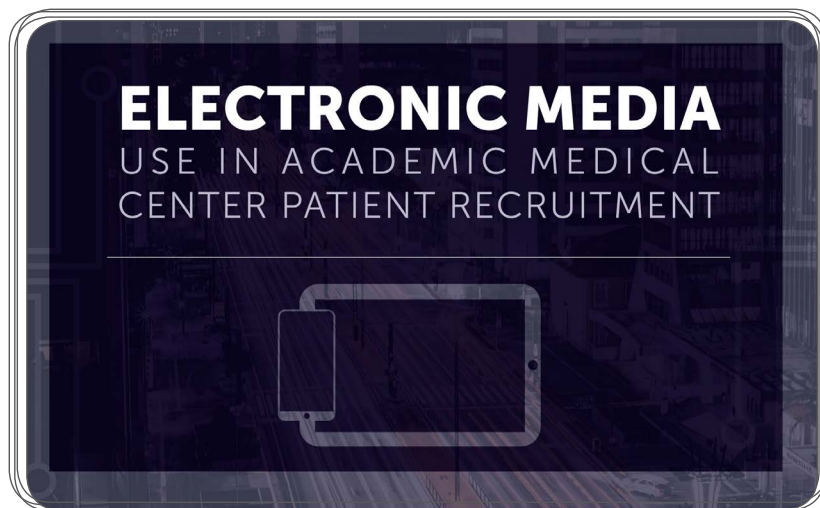




Smarter questions ✦ Smarter answers



PREVIEW OF

ELECTRONIC MEDIA USE IN ACADEMIC MEDICAL CENTER PATIENT RECRUITMENT

MAY, 2016

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.



DATA
COLLECTION
IN Q1, 2016



45-MINUTE
TELEPHONE
INTERVIEWS



5
PARTICIPANTS
FROM THE US

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)

TABLE OF CONTENTS

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INTRODUCTION

METHODOLOGY

Participant titles

Tenure and job history

EXECUTIVE SUMMARY

CASE STUDIES

(1) LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

Participant background

Electronic Media Use across Clinical Trials

Motivations for Use

Success in Patient Recruitment

Effective and/or Commonly Used Outlets

Effective/Common Practices and Strategies

Biggest Struggles

Budget Environment

Regulatory Environment

Final Thoughts and Recommendations

(2) LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

Participant background

Electronic Media Use across Clinical Trials

Motivations for Use

Success in Patient Recruitment

Effective and/or Commonly Used Outlets

Effective/Common Practices and Strategies

Biggest Struggles

Budget Environment

Regulatory Environment

Final Thoughts and Recommendations

(3) LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

Participant background

Electronic Media Use across Clinical Trials

Motivations for Use

Success in Patient Recruitment

Effective and/or Commonly Used Outlets

Effective/Common Practices and Strategies

Biggest Struggles

Budget Environment

Regulatory Environment

Final Thoughts and Recommendations

(4) LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

Participant background

Electronic Media Use across Clinical Trials

Motivations for Use

Success in Patient Recruitment

Effective and/or Commonly Used Outlets

Effective/Common Practices and Strategies

Biggest Hurdles

Budget Environment

Regulatory Environment

Final Thoughts and Recommendations

(5) PRIVATE PRACTICE AFFILIATED WITH LARGE ACADEMIC MEDICAL CENTER, UNITED STATES

Participant background

Electronic Media Use across Clinical Trials

Motivations for Use

Success in Patient Recruitment

Effective and/or Commonly Used Outlets

Effective/Common Practices and Strategies

Biggest Struggles

Budget Environment

Regulatory Environment

Final Thoughts and Recommendations

ABOUT INDUSTRY STANDARD RESEARCH

SAMPLE PAGE :

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.

CASE STUDIES



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

SAMPLE PAGE :

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.

CASE STUDIES



in patient recruitment was varied. While cost-effectiveness and accessibility were positive attributes, they were overshadowed by the fact that electronic media recruitment outlets were attracting more people who did not qualify than people who did. This issue resulted in prolonged timelines, and additional steps to vet for proper candidates. For this reason, electronic media was used sparingly for many studies; especially for those that had more specific qualifications. One example of this occurred through the use of the *clinicaltrials.gov* website. The interviewee narrates;

"Strangely enough, we get a surprisingly number of calls from www.clinicaltrials.gov. The problem is that although we explain what we're looking for, many times patients just see the title, and I'm thinking of a cancer vaccine we have. It's clearly stated that it was not for prevention; it was for the treatment of the disease. I would say that virtually every single response we got to that...was from people who wanted to be vaccinated against the possibility of getting prostate cancer. There are other stories like that so that's held us back a bit because we thought we were getting a tremendous number of calls from all the wrong patients so we're careful."

Studies posted on public websites and forums draw high levels of attention from people seeking study participation. However, without the proper

mechanisms to sort by relevant populations, the recruitment team at this institution was inundated by populations they could not use.

RETENTION

Retention was high for studies conducted in this institution, but it was not wholly attributed to the use of electronic media. A bigger factor in this case is the on-going and attentive in-person relationship between doctor and patient during a study.

DEMOGRAPHICS

The interviewee noted the importance of taking geographic and demographic environments into consideration. A major deciding factor for the use of electronic media in patient recruitment is whether these channels will be accessible to the local populations. This AMC is situated in a large, urban setting, home to a proportionally high number of low-income residents. These local populations were commonly drawn from for study recruitment. For this reason, electronic media methods were approached with caution since poorer populations have less access to such electronic resources.

The interviewee believes that electronic media outlets also reach younger and more tech-savvy populations.

EFFECTIVE AND/OR COMMONLY USED OUTLETS

The following electronic media methods have been used by this academic medical institution for recruitment purposes.

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ABOUT INDUSTRY STANDARD RESEARCH

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SOMETHING TO CONSIDER

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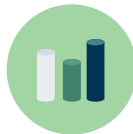
Our research categories include:



Biosimilars & Biologics



Clinical Trial Recruitment & Retention



Commercialization



Department Models & Structures



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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

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 publically 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



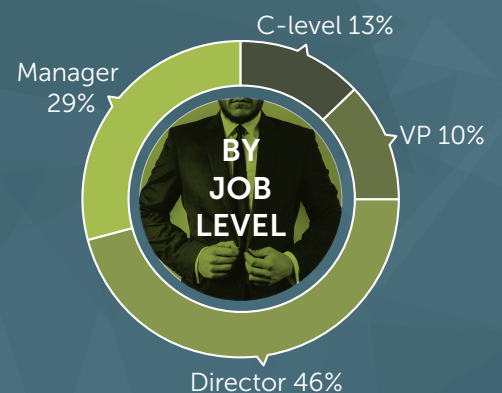
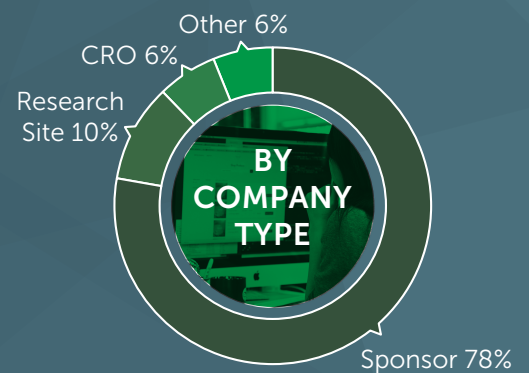
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Junior analysts capable of reporting numbers

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