

99% Enrollment Contribution to Decentralized Trial

CHALLENGE

A sponsor needed to quickly enroll participants in a decentralized study using vocal features for diagnosis. The sponsor also faced the retention challenge of supporting a new technology and asking participants to self-collect frequent nasal swabs.

SOLUTION

WCG developed, launched, and managed an outreach campaign which exceeded enrollment targets for 3 consecutive cohorts by 110%. WCG provided dedicated outreach processing support to ensure rapid follow up as well as dedicated retention support on how to use the study technology and encouraging compliance on the required nasal swabs.

A customized centrally managed participant outreach and engagement **successfully launched** to support recruitment and retention.

RESULTS

9K+

Participants enrolled

99%

WCG solutions contributed to 99% of study enrollments

RECRUITMENT FUNNEL

1,500,000+ Web Page Views

54,500+ App Downloads

27,000+ Pre-Screen Pass

21,000+ Identity Verified

10,000+ Consents

9,000+ Enrollments