

WCG Boosts Enrollment by 34% for a Major Depressive Disorder Study

SITUATION A sponsor needed support recruiting for a major depressive disorder (MDD) study behind on enrollment. Recruiting for MDD is different. Stigma discourages participation, and the symptoms of the condition erode the very motivation needed to enroll and stay engaged. These are barriers standard recruitment tactics rarely overcome, and they demand an approach built around the realities of the patient.

SOLUTION WCG rapidly deployed a tailored recruitment model designed around what patients with MDD need to engage. **WCG paired every potential participant with a dedicated point of contact experienced in mental health disorders, giving them a trusted guide at each step of the enrollment process.**

WCG provided:

- A media outreach campaign targeting potential participants and their caregivers
- Referral follow-up and pre-screening to move candidates through the funnel quickly
- Scheduling assistance to reduce drop-off between interest and enrollment

RESULT WCG's high-touch support paid off, successfully identifying 34% of the study's total enrollments.

6,000+

Potential participants

4,000+

WCG pre-screened referrals

200+

Consents

100+

Enrollments