REPORT OVERVIEW

The information in ISR’s *Electronic Media Use in Academic Medical Center Patient Recruitment* report sheds light on the benefits, challenges and strategies of electronic media use for clinical trial recruitment. We are currently in an era where Facebook, Twitter, and Google searches link all of us to a larger global community. Clinical sites are actively navigating how to apply these resources to connect with patients around the world. The report will help academic medical centers, site personnel and CRO/sponsors understand which channels and strategies will best help accomplish their recruitment goals, and which ones can be developed for increased success in this realm.

WHAT YOU WILL LEARN IN THIS REPORT

- The use, effectiveness and strategy of electronic media campaigns across five academic medical centers or affiliated practices.
- Main drivers and deterrents for implementing e-media approaches, based on respondent experience.
- How sites have achieved success with electronic media use, including tips on messaging, pre-screening, and using electronic medical records.
- Source and size of budget for electronic media use.
- Regulatory environment for e-media use, including federal, state, and university-specific IRB regulations.

How you can use this report

- Learn the Best Practices that have contributed to e-media success and adopt best practices to improve your patient recruitment strategy.
- Identify which channels can be developed for increased success in both patient recruitment and retention.
- Compare your strategies for e-media use, budget resources, and regulatory strategies with those implemented in each of five different case studies of academic medical centers.
- Gain insight into challenges regarding patient privacy and regulatory concerns, as well as tips for overcoming these challenges.

PARTICIPANT TITLES:

(1) Director of Research (Large AMC)
(2) Study Coordinator (Large AMC)
(3) Study Coordinator (Large AMC)
(4) Research Manager (Large AMC)
(5) Chief of Gastroenterology (Private Practice, affiliated with Large AMC)
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**ABOUT INDUSTRY STANDARD RESEARCH**
CASE STUDIES

This report contains five case studies based on in-depth interviews with high-level study coordinators or research managers responsible for patient recruitment. Data on electronic media use, strategies for patient recruitment, and other tips are in the report, which can be downloaded from www.ISRreports.com.

1. LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

PARTICIPANT BACKGROUND
Director of Research

NO. OF YEARS IN POSITION
15

PRIMARY RESPONSIBILITIES
- Coordinates patient recruitment activities
- Supervises nurses and study managers
- Assesses the progress of all studies brought into institution
- Chairs clinical meetings
- Assesses contracts and budgets
SUCCESS IN PATIENT RECRUITMENT

ISR asked respondents about their success with electronic media in patient recruitment and retention. Respondent experiences, including verbatim responses, are included in each of the five case studies.

The full report can be downloaded from www.ISRreports.com.
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ABOUT INDUSTRY STANDARD RESEARCH

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ISR’s library access subscription provides your entire organization access to our full library of syndicated market research reports (100+ titles) plus access to all reports (~25 per year) released during your subscription period.

Our research categories include:

- Biosimilars & Biologics
- Clinical Trial Recruitment & Retention
- Commercialization
- Department Models & Structures
- Trends & Technologies
- Manufacturing
- Service Provider Quality Benchmarking

CUSTOM RESEARCH

UNDERSTAND YOUR MARKETS

Leverage ISR’s experience and institutional knowledge to create a fit-for-purpose market research project that addresses the business decisions you need to make.

Are you:
- Developing a new product or service?
- Evaluating a new market?
- Targeting a new customer segment?
- Entering a new geography?
- Needing a deeper understanding of your customer or potential customer base?

UNDERSTAND YOUR CUSTOMERS

Who makes the decisions and in what contexts? ISR can help you gain a deeper understanding of your customers’ decision-making units (DMUs) and decision-making processes (DMPs).

Key Questions Addressed:
- What motivates the purchase decision?
- How are companies, products, solutions, and/or brands evaluated?
- What factors drive the final buying decision?
- Where are your customers won or lost in the purchasing process?
- Why were specific opportunities won or lost?
- How do you keep customers engaged and manage their loyalty over time?

CUSTOM RESEARCH SERVICES

- Investigator Forum
- Brand, Advertising, and Message Testing
- Loyalty Management
- New Product and Service Development
- Competitive Intelligence
- Strategy War Games
- MORE

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THE ISR DIFFERENCE

ISR'S REPORTS VS. THE COMMON SYNDICATED REPORT

RESEARCH METHODS
Mostly primary research; always appropriate for the topic
One size fits all; usually publicly available data

DATA COLLECTION
ISR's proprietary data tools and channels support fast, high quality data collection
Struggle to recruit the right targets and enough of them

RESPONDENTS
Sophisticated screening ensures genuine decision-makers make up respondents
Undisclosed methodologies and respondent demographics

SAMPLE SIZE
Robust sample sizes that instill confidence
Often insufficient industry representation that leaves you defending results

ANALYSTS
Decades of experience means more insights that are immediately usable
Junior analysts capable of reporting numbers

ISR’S HEALTH PANEL
The industry’s fastest growing panel of health care and pharmaceutical professionals, with nearly 1,500 members worldwide.

BY COMPANY TYPE
Sponsor 78%
Research Site 10%
CRO 6%
Other 6%

BY JOB LEVEL
Director 46%
Manager 29%
VP 10%
C-level 13%

BY EXPERIENCE IN YEARS
20+ years 37%
11-15 years 24%
6-10 years 11%
3-5 years 5%
16-20 years 23%

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