

# Tech +

## Patient Recruitment

How can digital strategies help redefine patient recruitment? ISR explores the possibilities in this infographic.

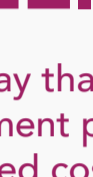
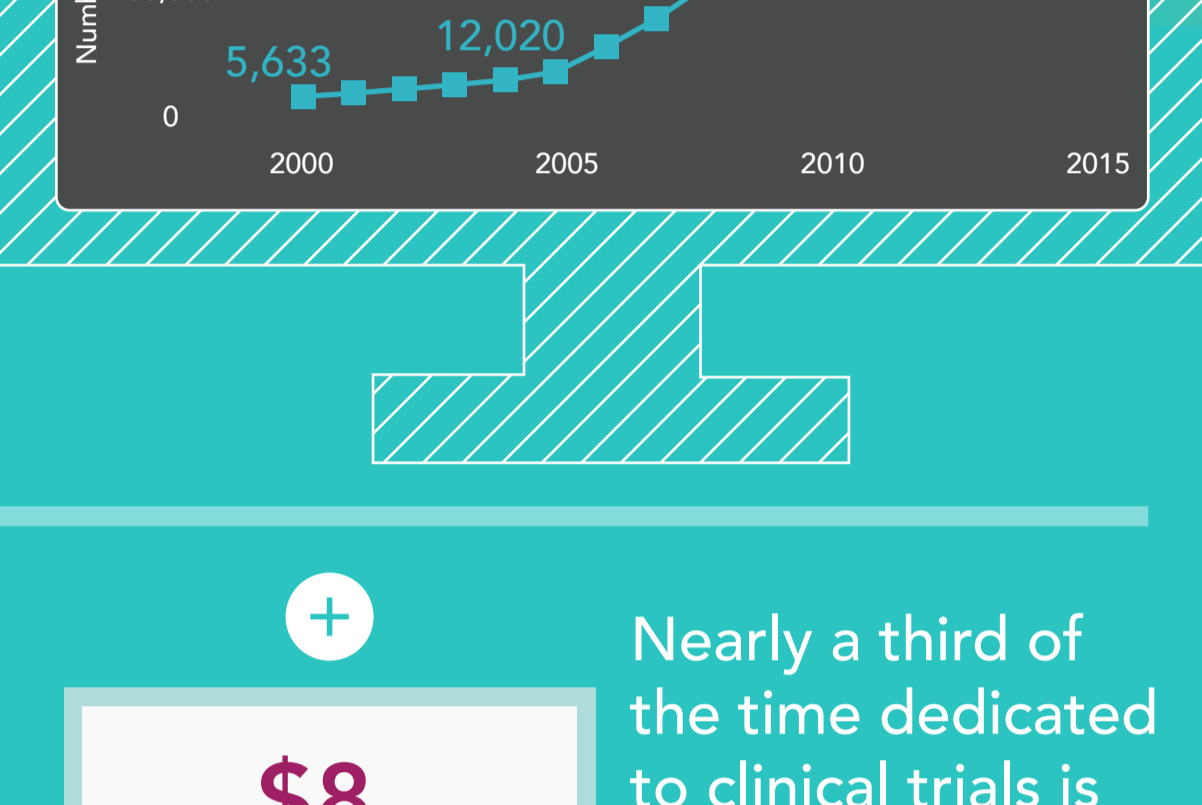
### Inefficiencies in Recruitment

Did you know that:



### Supply + Demand

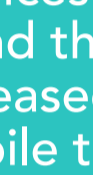
The number of studies has been rising. Increasingly, clinical trials must compete for patient populations.



**\$8 MILLION**

Each day that a drug development program is delayed costs the sponsor \$600K to \$8M in potential revenue.

Nearly a third of the time dedicated to clinical trials is spent on patient recruitment and enrollment. Faster recruitment could mean faster approval for new treatments.



### Cost Savings

One Department of Health and Human Services report found that increased use of mobile technologies could save up to \$6.7 million, or 13% per Phase IV Study.

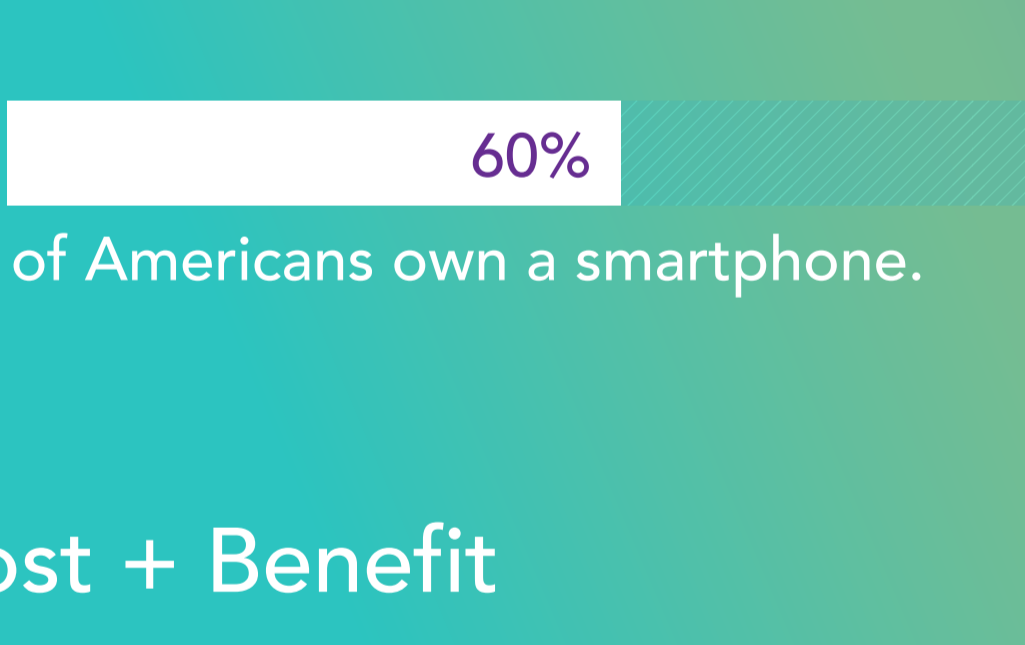


### FYI

There are no regulatory restrictions on using electronic methods to recruit patients.

(There is also little to no regulatory guidance clarifying the topic.)

### Potential Reach



### Cost + Benefit

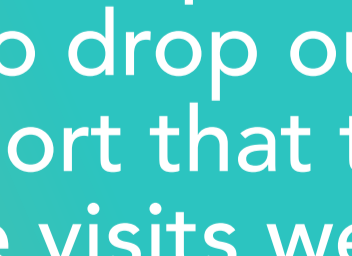
A 2016 report from ISR found that clinical trial sponsors place a high value (cost vs. benefit) on new tools for patient recruitment:



say that creating a study-specific website is a high-value approach.

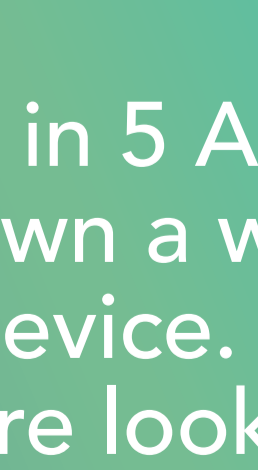


say that online health networks are a high-value approach.



say that Facebook is a high-value approach.

### Other Considerations



38% of patients who drop out report that the site visits were too stressful.



Apple's ResearchKit uses apps for medical research, and could reduce the number of clinic visits.

1 in 5 Americans own a wearable device. Experts are looking for ways to use this data to reduce the burden of clinic visits and increase patient retention.

