



Case Study: How much does TIME cost you?

Situation: A large pharmaceutical company was having challenges with enrollment in a major digestive disorder trial. Their rate of enrollment was averaging 10-14 per month with over 75 sites across the county and was on track to complete enrollment in August of 2008 and 13 months behind schedule. CSS was contacted to provide a solution to the increase the rate of enrollment and help complete enrollment as quickly as possible.

Solution: Within four weeks, CSS developed and began a multi-tactic Site Performance approach to this enrollment challenge. The first step was to redevelop the creative advertisements that better targeted the appropriate audience. The second step was to equip the sites with the recruitment tools and keep the coordinators informed through monthly teleconferences. The third step was to manage many localized strategic site recruitment campaigns customized to each site.

Results: Through the study coordinator communications efforts, a robust site support call center, revised recruitment tools and the targeted recruitment campaign, the sites' monthly enrollment rate increased by 500% and the trial completed 14 months ahead of the historic enrollment pace. This customized site performance campaign saved the sponsor over **\$6,000,000** in trial expenses and expedited the time-to-market of the product.

