

"Reinventing Patient Recruitment"

Joan F. Bachenheimer and Bonnie A. Brescia, 2007, 261 pages, Gower Publishing Limited, \$175

Review by Norman M. Goldfarb

"Reinventing Patient Recruitment" is a wonderful mix of state-of-the-art theory and practical application. It is testament to the authors' many years of experience as both doers and thinkers at BBK Worldwide, a patient recruiting firm. We should encourage more industry experts to market their services by sharing their expertise so freely.

This book has been selected for
[The First Clinical Research Bookshelf](#)
Essential reading for clinical research professionals

The book elaborates on BBK's service-marked concept of Good Recruitment Practice, which has three principles:

- Design studies with patient recruiting in mind.
- Put patients first to benefit the entire clinical research system.
- Help patients make better healthcare decisions for themselves.

In addition to the patient-centric theme of these principles, the book clearly communicates the benefits of a data-based methodology for subject recruiting. It includes data from research conducted or commissioned by BBK, as well as third-party data. For example:

- 81% of people in the U.S. are not aware of human subjects protections such as institutional review boards.
- Studies of common diseases with reasonable eligibility criteria enroll 0.7 subjects per site per month.
- A reasonable budget for subject retention is \$100/subject/year.

BBK Worldwide is currently conducting research on the attitude of ethics committees around the world on subject recruiting practices such as advertising. Hundreds of interviews have revealed remarkable inconsistencies both within and across countries, apparently none of which are specified by regulations.

Market-testing of promotional materials revealed that older women in Romania respond to pictures of gardening, in France, of grandparents with grandchildren, and in Spain, of companionship with friends.

The book includes 15 chapters:

- Putting the Patient First
- Planning Your Study: Think Communications
- Applied Metrics: Projecting Enrollments
- Picking Good Sites
- Budgeting and Contracting for Patient Enrollment
- The Importance of Patient Protections
- Targeting the Right Patients
- Site Enrollment Support

- Metrics for Evaluation and Redeployment
- Patient Retention
- The Changing Landscape of Multinational Clinical Studies
- Approaching Ethics Committees: Perspective and Opportunity
- Selecting Countries, Sites and Tactics that Work
- Personalized Medicine and Biotechnology
- Public Perception and Industry Leadership

Checklists, guidelines and examples help make the book's recommendations actionable. For example, subject retention warning signs include missed appointments, unreturned phone calls, complaints about procedures, being too busy to schedule appointments, and lack of enthusiasm for the study.

The book is available in bookstores and at <http://www.gowerpub.com/online.htm>

Reviewer

Norman M. Goldfarb is Managing Director of First Clinical Research LLC, a provider of clinical research best practices information, consulting and training services. Contact him at 1.650.465.0119 or ngoldfarb@firstclinical.com.