

Case Study

Overcoming Enrollment Challenges - Patients with Ulcerative Colitis

Ulcerative Colitis

Challenges and Solutions

Patients are often lost due to a lack of contact during the screening process as they wait for their next symptom flare.

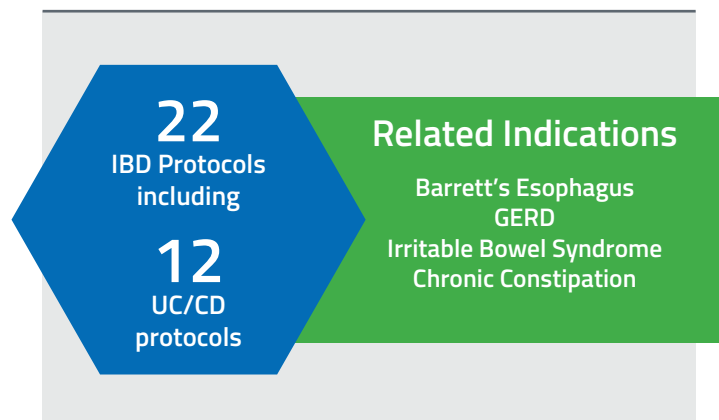
- WCG ThreeWire's **Enrollment Assistants™** conduct regular check-ins to assure that patients stay engaged between their symptom flare-ups.
- WCG ThreeWire's **my-patient.com®** tracking allows for metric driven assessments of patients in both the prescreened and pending flare status at each site.

Because UC is a competitive indication, outreach beyond the site is necessary. Media based outreach is effective, but sites often lack the bandwidth to process the influx of respondents. This leads to referrals becoming stagnant and eventually being lost completely.

- WCG ThreeWire's implements their **Chart Review™** at the study and referral sites which targets the lowest-cost and quickest-to-recruit patients.
- WCG ThreeWire also pairs EAs with sites receiving media support to relieve the sites of referral processing. The remote EA's provide supplementary referral processing to ensure that all media respondents receive a recruitment call within 24 hours of their response.

UC studies are often paired with similar Crohn's disease studies creating inefficiencies and excess cost.

- WCG ThreeWire creates efficiencies in program and site management, EA management, recruitment tactics, creative/web development, and media patient outreach to maximize study recruitment budgets and optimize requirement strategies.



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1

Challenge

Ensure enrollment timelines are met at 120 global sites

2

Solutions

Enrollment Assistant On-site Support

- Patient Flare Check-ins
- Retrospective and Prospective Chart Review
- Referral Physician Networking
- Community Outreach with Community Health Talks

3

Results

28

Enrollments to-date

101

Patients prescreened with consent pending flare to-date

Responses

5,683

Referrals

1,711

Consents

65

Enrollments

28

WCG ThreeWire Results
Chart Review Strategy