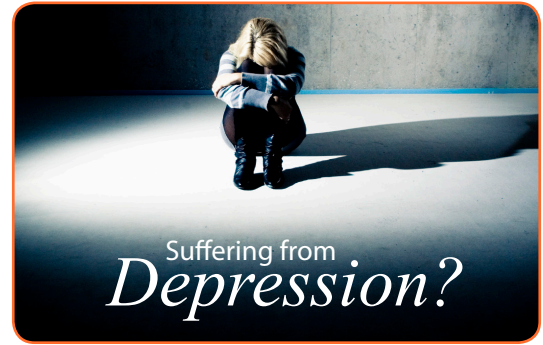


Depression Case Study



Situation:

CSSi was presented with a large major depressive disorder study that had experienced sites with access to patient databases. A full-service approach was implemented to cast a broad net and ensure the enrollment goals were met in a timely fashion.

Solution:

Each site was consulted with individually and evaluated for recruitment needs. This was used to create a custom enrollment plan for each site, and sites were given the option to utilize CSSi to execute these enrollment plans. CSSi developed tools to support recruitment based on metrics from similar studies. Services included the expert creation and placement of advertising in combination with the needs and availability of each site. The plans incorporated advertising tools (TV, radio, print, direct mail, branded study website, online ads), in-office awareness materials (brochure, 70" study banner, flyers), and referral network strategy and materials.

Results:

The successful generation of a large volume of high quality referrals, together with customized site support, resulted in 100% of sites screening a patient within the first three weeks of activation. 46% of the sites chose to utilize additional CSSi services, and the sites that utilized CSSi's services enrolled **three times more** subjects than sites that opted to execute an enrollment plan on their own.



CSSi Supported



Self Supported

■ In office ■ External

