

500+ Referred Participants in 30 days for Healthy Volunteer Trial

CHALLENGE

A sponsor needed to enroll their Phase I healthy volunteer trial outside their historic geographic reach. This was a challenge because the sponsor needed a large pool of individuals prescreened quickly during both the holidays and an Omicron outbreak to meet timelines.

SOLUTION

WCG developed a centrally managed, locally deployed outreach campaign that combined successful media outreach with dedicated follow-up support. Volunteers were processed within 24 hours of their submission and provided study education to all prospective participants.



“[The study] turned out successful – even amidst the late December Omicron spike.”

– Sponsor

RESULTS

WCG’s campaign delivered the desired number of pre-screened individuals within the sponsor’s designated timeline.

