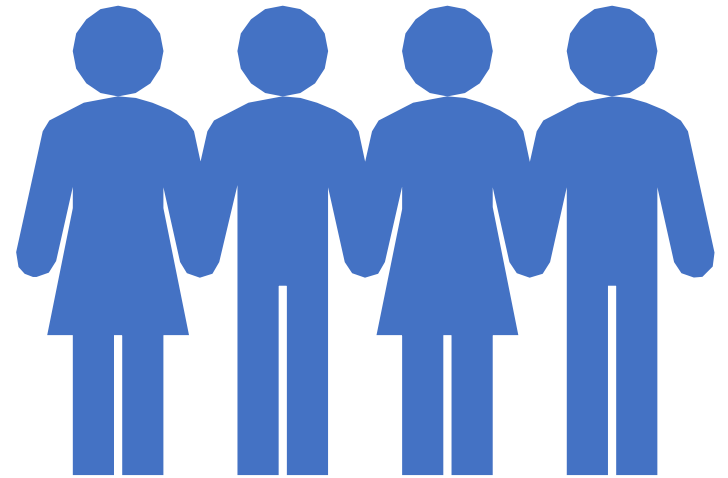


A Guide to Implementing Patient Recruitment Strategies in Clinical Research

Speaker: Dr Gillian Lakareber – ICR
1 May 2019



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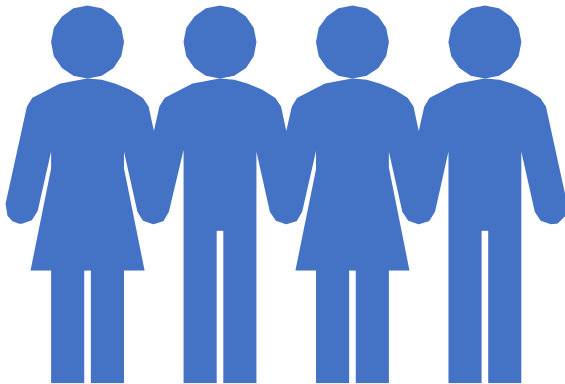
- Objectives
- Introduction
- Factors influencing Patient Recruitment
- Recommendations
- Site specific Recruitment Plan
- Conclusion
- Acknowledgements



Objectives

The objectives of this presentation are:

- Create awareness of the importance of successful patient recruitment in clinical research
- Explore the techniques employed to increase patient recruitment
- Provide guidance on the process of implementing a successful patient recruitment plan for a clinical study
- Explore the challenges encountered during patient recruitment and ways to mitigate them

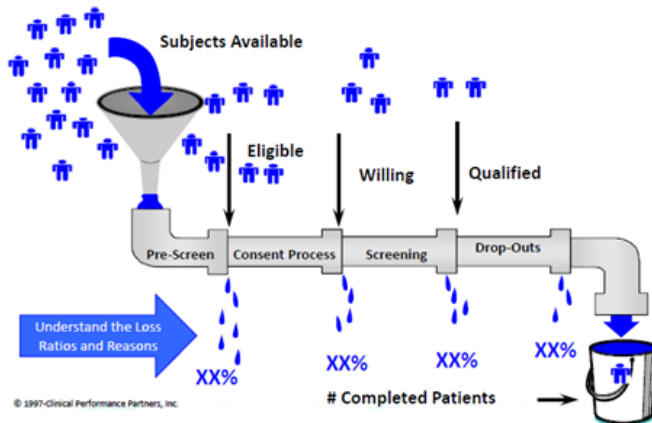
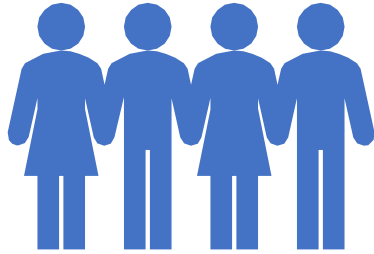


1 May 2019

Introduction

- A key problematic hurdle for clinical researchers in the current environment is the ability to enrol the optimal number of patients onto clinical trials.
- Slower recruitment can lead to significant financial losses and delay in getting life saving interventions to patients. As a result, many studies fail to meet their recruitment targets (McDonald *et al.*, 2006).
- Continuous pressure on clinical study teams can lead to stressful and ineffective working environments.





Patient Funnel Analysis

Factors Affecting Patient Recruitment

Source: Lakareber, G. (2016). *Factors Influencing Patient Recruitment In Clinical Research: A Qualitative Analysis*. California Intercontinental University,

- Researcher Characteristics
- Participant Characteristics
- Systems & Procedures
- Nature of Research
- Technology
- Location

Challenges:

- Lack of early planning
- Lack of awareness about patient recruitment strategies
- Possibility of slow recruitment based on target population.
- Differentiating the study *versus* the competition.



Technology

Recommendations

- ✓ Leverage new technologies to assist with data sharing and patient engagement
- ✓ Use real-world data integration and data extraction techniques to assess feasibility
- ✓ Use short health awareness videos to highlight the benefits of clinical trials
- ✓ Increase the use of online social platforms like Facebook, Twitter, and YouTube
- ✓ Create online forum for participants to share experiences
- ✓ Create shared research databases which contain target population
- ✓ Advertisements in magazines, newspapers, and radio
- ✓ Using pre-screening websites
- ✓ Using online forums to identify potential participants
- ✓ Using databases to assess eligibility



