

13 Day Decrease in Referral to Randomization Time

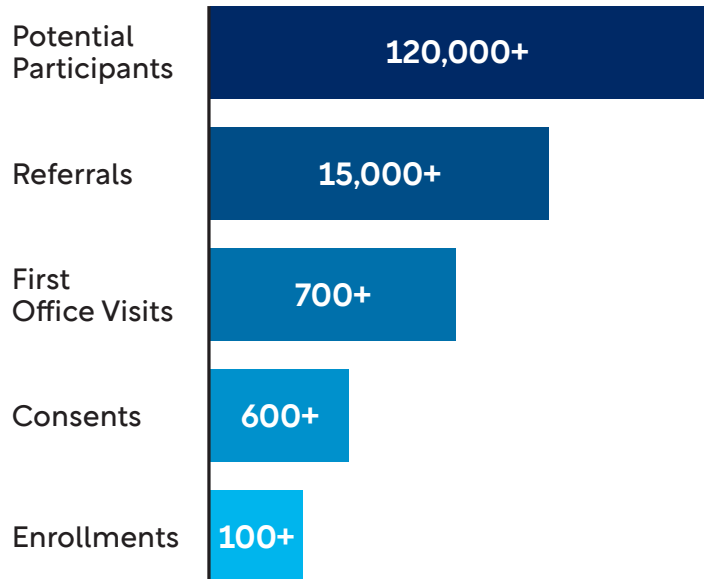
CHALLENGE

A sponsor's glaucoma and ocular hypertension studies were behind on enrollment. The sponsor had started an outreach campaign which was not providing the desired results.

SOLUTION

Due to sites communicating they had exhausted their internal referral sources, we developed a new recruitment strategy mid-study comprised of a multi-channel outreach campaign. By implementing a direct-to-participant media campaign, the targeted number of participants were identified and supported by WCG's media referral processing services that ensured all volunteers received follow-up within 24 hours.

FUNNEL DATA



RESULTS

WCG's support decreased the time from referral to randomization by 13.4 days through the combination of outreach and WCG media referral processing. WCG contributed to 100+ enrollments with 70+ coming from fee for performance media support.

