

# Case Study

## Osteoarthritis Pain

### Background

Our client was at risk of missing their targeted enrollment close for a difficult-to-recruit Osteoarthritis (OA) program despite an overwhelming response to their media campaign. Their sites were not equipped to handle the significant deluge of incoming media responses generated by the campaign. Eventually, the sites just gave up trying to call any of respondents back. The result was over 7,000 unprocessed media referrals, some of which were over six months old.

WCG Clinical was provided with access to the media vendor's portal and our team of remote Enrollment Assistants (EAs) processed the referrals in just under three (3) months. Our remote EAs efforts resulted in enough consents/enrollments for the program to close enrollment **one month ahead of schedule**.

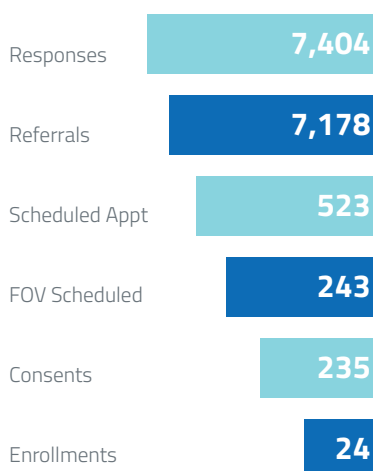
### When a 7% Referral to Scheduled Appointment Rate is a *Good Thing*

OA is such a common condition that a centralized, cast-a-huge-net media campaign will generate a significant response. Unfortunately, most respondents are unqualified to move forward with the process (in this case, 93% of the respondents). Our team sorted out those respondents before they reached the sites. This was a huge benefit to the sites, because it kept them from using staff labor to follow up with calls but also helped stave off site fatigue.

### The Results

In addition to processing the calls efficiently, our internal mandate is always to prescreen in such a way that only the most qualified and study-educated patients were scheduled for FOVs. Our 96% FOV to Consent rate illustrates our success. A 90% Screen Fail Rate was expected for this study due to the complexities of its run-in pain rating qualifications—all the more reason to ensure that only the most thoroughly prescreened patients moved on to a FOV.

### WCG Clinical Results



### Challenges

**OA media outreach will yield an abundant response, but:**

- Sites become buried in media referrals
- Most referrals don't qualify for a FOV
- Sites become fatigued due to the volume of calls with low yield
- Sites give up trying to process calls, so miss out on potential study patients
- Sites become so overwhelmed by the media referral process that they don't have time to recruit from their own database

### WCG Solutions

- EAs processing of media referrals to find needle-in-haystack patients out of 1000s of respondents
- EAs thorough prescreening and study education leads to high FOV to Consent rate
- WCG's Site Selection/Feasibility Services pair with WCG's comprehensive Media Outreach Services to develop a data driven outreach campaign targeted at historically high-performing sites
- Remote EAs process media referrals within 24 hours of receipt while On-Site EAs ensure every possible study patient from within the site's database is reviewed and contacted