring that no-patient was lost and that sites were supported throughout the study. The call center tracking ensured all candidates were accounted for.

RESULTS

Outreach to over 7,000 referring physicians and community groups, and study packets mailed to 3,000 interested groups, yielded qualified study participants. Over 600 were interested in educational events and webinars were conducted to provide more study details. The multi-faceted social media campaign was a key driver in spreading the net wide and reaching the right population, thus yielding thousands of patient/caregiver calls to the call center. Live chat was crucial in converting 'browsers' to 'callers'. Real-time social media evaluation and patient screener metrics were vital to making essential tweaks to the program. In the end, the social media and outreach campaigns drove patients into the funnel and the call center successfully prescreened patients, resulting in the 400 patients successfully enrolled in the study.

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