

"Clinical Trials Patient Recruiting and Retention: Tips for Success"

Mosio, Clinical Trials Patient Recruiting and Retention: Tips for Success, 2014, 47 pages, Free

Review by Norman M. Goldfarb

"Clinical Trials Patient Recruiting and Retention: Tips for Success" is a treasure trove of bite-sized patient recruiting tips. Although the book has a strong commercial veneer, the tips are legitimate and substantive.

The book includes 68 tips by 14 authors, including the following:

Effective feasibility is key. A review of your clinical database should be completed prior to agreeing to participate in the trial, but after the pre-study visit! This will allow you to truly assess if you have the patient population to be successful in enrolling the trial.

Know where to go. Meet potential patients on their turf. Connect with local clinics, support groups, and health organizations. Identifying and building relationships with referral sources is a cost-effective tactic for growing your patient database and recruiting for specific studies. Having a strong referral network is especially important for studies that are not well supported through traditional advertising campaigns.

Patient recruitment and retention should be part of protocol design. Protocol design is typically developed through scientific eyes only. Operationally, this can pose a challenge. Recent metrics support that \$1 million is spent on each study protocol amendment. Millions of potential dollars can be saved if Sponsors engage operational team members during the protocol design stage. Suggested members may include clinical trial managers, study managers, patient recruitment specialists, and selected study coordinators.

Let study coordinators have a forum to be heard independently of the investigators. Invest the time to convene study coordinators through a face-to-face training or webinar. These trainings allow the coordinators' voices to be heard and are an excellent way for Sponsors to "give back" to the sites participating in their studies through certified training programs. Look for providers that can offer continuing education units (CEUs).

It's not all about the media you choose; the message is just as important. Remember to develop a message that engages your target patient. Don't just say, "Do you have (insert disease here)?" You have to appeal to people as humans...not subjects.

Social media is only as good as the person updating it. Ask yourself: If you were a patient, would you be interested in receiving this email, newsletter, Facebook post, etc.? If the answer is no, then make it better. Think of something more valuable to offer patients in the way of information, prevention or education.

The eBook is available at

http://www.mosio.com/rxajdoeajRsd0320/Mosio_Patient_RR_Ebook_2014.pdf.

Reviewer

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