



Media and Creative: Customized Participant Outreach Solutions that Speed Your Enrollment



When your time-sensitive study needs more participants than your sites can provide, it's time to engage WCG Study Acceleration. Our services give you the media resources and marketing expertise necessary to keep participant recruitment on schedule. We provide fit-for-purpose, high-impact media and marketing solutions customized to your study and participant population.



Media Outreach

- ✓ Predictive modeling
- ✓ Media strategy and ad buys
- ✓ Centralized and local campaign deployment



Creative Materials

- ✓ Ad development and production
- ✓ Site kits for participant recruitment, retention and site engagement
- ✓ Study website development and optimization



Campaign Support

- ✓ Referral processing within 24 hours
- ✓ Participant screening and education
- ✓ Participant scheduling