

Case Study

How We've Helped - Retention

PHASE IIB OAB DRUG – NORTH AMERICA, SOUTH AMERICA, WESTERN EUROPE, EASTERN EUROPE, ASIA, AUSTRALIA, AFRICA

Challenge

Retain **700 subjects** who completed the first part of the study into a 52-week extension study across six continents.

Solution

ThreeWire developed **comprehensive patient retention materials** for distribution among global sites. Materials included both **site-focused items** (e.g., Tips and Techniques for Study Coordinators, Participant Contact Forms and Logs) and **patient-focused items** (e.g., study guides, newsletters, greeting cards, certificates of appreciation).

Results

Completed creative development of materials in **13 languages within a month of project award**. IRBapproved materials were sent electronically to sponsor for printing and distribution.