

CASE STUDY

Patient Recruitment Services



SITUATION

The clinical research site, BTC of Lincoln, needed to enroll 14 more patients to meet enrollment goals for a depression study. The clinical research site had 14 kits left and 2 months left before enrollment closed.

CHALLENGE

One of our major challenges for this study was the highly specific inclusion and exclusion criteria. Also no advertising dollars were approved for this study by the sponsor. During the screening process, patients failed to qualify because of either inadequate response after 6 weeks of a psychotropic treatment or discontinuation of a psychotropic treatment due to adverse events or intolerability. Patients were also excluded due to having a diagnosis of Bipolar I or II disorder.

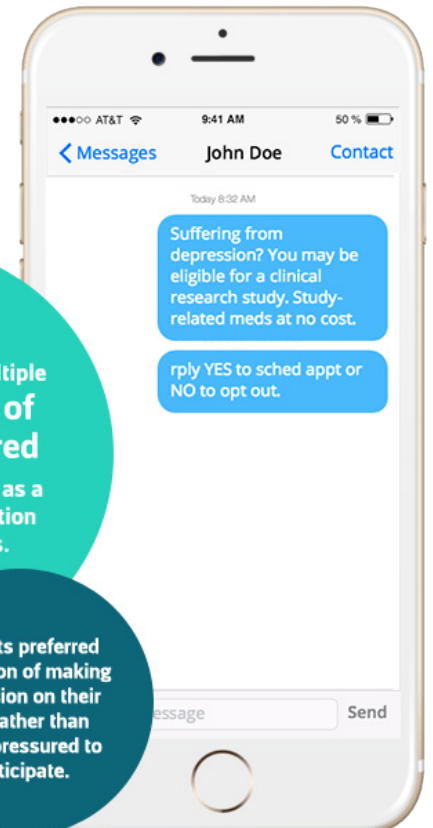
The Sponsor also requested that all sites recruit patients from their database for this specific study, which narrowed down outreach to BTC of Lincoln's own database consisting of over 3,000 potential patients. With the enrollment deadline approaching, BTC only had 2 months to recruit 14 additional patients for the depression study.

ACTIONS

- Faced with the challenge of contacting an entire database in not only a cost effective but also an efficient way, the BTC team decided on the tactic of automatic text messaging to reach patients. This tactic provided the site the ability to write one or a series of text messages and push it to any set group of phone numbers.
- In order to narrow down the patient pool, BTC Network used the RealTime CTMS platform to identify potential patients in the site's database who had previously indicated interest in depression studies.

Data collected from multiple sites show that **75% of patients preferred text messaging** as a method of communication over answering calls.

Patients preferred the option of making a decision on their own rather than being pressured to participate.



- Our team used the Call Tracking Metrics platform to send mass text messages to potential patients for the depression study.
- Our team used existing IRB-approved content to create a 160 character limit body text. We set up triggers to allow us to know when we got a text to the tracking number (patients can text back saying “want more info” indicating interest in a follow-up phone call).
- BTC Network notified the Enrollment Specialist at the site the date and time the text blast was sent to ensure proper follow up with any patient leads who called in after receiving the message.

RESULTS

For a fee of \$2.25 we were able to notify 249 potential patients in our database about the study opportunity. Of these users, 21 contacted the site directly requesting more information regarding participation in the study. Of the leads that resulted from BTC Network’s recruitment efforts through the text message blast, we were able to screen 6 patients and randomize 3 through extensive prescreening. The Sponsor was happy with the results and the site met their enrollment goal.

