THE CHANGING LANDSCAPE

Site Selection Challenges

- **Why?**
  - Increasingly complex trial protocols
  - Competition for patients in certain therapeutic areas
  - Expanded global landscape
  - Increased regulatory requirements

Site Selection Solutions

- **Create a Detailed, Comprehensive Study Design**
- **Evaluate a Site’s Productivity**
- **Search Your Internal & External Databases**
- **Network Within Your Industry**
- **Tap Technology** to Communicate Trial Information

Patient Recruitment Challenges

- **Recruitment Difficulties Account for**
  - Up to 45% of Study Delays
- **Over the past decade, the average eligibility criteria for clinical trials have increased by 58%**, while volunteer patient enrollment rates dropped by 21% and retention rates fell by 30%.

Patient Recruitment Solutions

- **Shift to a Patient-Centric Model** instead of using a traditional model, where patient recruitment isn’t considered until after sites and investigators are identified.

Recruitment difficulties account for up to 45% of study delays. Over the past decade, the average eligibility criteria for clinical trials have increased by 58%, while volunteer patient enrollment rates dropped by 21% and retention rates fell by 30%.

A typical Phase III clinical trial takes nine months to complete enrollment and can cost up to $86 million.

44% of people find out about studies through media, only 14% gain the information from their physicians.

Intranet sites can house study details & their inclusion and exclusion criteria.

Health-focused online social communities formed around specific medical conditions.

Use social media to educate potential patients about the value of clinical research & encourage them to participate.

Use mobile devices to disseminate information to patients.

SOURCES:
5. CAST A WIDER NET
- Industry consortiums & conferences
- Increasingly complex trial protocols
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Site selection challenges:
- Select regions where disease to be studied is prevalent
- Consider standard of care
- Avoid regions saturated with clinical trials

Global considerations:
- Select regions where disease to be studied is prevalent
- Consider standard of care
- Avoid regions saturated with clinical trials

For Phase I or II trials, build relationships with high-level academic sites known for their expertise, thought leadership, & history of breakthrough research models in various therapeutic specialties.

Network within your industry:
- LinkedIn
- Industry consortiums & conferences

TAP TECHNOLOGY to communicate trial information.

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