Mid-Size Biopharma Closes Enrollment 3 Months Ahead of Schedule

A mid-sized biopharma conducting an adhesive capsulitis trial with stalled enrollment, turned to WCG for support.

CHALLENGE

1 **Enrollment was stalled**

Impacted by the COVID-19 pandemic, recruitment was suffering due to a lack in visibility of media outreach efforts.

2 **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 participant 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 participant journey. This allowed for more effective referral processing.

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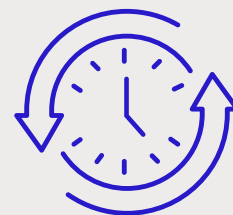
SOLUTION

We recommended a participant 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

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

Tracking the Participant 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 participant 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 participants and sites was improved.

Consultative Approach

WCG reviewed the then current study status at the sites and identified a common theme—potential participants 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 participant pathway. This allowed the WCG team to effectively provide follow-up support to each individual.

Deploying Refferal 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.

Find out how many months WCG's Recruitment and Retention services can cut from your enrollment timelines.

Get In Touch

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