

"Clinical Trial Patient Recruitment"

Cutting Edge Information, 2010, 209 pages, \$7,695.00

Review by Norman M. Goldfarb

"Clinical Trial Patient Recruitment" examines subject recruiting, the study activity that is most likely to determine success or failure.

The report has five sections:

- Executive Summary
- Supporting Patient Recruitment with Increased Budgets
- Integrating CRO Outsourcing with Internal Structure
- Methods and Activities to Improve Patient Recruitment
- Patient Motivators and Patient Retention

Over 160 charts and figures, accompanied by interpretative discussion, provide important insights, such as the following:

- Site selection is the foundation of subject recruiting, so it is essential to provide adequate information to potential sites about factors that will affect enrollment. Adding eligibility criteria after site selection is not advisable.
- Fewer than half of study sponsors employ subject recruiting strategies and even fewer employ subject retention strategies, leaving it to the sites' initiative. (Many rely on CROs, two-thirds of which employ such strategies.) Common retention strategies include visit reminders, transportation assistance, and information like dosing schedules and frequently asked questions.
- Sponsors do not rate altruism highly as an enrollment motivator, but it is often mentioned. It can be elicited by conveying to the potential subject that he or she is a member of community that shares a medical condition.
- Posters at the study site do not just communicate to potential subjects; they also remind site personnel about studies.
- Contacting patients for referrals is more effective than asking physicians, which is more effective than using call centers.
- Global clinical trials should consider eligibility criteria by country. For example, most diabetics in India are not obese.

In the development of this report, analysts collected data from 84 study sponsors, sites and CROs. The report presents data in aggregate form and also broken out by study phase, type and size of company, and therapeutic area.

The report is available at <http://www.cuttingedgeinfo.com>.

Reviewer

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