

CASE STUDY

Patient Recruitment Services

SITUATION



Our team collaborated with a large CRO to meet enrollment for a Phase 3b type II diabetes study across three of our clinic locations within a three month recruitment timeline. In order to meet our recruitment goals at each site, BTC Network utilized a detailed, comprehensive strategy that employed an array of tactics that had to maximize patient interest and enrollment within each of our clinics' geographic locations.

CHALLENGE



One of our major anticipated challenges was a high screen fail rate due to a limiting inclusion & exclusion criteria in order for a patient to qualify. BTC Network's clinical and recruitment teams needed to utilize their extensive experience in prior diabetes studies in order to create an effective campaign that utilized a variety of resources capitalizing on our sites' internal patient databases while maximizing patient interest through traditional and online efforts.

ACTIONS



- BTC Network ran online advertising campaigns through Facebook Ads Manager and Google Adwords. We planned and executed highly targeted pay-per-click campaigns to reach the relevant patient population based upon geographic location, demographics, interests, and specific keywords.
- We utilized on site & remote dedicated enrollment specialists that proactively identified and reached out to patients with diabetes from each site's local patient database. We took extra time to ensure that patients were on the appropriate medications as finding these subjects was extremely challenging.
- Our team notified applicable patients in a National Patient Database of the study opportunity in their geographic area. The database is able to reach patients who are actively seeking clinical trial opportunities for specific indications.
- In order to target potential patients, our team also formatted a print advertisement and placed the advertisement in a local newspaper for one of the sites. Print advertisement was more effective for this particular site's geographic location. We were able to reach a wide range of populations and engage viewers with both content and graphics. Our team worked with the site and vendor to complete the newspaper placement in a timely manner before enrollment closed.
- Our team created and launched a branded study-specific landing page. This one page website provided further information about the study, relevant I/E criteria, and provided a field where interested users could submit their contact information which was then sent directly to the appropriate site.

RESULTS



In 1 month, 11,620 total users were directed to the study-specific branded landing page. Of these users, 164 submitted their contact information to be pre-screened by the site for participation in the study. Of the leads that resulted from BTC Network's recruitment efforts and outreach to sites' patients databases, we were able to screen 8 patients and randomize 4 through extensive prescreening.

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