

Exceeding Late Phase Study Recruitment Goals

Site engagement model boosts patient screening by 40%

Case Study

The Challenge

An international pharmaceutical company was conducting a late phase multinational, multicentre study to evaluate a treatment for pulmonary disease. The study involved over 100 sites in countries throughout Europe and the Americas. Despite its best efforts, the client experienced lower than projected patient enrolment. With slow recruitment, both patient enrolment and Last Patient In (LPI) milestones were at risk.

The Solution

Over 19 days, ICON conducted a focused site engagement programme to increase patient screening and accelerate enrolment. ICON's dedicated site management associates (SMAs), utilising our technology-enabled Real World Evidence Research Services Hubs, contacted sites daily by phone, to drive patient recruitment.

The Outcome

The study met its patient recruitment target 20 days earlier. Sites in Chile saw patient enrolment soar, with a 73% increase, from 0.30 to 0.52 patients per day, and sites in Mexico saw a 147% increase, from 1.11 to 2.74 patients per day. The study was able to maintain robust patient enrolment parameters despite the rapidly increasing recruitment, with no increase in screen failure ratios.



ICON's Value Add

Using ICON's Real World Evidence Research Services Hubs, clients can more effectively manage late phase studies in multiple languages and cultures.

Our fit-for-purpose site and patient engagement model, utilises dedicated site management associates (SMAs), state-of-the-art global communication tools, and real-time reporting capabilities.

This approach results in improved data collection, higher data quality, greater site and patient engagement, and significantly reduced late phase study costs.

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