

Case Study

How We've Helped – Onsite Enrollment Assistants™

PHASE II CONSTIPATION DRUG

Challenge

This study was open to enrollment for **4 months**, but was significantly behind the projected enrollment planning timeline. **The sponsor had achieved only 6 of the required 46 total enrollments.**

Solution

WCG ThreeWire was brought in to rescue the study, and quickly developed and implemented a targeted outreach strategy that included **television advertising** supported by a **study website** with patient self-screening option, **site materials**, and the utilization of onsite **Enrollment Assistants™** to process incoming referrals. Patients were pre-screened by our Patient Interaction Center® and those that passed the sponsor and IRB-approved screening guide were referred to the local site for an on-site screening visit. Our **Enrollment Assistants™** collaborated closely with patients and the site to ensure site screening visits were expeditiously scheduled and that no patients “fell through the cracks.” During the entire project, our Program Manager closely monitored and analyzed the outreach and study results to ensure optimal funnel flow of patients and overall value.

Results

WCG ThreeWire generated **503 respondents**, with 166 passing pre-screening and being referred to the site, **yielding 52 consents and 37 enrollments** to successfully close out the study.

Highlight

93% of total enrollments were contributed by WCG ThreeWire

The Boots on the Ground Approach

The Impact of Onsite **Enrollment Assistants™**

34%

of media referrals across the industry never get followed up on due to lack of site bandwidth

31

total enrollments would have been the trajectory for this study without onsite EA use, falling well short of the required 46

“Our success is almost entirely due to the Enrollment Assistant outreach methods organized by our recruitment partner, WCG ThreeWire.”

Executive Director

Top 5 Pharma Company