

What Sites Need from Sponsors to be a Top Enroller

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Discussion Items

Lifecycle of a clinical trial



Survey Question #1

Audience, please text [MARKR855](https://www.wcg.com/2020/05/22/clinical-research-site-survey) to [22333](https://www.wcg.com/2020/05/22/clinical-research-site-survey) to join the session

What is the biggest issue running your clinical research site?

- A. Finding the right study**
- B. Finding the patients**
- C. Budgeting & Contracting**
- D. Support & Training**
- E. Other**

Patient Fit – Study Initiation

- As a Site... “Stay in your Lane”
- Well Developed Protocol
- Relevant Manuals and Brochures
- Initial Disclosure of Information
- Commitment from Sponsor and CRO
- Engagement with PI and Research Teams
- Work Together for Success!



Contracting

- Good **Communication**
 - Consideration of Institutional Requirements
 - Identification of all Contacts
 - Knowledgeable and Responsive CRO/Sponsor
 - Building and Leveraging Past Experience
 - Clear/Organized Contractual Language and Addendums
 - Rapid Turnaround Time
-
- Work Towards ➡ Master Clinical Trial Agreements



Budgets

- Protocols Developed by Experienced Investigators
- Easy to use Study Templates
- Fair Negotiation
- Good **Communication** (see the theme here?)
 - Business Model
 - Unique Site Distinctions
- Realistic Cost Model
 - PI Time
 - Coordinator Time
 - SAE's, Monitor Visits, Query Resolution, etc...



Support and Training

- Investigator Meetings
- Extensive Training for Research Teams
- Tools to Facilitate Identifying Subjects
- Ongoing **Communication**
- Rapid Problem Resolution
- Supportive Monitors
- Audit Support



Quality

- “It’s a Partnership”
- Clear SOP’s and Guidelines
- Sharing Best Practices
- Review Constantly
- Adequate Record/Data Retention
- Training - Outside of the Specific Protocols
- Oversight & Guidance
- Be Consistent



Alignment

- Engaged Sponsors with Site PI and Staff
- Consideration of the Mission of the Organization
- Not all sites are the same
 - Appreciation of nuances
- Consideration of Privacy and Security
- Patient Centric Approaches



Future State

- Electronic Environment
 - Leveraging the EMR
 - e-Source
 - e-Reg
 - CTMS
- Benefit for Certified Staff
- A “Joint Commission” for Clinical Research Sites
- Machine Learning / AI
- A Holistic Genomic Repository (opt in)



Survey Question #2

Audience, please text [MARKR855](https://www.wcg.org/2020/03/23/markr855) to [22333](https://www.wcg.org/2020/03/23/22333) to join the session

What is the most important innovation to you in the near future?

- A. Electronic Capabilities**
- B. Certification of your site**
- C. Machine Learning / AI**
- D. Holistic Genomic Repository**
- E. Other**

Conclusions

- Key Take Always...
- Communication is KING
- Experienced Investigators are Key
- Quality Rules
- A 360 Engagement Strategy



Questions



Thank You!

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