

Case Study / Site Selection, Training & Activation

IT'S ABOUT TIME.

rapidtrials

Creating a highly productive pool of U.S. sites and investigators for a global pharmaceutical company.

Situation:

A large global pharmaceutical company with a compound for overactive bladder was facing tremendous competition from concurrent competing trials. The team anticipated difficulty in recruiting enough investigators for its Phase IV trial of over 75 urology sites. The team asked RapidTrials to identify sites in the community with adequate patient populations to support the trial's enrollment goal. The team charged RapidTrials with managing the sites new to research in order to achieve enrollment on par with the seasoned group of sites involved in the trial.



Solution:

RapidTrials acquired data on healthcare prevalence by physician, and assessed the attributes of each physician and practice in order to predict, with a high level of confidence, the probability that the sites would meet their goal. Sites were provided practical, case-based training on how to conduct trials, and given GCP and ICH guidelines and strategies for patient recruitment. RapidTrials managed advertising for the sites centrally to ensure optimal and efficient use of advertising funds and provided ongoing coaching throughout the enrollment period.

Results:

The urologists new to research enrolled subjects 50% faster than the sites with previous sponsor experience. And this occurred at a cost-per-randomized patient equal to the experienced sites.