

The Bottleneck

The growth rate of compounds in development far exceeds population growth and the number of investigators remains mostly flat. Because of this, patient recruitment for clinical trials functions as a bottleneck in the process. The industry has to increase its focus on Patient Recruitment.

Priorities

of clinical development

decision-makers would prefer a 30% lower clinical trial cost than 10% faster patient

recruitment

Faster patient recruitment leads to fewer delays in clinical trials, which means getting drugs on the shelf quicker. So why do only 2% of sponsors rank patient recruitment strategy as the most important when selecting a service provider?



\$1.5-\$2M Cost of an average Phase II Study. 18-24 months

Length of an average Phase II Study. \$1,111/day

30% savings of an average Phase II Study.

VS.

What would 10% faster patient recruitment mean?

\$1,885,000/day

Revenue generated per day by The 100th best selling drug in 3Q2012 (Stelara)

Viewpoints

Clinical trials involve five main groups, each with different views and motivations. Here's what they're saying about clinical trials:





The patient recruitment methods with the highest value, tend to be the more traditional methods:

Dr. Referral Mail from Doctor Custom Website

Local Newspaper Radio Poster in Doctor's Office

sources: clinicaltrials.gov, Tufts, ISR Reports Data

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