

Alzheimer's Disease Case Study



Situation:

Sponsor was experiencing a slow enrollment period and was falling behind their enrollment timeline. Sites were screening 37 patients (.49/site/month) and enrolling 12 patients (.16/site/month) per month. CSSi was tasked with increasing the screening and enrollment rate at sites to meet enrollment goals within the allotted timeline. In order to complete enrollment on time, CSSi needed to facilitate the screening and enrollment rates by two-fold.

Solution:

CSSi assessed all 75 U.S. and Canadian sites to determine each of the sites' screening and enrollment challenges, developed an enrollment plan for each site, and identified the sites' commitment in meeting enrollment goals.

Fifty eight (58) sites made commitments to meeting the enrollment goals and to work with CSSi in developing and executing an enrollment plan. CSSi developed customized plans for each site that focused on three main areas of recruitment:

1. Internal patient population
2. Local community groups
3. Advertising (television, radio, direct mail, and internet)

Results:

Of the 58 sites, 93% of sites met or exceeded their goals. Overall, 100% of sites increased their screening and enrollment numbers. After CSSi involvement, screening increased by 300% per month and enrollment increased 100% per month.

