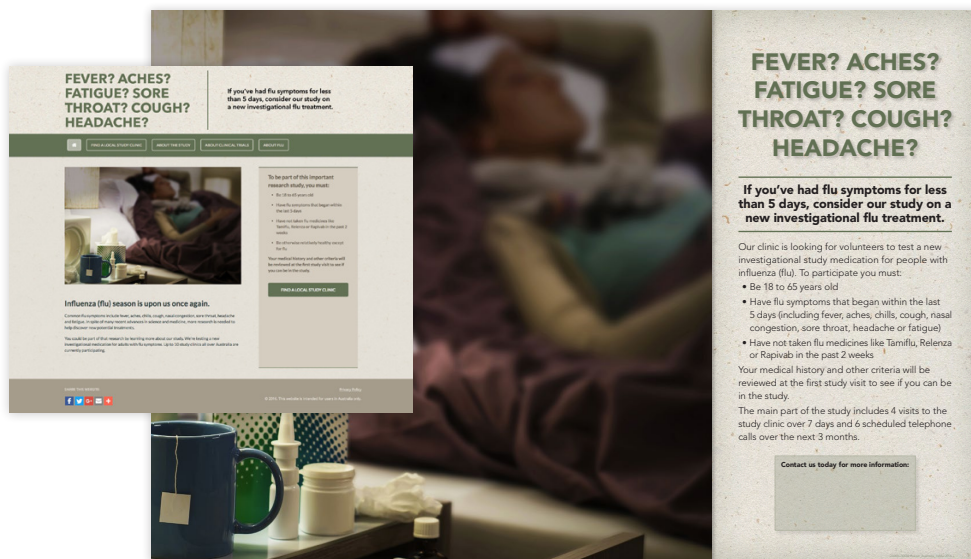


QuickStudy™ Fast Study Startup

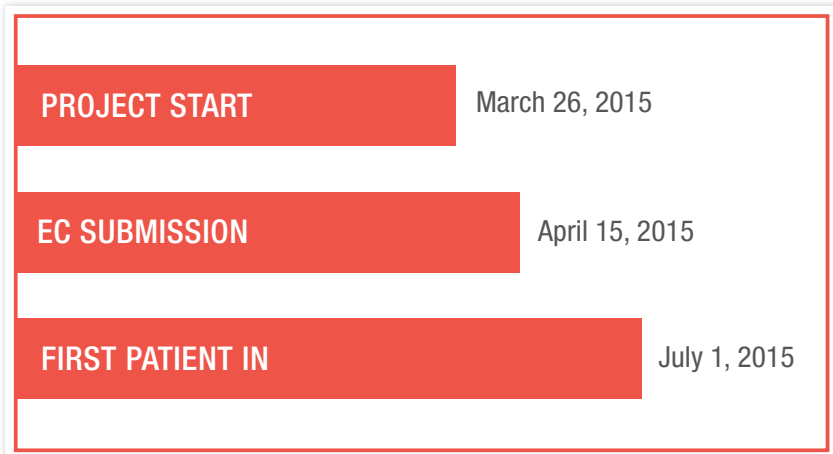


QuickStudy helps study team jump start recruitment campaign

A CRO client contacted Merge about an upcoming influenza study in South Africa. Due to the seasonal nature of flu, the study had a narrow enrollment window that would start in about 12 weeks.

QuickStudy accelerates timelines

Using our QuickStudy library, the Merge team was able to finalize the campaign’s concept and content in only 2 weeks. The QuickStudy concept served as the backbone for the multi-pronged campaign, which included tactics such as study website, TV and radio ads, and patient and physician outreach materials.



Biggest Challenge

Getting campaign feedback from the study team during a hectic study start up period that required them to make many decisions very quickly.

End Result

The accelerated development process allowed the study team to meet the aggressive EC submission deadline and roll out materials to sites by the start of the enrollment period.

KEY STAT

30 sites in South Africa, 160 subjects

LANGUAGES:

English, Zulu, Xhosa, Afrikaans, Sotho