

Accelerated Access

Quintiles Revs Recruitment, Trims Costs

Challenge

A higher-than-expected prescreen failure rate and declining enrollments jeopardized recruitment goals and threatened delay of a Phase II Major Depressive Disorder study.

Solution

Quintiles developed a comprehensive multi-channel recruitment strategy, including newspaper advertising, online outreach, direct mail, and call center prescreening.

Results

The outreach boosted enrollment by 23% at participating sites, allowing the study to be completed ahead of schedule and nearly \$200,000 under budget.

Sites that participated in the Quintiles outreach initiative experienced a 23% increase in enrollment rates. This reduced the overall study timeline by 1.25 months, for an estimated savings of nearly \$200,000 for the sponsor.

Declining Recruitment, Dwindling Timelines

Recruiting and enrolling a sufficient number of qualified patients without delaying a clinical trial is always a primary goal and frequently a major challenge. In the case of this Phase II Major Depressive Disorder (MDD) study, the recruitment issue was especially troublesome. Sites were using their own recruitment tools to reach potential patients in their local communities, with inconsistent results that put enrollment timelines in jeopardy.

Help from an Experienced Ally

With inadequate recruitment numbers at about a third of the way through the initial recruitment timeframe, the project manager turned to Quintiles' recruitment experts for additional support. After a careful review of the protocol, project managers drew on extensive experience in similar situations and the myriad of tools in the Quintiles recruitment arsenal to develop a comprehensive approach that fit the proposed budget. The program included:

- > *An Internet outreach campaign*
- > *Advertising*
- > *Pharmacy outreach*
- > *Direct mail*
- > *Call center prescreening*
- > *A newspaper ad template provided electronically to sites for use in local outreach*
- > *Outreach and testing through a proprietary database of nearly 2 million patients*

Quintiles drew on extensive experience, a thorough understanding of the disease state and a myriad of tools in the Quintiles recruitment arsenal for a comprehensive solution to reach the right patients at the right time.

Coordinated Communication Campaign

Recruitment initiatives were launched using site teleconferences with the 38 participating sites to announce launch of the Internet campaign. The teleconferences shared strategy, timelines and an outline of the referral process. The training allowed sites to know how to effectively follow up with referrals and communicate with Quintiles about referral outcomes.

During each of the outreach campaigns, Quintiles worked closely with the study sites and the clinical team to ensure that all sites were actively following up on call center referrals. Quintiles communicated frequently with each site's study coordinator to increase site engagement and dedication to follow-up. As a result, the majority of sites remained actively engaged throughout the entire referral process.

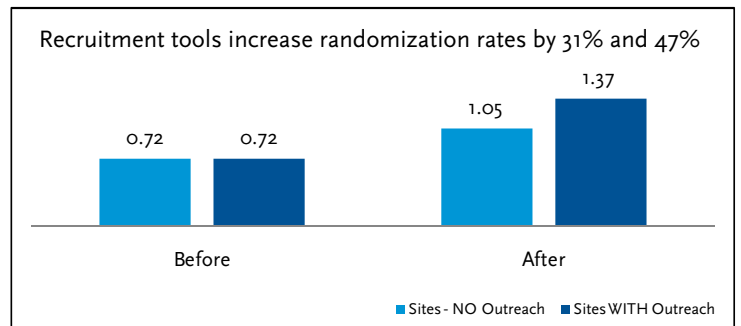
Outreach Outpaces Enrollment Lift Expectations

During Quintiles' involvement in outreach activities and site follow-up, sites that participated in the outreach initiative experienced a 23 percent increase in enrollment rates. Analysis of that lift shows that an additional 39.5 patients were randomized at the 38 sites included in the campaign. Finally, outreach efforts delivered the equivalent of 1.25 months of enrollment, reducing the overall study timeline by 1.25 months and saving the sponsor an estimated \$198,262.

The Right Patients at the Right Time

Effective study results depend on effective recruitment and enrollment of appropriate patients. Through the use of informatics tools and media-based recruitment methods, the comprehensive solutions offered by Quintiles identify and reach the right patients at the right time.

Recruitment



Contact Us:

On the web: www.quintiles.com

Email: clinical@quintiles.com