



Simplifying the Clinical Trial Participant Journey:

Driving Enrollment and Retention Through Technology

A Roadmap for Optimal Patient Experience

As drug development, site management, and regulatory environments grow in complexity, life sciences companies need technology solutions that can manage the increasing demand for study participants, stringent inclusion criteria and strict regulatory review guidelines.

Industry sponsors and CROs have prioritized the patient experience, leading to concrete improvements in study timelines for clinical trials, the reduction of enrollment risk and an increase in patient retention rates. Leveraging technology, CROs and study sponsors can simplify a patient's journey by reducing site burden through highly matched patient referrals and empower study teams to manage enrollment performance and improve patient retention.

In this paper, we will cover:

- 1 Patient Recruitment:**
Impact and Opportunities
- 2 Patient Retention:**
Impact and Opportunities
- 3 Action Steps Your Organization Can Take To Improve Diverse Recruitment and Retention**



Finding and Keeping Participants Has a Tremendous Business Impact on Clinical Trial Operations.

- Over **365,000** clinical trials registered worldwide as of 2020
- Approximately **40%** of clinical research budget is spent on patient recruitment and enrollment
- Roughly **80%** of clinical trials experience delays due to inadequate patient enrollment

Source: 2021 Roots Analysis

Simplifying the Journey

Driving Enrollment and Retention
Through Technology



WORLDWIDE
CLINICAL TRIALS



This paper consolidates insights and recommendations from a recent Greenphire, Worldwide Clinical Trials and Trialbee webinar.

[Watch the replay now.](#)



Patient Recruitment:

Impact and Opportunities



THE IMPACT OF PARTICIPANT RECRUITMENT DIFFICULTIES

- Missed timelines
- Increased costs
- Lost revenue

Patient recruitment is one of the biggest bottlenecks in clinical research.

Sites, sponsors and CROs cite recruitment as one of their biggest challenges, despite the tremendous opportunity available to volunteer for cutting-edge medical innovation.



CHALLENGE:

Why is it so hard to find patients?

- Rise of personalized medicine has increased competition for patients
- Information overload and not specific enough for the intended audience
- Increased global regulation, protocol complexities
- Lack of awareness
- Lack of trust
- Socioeconomic factors
- Language and cultural barriers



SOLUTIONS:

What can help in achieving a study with a diverse patient population?

- Innovative and flexible technology solutions
- Education and community engagement
- The principal investigators also making up a diverse population
- Cultural knowledge and understanding
- Look at available data from different perspectives to see the intel it provides

Tech is only part of the solution. To achieve a patient population that truly reflects the intended after-market population, we must use a combination of tech and community engagement.



Patient Retention:

Impact and Opportunities

While recruitment is key to starting a clinical trial, retention is just as important. Keeping participants in a trial ultimately helps keep a study on track, saving time, money and resources in the process. Delays can be harmful to the study overall.

Although it is a participant's right to drop out from a trial and he or she may do so for unavoidable reasons, often it's the non-medical reasons cited for why they discontinue study participation.



CHALLENGE:

Why do 30% of patients drop out of clinical studies?

- Increased complexity in protocol procedures has become a heavy burden on patients; such as number of blood draws, number of visits, lengths of visits, etc.
- Transportation difficulties
- Time off work
- Childcare & pet care



SOLUTIONS:

What can help in patient retention?

- Remove the burdens on patients, sites and sponsors, including:
 - Data-triggered payments based on at-home activity can make it easier for patients with hourly jobs
 - Choose transportation options that are most convenient for patients and sites
 - Choose patient payment technology that is quick and easy for patients and site
- Help patients who have limited access and/or knowledge of technology.
 - Provide technology education
 - Provide cell phones, tablets, hot spots, etc.
- Ensure patients know they are appreciated and needed. Study participants should not feel like a “guinea pig”
- Inform patients of what their participation means during the trial, and afterwards. Provide them with information post-trial so they know the difference they helped make in clinical research.



87% AGREE

Removing financial and logistical barriers that could deter patients from participating in clinical trials is more important now than it was before the COVID-19 pandemic.

2021 Greenphire Sponsor
and CRO Market Trends
Survey



Action Steps Your Organization Can Take To Improve Diverse Recruitment and Retention



97% AGREE

Providing technology solutions for patient engagement in clinical trials can positively impact recruitment and retention.

2021 Greenphire Sponsor and CRO Market Trends Survey

To create real industry change in regard to diverse patient populations, we need to think micro and macro. Yes, we need to make strides on individual studies, but where massive change will occur is on the company-level.

The majority of sponsors, CROs, and sites do express valuing diversity efforts, but when it comes to the efforts involved to be part of the solution, we have repeatedly seen other study and/or business efforts take priority.

Some aspects of clinical research can run like a well-oiled machine. It is tempting and easy to stay within that flow, but we must continually remember why diversity in clinical research is so important. The heart of clinical research is to help people - all people.

On the next page you will find short-term and long-term action steps that can be taken on a study and/or a company-level. We encourage and challenge you and your organization to commit to being part of massive change in achieving patient populations that reflect the intended after-market population.



Short Term Action Steps:

- **Wisely choose patient travel, stipend, & reimbursement technology.**
Choose solutions that are flexible, knowledgeable, quick, easy, and accessible for patients and sites.
- **Take fresh and deeper dives into available data.**
Approach current data sets from new angles to see if they can provide valuable insights to help patient enrollment and retention.
- **Evaluate protocols for the amount of patient burden demanded.**
Are all of the labs in the draft of the protocol truly necessary, or could some be left out to reduce the amount or frequency of blood being drawn from the patient? Are there aspects of a trial that could be a virtual visit rather than an in-clinic visit? Any aspects of a study that would increase patient compliance and ease if reduced or removed, without deteriorating from the integrity of the study, should be considered..
- **Provide technology and education for patients with limited or no technology access.**
Provide hot spots, cell phones, tablets, etc. and ensure they feel well-equipped on how to use them.

Long Term Action Steps:

- **Engage in under-represented communities in your company's city.**
Collaborate with social workers and other organizations who already have trust in a community for ideas on how you too can build trust and educate the community about clinical trials. Learn about the community in order to make clinical research changes to better serve them. You can also team up with other clinical research-related companies in your area to make this a combined effort.
- **Create more opportunities for people from under-represented communities to enter health care careers.**
People are more willing to trust people who look like them and have had similar life experiences. Have your company donate to scholarships and programs who are making this happen, or create your own.
- **Company education and accountability.**
Put systems and committees in place to ensure all employees, owners, etc. are continuously being educated on the realities of the lack of diversity in clinical trials, impacts, causes, etc. Create committees to lead these diversity initiatives and keep accountability.



WE'RE HERE TO HELP

Enabling Transformational Change in Clinical Research Operations Worldwide

Discover Greenphire:

Greenphire's patient convenience solutions, ClinCard and ConneX, automate manual processes and help meet engagement goals.



Discover TrialBee:

The smartest way to match and enroll patients for your clinical trials.



Discover Worldwide Clinical Trials:

Worldwide is the first customer-centric CRO, founded by physicians dedicated to advancing medical science and built on an unwavering commitment to operational excellence.





Smarter Trials from Beginning to End

Learn more:

[Greenphire.com](https://www.greenphire.com)