

Flexible Recruitment Options



Local outreach on a shoe string

A major pharma sponsor was struggling with patient recruitment on a study for Diabetic Gastroparesis due to higher than predicted screen failure rates. The condition is frequently undiagnosed or misdiagnosed, so the sites' usual referral networks were failing. Merge was then brought on to help 17 sites expand local outreach in US, Canada, UK and Australia. Budget was limited to <\$10k/site.

One size does not fit all

Merge proposed a suite of cost-efficient, flexible outreach tactics that would be implemented over the course of the study enrollment period. We started by surveying the study sites to better understand which tactics would be most useful to each study site. Merge rolled them out accordingly, made adjustments as needed, and also implemented sponsor-requested tactics.

TACTICS

- Customized Print materials—for study sites and sponsor Medical Liaisons
- Study Website and online ad campaign for each country
- Direct Mail to diabetic patients
- TV Placement
- Mass Transit Ads—for 3 urban study sites
- Study Mailings to diabetes educators
- Web portal for site communications, key performance tracking, and resupplies



KEY STAT

78 subjects enrolled

Biggest Challenges

Numerous local IRBs. Only half of sites provided any metrics.

Results

As expected, different tactics proved to be more effective for some study sites than others. At the end of recruitment the sponsor study manager attributed the majority of enrolled subjects to Merge's outreach efforts.