

Dermatology Case Study

Re-engaging Underperforming Sites



Request & Study Challenges:

Typically, 20%-30% of sites will be “high performers” on a study, while 20%-30% of the sites will have very little or no enrollment activity. This was the case with this Actinic Keratosis study. After 1 month of activity, 9 of the 27 sites were considered “high performers”, averaging 10.22 patients enrolled. The other 18 sites were considered “troubled” sites and had only enrolled an average of 2.56 patients per site.

A major pharmaceutical company recognized this overarching challenge and asked CSSi to help increase the enrollment rate at these “troubled” sites, so enrollment goals could be hit within their allotted timeline.

Challenges:

1. The program began during the Thanksgiving and Christmas holidays, a time period where historically recruitment is a challenge.
2. There was a concern that patients wouldn't be motivated to participate in a research study during the holidays, due to unwanted side effects of the study medication during this time.
3. Sites are typically winding down and not focused on recruitment activities during this time period.

Solutions:

Knowing that time was of the essence, CSSi acted quickly to develop new recruitment tools, obtain necessary approvals from the Sponsor and IRB, and initiate sites within a 2-week period – 50% faster than the standard allotted time.

On November 15th, CSSi began to make initial Site Assessment Calls to assess recruitment needs and challenges. CSSi supported 18 sites, which the Study Sponsor referred to as “troubled”, with Local Enrollment Specialists™. These 18 “troubled” sites contrasted sharply with the remaining 9 high-enrolling sites.

CSSi re-engaged these sites and developed enrollment plans that focused on increasing their enrollment performance. In these plans, sites were asked to commit to executing specific tasks and CSSi was assigned additional recruitment tasks.

Results:

During the next 8 weeks, the enrollment performance of these previously struggling sites increased at an average of over 4.7 times to help the study complete enrollment over 2 weeks

ahead of the original goal. CSSi supported sites benefitted from our LES team, who helped them utilize recruitment tools, enact “best practices” from successful strategies at other offices, and kept this Dermatology protocol top-of-mind and high on their priority list with weekly calls. Media was planned and CSSi delivered referrals to the sites exactly when researchers were about to go into a “down time” with the onset of the winter holidays. Instead of slowing down, enrollment continued with the arrival of potential study subjects who were prescreened and had hopes of participating in the study. The enrollment goal was met on January 14th, over 2 weeks ahead of schedule.

