

# Enrollment Performance Checklist: FIND YOUR BEST-FIT CLINICAL TRIAL SITES

## Did you know...

- 20-25% of all clinical studies close because they fail to meet enrollment targets?<sup>1</sup>
- 11% of investigative sites initiated are never activated?<sup>2</sup>

**81% of people would be likely to participate in a clinical trial if it were recommended by their doctor. However, only 9% report that their doctor has ever spoken with them about participating.**

Public Perception of Clinical Trials:  
Research!America 2017

**1. A best-fit site has a strong record of success:** Past performance *does* predict future results. But how much do you really know? Most sponsors rely on self-reported data, such as Clinicaltrials.gov and Citeline.

*Tip: The right partner gives you access to verified data to help you make an informed decision. Look for one that can provide FDA-verified intelligence to support your site-selection process.*

**2. A best-fit site has a strong community presence:** No site can fully enroll a study from its own patient population. That means a site that fosters community connections is more likely to meet enrollment goals.

*Tip: Look for a practice that*

- participates in community events.
- cultivates relationships with patient-support and condition-specific groups.
- has established referral pathways with colleagues in other practices.
- has a presence on patient-centric social media sites, such as [www.inspire.com](http://www.inspire.com)

**3. A best-fit site takes an integrated approach:** The best-fit sites embrace clinical research as another aspect of patient care. They promote trial participation as they would a smoking-cessation program.

*Tip: Look for signs of an engaged practice; they*

- show a list of opportunities on a monitor in the waiting room.
- talk to patients who may be eligible to participate in trials.
- involve colleagues in the practice to help them recruit.

**4. A best-fit site has a plan--and adequate staff:** A clinical trial site needs a success plan and a dedicated clinical research team to execute it.

*Tip: Given that 68% of sites fail to meet their projected enrollment targets,<sup>3</sup> you'll want the coordinator to be able to articulate the site's recruitment strategy and how it will make up any shortfall. Watch for these red flags:*

- They have too many protocols and too few staff.
- They fail to respond to questionnaires, calls, etc., in a timely fashion.
- They seem harried and overworked.

**5. A best-fit site is open to innovation:** They embrace technology and are open to new tools, services and processes that improve enrollment and keep trials on track.

*Tip: Look for a site that's flexible and willing to try something new to accelerate enrollment. Too many are stuck in the way they've always done things. But what worked for them yesterday may not work tomorrow.*

Everything rests on site selection: Pick the wrong site, and your trial could end up in rescue--or worse. Choose wisely. If you want expert help with the process. | [info@wcgclinical.com](mailto:info@wcgclinical.com)

<sup>1</sup> WCG proprietary Knowledge Base

<sup>2</sup> March/April 2018 Tufts CSDD Impact Report

<sup>3</sup> WCG proprietary Knowledge Base