

African American Asthma Study



Situation:

The sponsor was having challenges enrolling patients in an African American Asthma study. They wanted to close enrollment within 8 months. Sites had been recruiting patients within their practice, but had exhausted this patient resource. Sites were requesting advertising funds to augment their enrollment efforts.

Challenges:

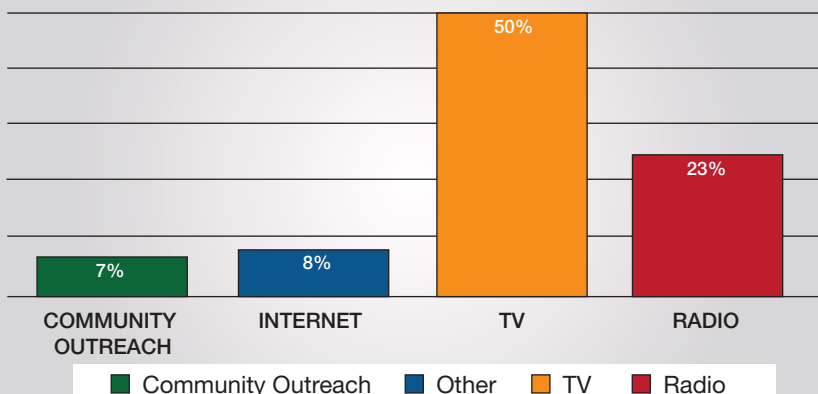
- African American perception of clinical trials was poor
- Small target audience (African Americans represent 12-15% of the US population)
- Competitive studies looking for asthma patients
- Sites were frustrated with enrollment

Solutions:

CSSi assessed all the sites for their past experience in recruitment, identified their challenges, and recruitment needs. From this information, each site had an enrollment plan developed. CSSi identified three areas to focus recruitment overall efforts:

- Traditional media (television, radio, and print)
- Internet: to support traditional media
- Community outreach: cell phones were used at events for people to connect directly with screening center

External Enrollment Sources



Results:

- Local community events were identified where Local Enrollment Specialists™ distributed information about the study.
- TV and Radio were the key drivers for referral sources.
- With CSSi's recruitment support, the study was able to close enrollment 2 months early.