Recommendations

Participant Characteristics

- ✓ Retention – engage with patients and ensure they continue their study participation throughout their study journey.
- ✓ Leverage the active advocacy organizations and patient groups in the region via outreach and social media to raise awareness about the study and direct potential referrals to study sites.
- ✓ Develop strong partnerships with study sites to foster a shared goal of recruitment and retention success, thereby supporting the progress of the study.
- ✓ Provide ethically approved incentives like thank you cards, diaries, travel bags, and pens
- ✓ Establish clinics/support groups or social events to disseminate trial information
- ✓ Increase publicity of positive patient experiences
- ✓ Use mobile apps which allow patients to access trial information like visit guides.
- ✓ Include patients in protocol planning and design
- ✓ Empower patients to ask about clinical research activities
- ✓ Increase financial support for patients
- ✓ Increase the use of interpreters and support for non-English speakers



Recruiter Characteristics

RECOMMENDATIONS

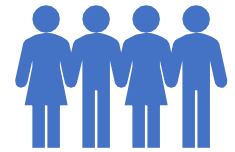
- ✓ The Principal Investigator should invest more time in patient identification
- ✓ Offer patients with clear explanation of the benefits and risks of the trial
- ✓ Offer patient recruitment training to inexperienced members
- ✓ Recruiters increasing their flexibility during patient recruitment
- ✓ Site initiation visit and investigator meeting training
- ✓ Research nurses are available to discuss study during clinic appointment
- ✓ Research is usually initiated by patient's doctor
- ✓ Recruit a dedicated study coordinator or research nurse



Recommendations

- ✓ Evaluate feasibility before study initiation
- ✓ Pre-screen clinic notes to identify potentially eligible patients
- ✓ Detect patient identification centers near hospitals
- ✓ Seek additional funding from government organizations
- ✓ Implement a robust feasibility and site selection process
- ✓ Share trial results with patients
- ✓ Conduct research to ascertain the materials and resources required to help recruiters succeed in patient recruitment
- ✓ Pharmaceutical industry should promote patient engagement, be more transparent and socially responsible
- ✓ Start a patient recruitment team who primarily identify patients. Provide incentives to research teams with successful recruitment
- ✓ Increased collaboration with primary care clinicians
- ✓ Focus on building and maintaining strong rapport with recruiters and patients
- ✓ Alleviate pressure on recruiters' workload by increasing resources and funding

Systems & Procedures



Location

Recommendations

- ✓ Strategically place clinical sites near patients in order to decrease participant burden
- ✓ Collaborate with local services to overcome logistical issues
- ✓ Offer expense reimbursement for travel

Nature of Research

Recommendations

- ✓ Protocol amendment to increase acceptability
- ✓ Have the right patient cohort
- ✓ The design of the study and protocol needs to be conducted in a risk and data aware manner
- ✓ Flexible recruitment schedule for patients and decreasing the time commitment on patients
- ✓ Make the inclusion/exclusion more realistic
- ✓ Implement study visit run-throughs in which potential participants are given a deeper understanding of study expectations

Conclusion

- To accelerate new interventions, a **collaborative approach** should be adopted. We need to think about patient recruitment earlier on in the research process.
- **Patient centricity** and factors which affect participation should be the focus of clinical researchers in order to alleviate the challenges we are facing.
- **Effective communication** among study teams by sharing success stories from high enrolling sites and good working practices is required.
- **Increasing site engagement** to address study challenges, by ensuring **adequate training** has been provided on study procedures and the inclusion/exclusion criteria.
- Adopting a **multi-faceted approach through outreach initiatives and recruitments tools** will inform, educate and communicate with patients about the study will encourage participation in clinical trials.

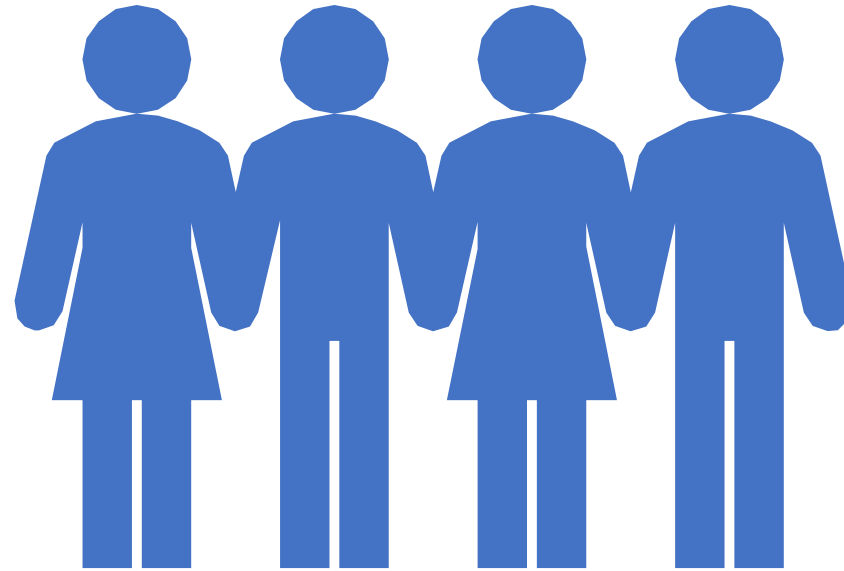


- ✓ PLAN
- ✓ EDUCATE
- ✓ CONNECT

Acknowledgments:

- Patient Funnel Analysis – Adopted from Clinical Performance Partners, Inc
- McDonald, A. M., Knight, R. C., Campbell, M. K., Entwistle, V. A., Grant, A. M., Cook, J. A., & Snowdon, C. (2006). What influences recruitment to randomised controlled trials? A review of trials funded by two UK funding agencies. *Trials*, 7(9). doi:10.1186/1745-6215-7-9
- Lakareber, G. (2015). Factors Factors Influencing Patient Recruitment In Clinical Research: A Qualitative Analysis. California Intercontinental University,





Thank you