

# Mid-Size Biopharma Closes Enrollment 3 Months Ahead of Schedule

A mid-sized biopharma conducting an adhesive capsulitis trial with stalled enrollment, due in part to the COVID pandemic, turned to WCG for help.

## CHALLENGE

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### **Enrollment was stalled**

Impacted by the pandemic, recruitment was suffering from a lack of established patient pathways.

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### **Previous media efforts fell short and referrals were not tracked or managed**

Sites and sponsors were not able to ascertain where referrals were in the patient journey, therefore were unable to effectively take action.

## RESULTS

Sites and sponsors had clearer visibility into what channels the referrals were coming from, and where they were in the patient journey. This allowed for more effective referral processing.

Enrollment closed nearly 3 months ahead of the projected last patient first visit.

## SOLUTION

We recommended a patient-outreach media program coupled with WCG referral processing support to ensure that individuals that volunteered for the study were properly followed up with and pre-screened for the study.

### Digital Outreach

We successfully deployed multi-channel media outreach support by developing a creative strategy that resonated with the targeted patient population.

### Tracking the Patient Journey

WCG's My Patient platform provided real-time tracking of incoming referrals. Our support team aligned referrals to site outreach capacity and enabled the sponsor and sites to track the patient journey from initial outreach to referral, office visit, through to enrollment.

### Referrals Over Impressions

WCG's solution focused on bringing qualified enrollments into the study rather than clicks and impressions. By focusing on the ultimate goal, the overall experience for the potential patients and sites was improved.

### Consultative Approach

WCG reviewed the then current study status at the sites and identified a common theme—those responding to media outreach were not being contacted.

WCG provided a solution utilizing My Patient to provide visibility into exactly where each individual was along their patient pathway. This allowed the WCG team to effectively provide follow-up support to each individual patient.

### Deploying Referral Processing Support

WCG support is always agile and flexible. We aligned our site support team to only the sites which needed support, when support was needed.