



CASE STUDY: CLINICAL TRIAL RECRUITMENT: MULTIPLE SCLEROSIS

Executive Summary

Academic Network was selected to provide clinical trial recruitment for a global leader in biotechnology.

Challenge

This project required the recruitment of qualified participants for two international Phase III clinical studies related to treatment of multiple sclerosis. The study goal was to incorporate approximately 200 sites worldwide, comprising a total of 1200 randomized patients for one study and 525 for the other. The goal was to complete recruiting process within 12 months.

Patient recruitment is a key factor for studies and is often the largest hurdle. Lamberti's "State of Clinical Trials Industry" states that 80% of trials are delayed at least one month because of unfulfilled enrollment. According to Recruiting, a 2008 study by Beasely, "Each day a drug is delayed from launching in the market, sponsors lose up to \$8 million."

Solution

Academic Network proposed a comprehensive and cost effective prescreening process including an online screener, live call center options, and a referral tracking system.

Prescreening: The Academic Network call center is staffed by healthcare professionals who, due to their medical expertise, are able to effectively walk potential participants through the screening process. If the participant is qualified, he is referred directly to the study site. Online Screeners provide potential participants the opportunity to prescreen themselves 24/7. These are especially effective for recruitment of international participants.

Referral tracking: Our online referral tracking system allows sponsors to monitor the site's activity per referred participant. This accountability provides sponsors with a snapshot of valuable information regarding the conversion of prequalified referrals into actual randomized patients. Study sites are able to create updates simply and efficiently using this online tool.



Result

The Online Screener screened more than 3632 potential participants, of which 151 (4%) were prequalified and referred to the local study site for baseline screening for randomization.

The call center screened 206 potential participants, of which 60 (30%) were prequalified and referred to study sites. The knowledge and efficiency of the staff contributed to the elimination of unqualified participants visiting sites and participating in baseline screening; this ultimately led to a significant cost savings for the client. Vanity numbers allowed the PR firm to track success of promotional areas and created a higher ROI for the client.

51% of participants who completed the baseline screening process at study site were randomized into the study. The project was completed within 6 months, 6 months ahead of schedule. Academic Network's effort and expertise in the recruitment process played a key role in the increase in qualified referred patients and in a cost savings for the client versus the common costly delays.