ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

ACCESS: REACHING A CHALLENGING POPULATION ⌄

Recruiting diverse participants for ADHD clinical trials presents significant challenges, particularly due to the diverse nature of the patient population and existing stigmas surrounding mental health conditions. The client was experiencing challenges in recruiting patients for this study's younger cohort, which led them to reach out to AutoCruitment. AutoCruitment's direct-to-patient recruitment strategy leveraged multiple digital channels to place clinical research opportunities directly in front of parents and caregivers who are potentially seeking solutions to their children's symptoms.

During the six month recruitment timeframe, this approach successfully engaged over 90,000 people who were interested in pursuing a clinical trial for Pediatric ADHD.

INSIGHTS: DEEP QUALIFICATION THROUGH CUSTOMIZED SCREENING ⌄

While access to potential participants is critical, the next challenge lies in effectively qualifying these individuals for the study. The Pediatric ADHD study required patients in a narrow age range, from 4 to 5 years and 10 months, who did not suffer from psychiatric disorders, with caregiver availability to attend weekly visits for the duration of the study. The online screener and website were designed to communicate the study requirements and screen for both previous diagnosis and the caregiver's ability to attend the visits.

The screener also included questions about medication and other exclusionary diagnoses, like a history of seizures. Ultimately, 60.41% of potential patients were screened out due to their responses, ensuring that highly qualified individuals were referred to the research sites. As a result of this thorough and personalized approach, 1,736 well-qualified patients were referred to the study sites for screening visits. AutoCruitment's clinical call center successfully reached and screened 62% of patients who were referred to the study sites, with 394 passing the second line screening criteria.

EFFICIENCY: SUPPORTING SITES AND PATIENTS FOR OPTIMAL OUTCOMES ⌄

Efficiency in recruitment is not just about rapid engagement but also about supporting both patients and clinical sites throughout the enrollment process. AutoCruitment's engagement services team acted as an extension of the study sites, providing continuous support to both sites and patients. Autocruitment supported 21 sites throughout the duration of the study. During the phone screening process, there were two primarily failure points: not interested or not able to contact. AutoCruitment's Engagement Services team was able to re-engage and further qualify 15 patients that had initially failed for these reason across the different stages.

99 Patients Randomized

12.61 Months Saved on Enrollment

65% Decreased Enrollment Timeline

68% Randomizations Contributed