

Boosting Recruitment and Retention Rates to Accelerate Clinical Trials

Clinical trials depend on individuals who raise their hands to volunteer and agree to participate. However, recruiting and retaining these individuals consistently ranks among the biggest challenges faced by sponsors, CROs, and research sites in the field of clinical research. So how can the industry better combat these challenges and improve recruitment and retention?

INDUSTRY DATA SHOWS:

80%

More than 80% of trials fail to meet their initial enrollment goals and schedules.¹

1 in 5

Only 20% of trials are completed within their original timeframe.²

1+ Years

In the industry, the median delay among completed trials is more than a year (12.2 months).²

\$2.3 Billion/Asset

The average R&D cost to progress an asset from discovery to launch has remained flat for 2022–2023 at \$2.3 billion per asset.³

23%

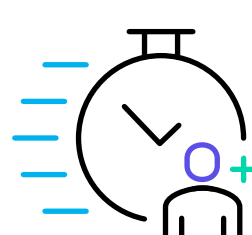
23% of participants who enroll in a study don't complete it according to the Center for Information and Study on Clinical Research Participation.⁵

One of the key challenges of participant recruitment and retention in clinical trials

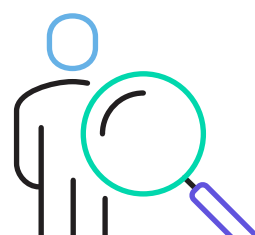
The industry is working with individual participants who each have unique needs and motivations, which adds additional complexities and necessitates a high-touch approach. Identifying participants who match your study criteria is only the first step in the recruitment pathway. High-touch engagement is needed to communicate the study's goals, manage participants' expectations, pre-screen, and schedule. From there, keeping participants retained and engaged throughout a trial is crucial. And all these things take **time, energy, and resources** to do right.

Removing recruitment and retention complexities so studies can get to their endpoints faster

Finding a partner who can design and implement a customized strategy tailored to your study and sites can help reduce study delays and boost your recruitment and retention rates. Look for a partner who can:



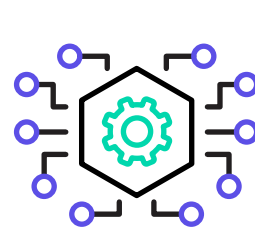
Accelerate enrollment from within your selected sites' existing patient population.



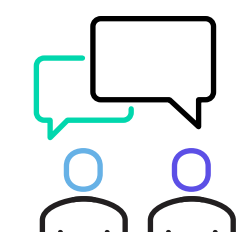
Develop, manage, and optimize external referral sources to efficiently identify participants and bring those individuals to the study site.



Manage enrollment through a streamlined process that captures key study data.



Employ technology to provide enrollment reporting and management.



Engage participants to improve retention.



Provide documentation support so that data is entered, reviewed, collected, and verified within your timeframes.

WCG: A simpler approach to your study's recruitment & retention

With over 20 years of proven recruitment and retention results, we understand the universal aspects of the participant journey, allowing our clients to remove complexities and dedicate their time and energy where it truly matters—on the participants. WCG's deep expertise has helped our clients:

- Accelerate enrollment by up to 7 months.⁴
- Identify and enroll participants up to two times faster optimizing enrollment from within their sites.⁴
- Develop and manage outreach campaigns to extend the reach of their study sites.

Studies are complex, with the number of procedures and endpoints increasing. However, the recruitment and retention processes don't need to be complex. Simplify and accelerate recruitment and retention for your studies, and drive research to results with WCG.

[Discover WCG's Approach](#)

References:

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