



## Sites are losing enrollment opportunities

### Typical Site Challenges:

- Lack of advertising expertise –knowing where to place advertising for maximum benefit
- Lack of time – Coordinators lack the time to recruit effectively
- Call handling – most sites rely on voice mail to handle calls

### Project Synopsis

CSS supported sites for a national type 2 diabetes study. One site located in Baltimore Maryland was having challenges finding patients for their Diabetes trials. Prior to using CSS planning services they used their \$3,500 media budget in their local newspaper, where they have place their advertising for years. The study coordinator had no experience placing media and limited time to research her options. She also did not have time to speak with non interested and non qualified callers. The site had placed a 3 x 5 inch ad in the local newspaper which had limited results and most calls that were generated came in before and after office hours. They needed to generate more calls with their limited recruitment budget.

### Project Approach

CSS did a detailed review of the protocol and their geographic/demographic area. We also reviewed their recruitment materials for effectiveness and defined the best target audience for the study. The Sponsor approved a recruitment plan and budget that CSS developed which was based on the media habits of people with diabetes and the defined target audience. CSS worked with the study coordinator to determine the best weeks to run ads as well as time of the day so she could handle the calls that were generated.

<b>Project Results</b>	<b>Site Results</b>	<b>CSS Results</b>	<b>Difference</b>
Budget	\$3,500	\$3,500	-
Calls	8	19	11
Calls Handled & Screened	4	19*	15
V1 Screenings	1	6	5
Enrolled	0	3	3

\*CSS screening technology used

### Conclusion

- The site was able to screen more subjects from the increase of interest
- The study coordinator was less frustrated with her job
- The Response rate was over two times more and the screenings increased six times
- 100% calls handled and pre-screened
- Sponsor had metrics for future decisions



# Clinical Site Services

## Maximizes your recruitment budget

