

Case Study

WCG ThreeWire – Accelerating Enrollment Timelines for a Global Study

Phase II Dermatology Study – US and Europe

Challenge

When this “top 5” Global Pharmaceutical Company contacted WCG ThreeWire, they were not hopeful that enrollment for their 100-patient Phase II dermatology study could get back-on-track. The study had been underway for 11 months across 32 sites globally, yet only 20 subjects had enrolled. The client had spent a considerable amount of money on another recruitment vendor, which only netted two enrolled patients. Severely behind schedule, the client challenged us to help them meet their enrollment goal.

Solution

WCG ThreeWire analyzed the unique market considerations relevant to this study in order to execute strategic media buys, including radio and print, to jump start enrollment.

Patients who responded to the media were prescreened centrally by our **Patient Interaction Center®** and those that passed our sponsor and IRB approved screening guide were referred to the local site for an onsite screening visit. Additionally, site materials kits (posters, flyers, etc.) and a study website with online self-screener were provided to offer potential patients an informational tool available 24/7. On-the-ground support was also employed via WCG ThreeWire’s highly qualified **Clinical Research Coordinators (CRC)**, who provided comprehensive support to alleviate site burden by focusing on recruitment and enrollment activities.

These services were critical to ensure that every possible protocol eligible patient was identified, contacted, scheduled for screening as appropriate, and subsequently retained in the study via a series of appointment reminders and efficient and expedited scheduling activities.

Results

In just over six months, WCG ThreeWire contributed **70** subjects towards the study’s enrollment goal. With WCG ThreeWire’s help, the sponsor was able to meet their enrollment goal approximately **24 months** earlier than if enrollment would have continued without our support, saving them a significant amount of time and money.

Site Feedback

“You have exceeded our expectations and have delivered remarkably during these past 6 months. When you got involved we were struggling more than I’ve ever experienced in any clinical trial, and the manner in which you took ownership of this challenge was impressive. On behalf of [company name blinded], I thank you for your dedication and amazing performance.”

- Trial Site Monitor

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"Top-5" Pharmaceutical Company was unsatisfied with enrollment numbers 11 months into the patient recruitment process

100 Patients were needed for study with only 20 enrolled after 11 months

WCG ThreeWire implemented:

- Strategic media buys (radio and print)
- Site material kits with online self-screener informational tool available 24/7
- On-the-ground support through WCG CRCs to assist with Chart Review and supplemental enrollment activities in the US and Europe
- Enrollment was completed **24 months** ahead of schedule due to the implementation of WCG ThreeWire's support services

Study Enrollment Without WCG ThreeWire Support

11	32	20
Months	Global Sites	Enrollments

Study Enrollment With WCG ThreeWire Support

17	32	100
Months	Global Sites	Enrollments

**WCG netted 70 enrollments in 6 months*

