

Case Study: Failure to Enroll

By:
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Problem to Solve

A clinical trial for a diagnostics company was failing to hit enrollment targets (by a lot). The Sponsor's hypothesis was that more effective study marketing tailored to each geography was the best solution to increase enrollment.

Araneae Consulting was retained to investigate the most effective clinical study marketing strategy to bolster patient enrollment at 20 study sites.

Approach and Discovery

- Reached out to the sites as requested, but most of the clinical study managers were uncooperative and reluctant to communicate. Persuaded study managers to engage in conversation through persistent outreach.
- Determined that the Clinical Research Organization (CRO) retained by the Sponsor to conduct the clinical trial had completely botched the site initiation and the study managers didn't understand key operational aspects of the trial. This, along with unresponsiveness of the CRO and lack of Sponsor oversight led to site disengagement.
- Conducted an analysis of each of the study sites to understand the scope of the problem and determine which sites required the most relationship repair.
- Gathered requested study marketing recommendations (after all, this was the original assignment).

Solution & Outcome

- Provided Sponsor with the requested study marketing intel, but additionally informed them that their core issue was with their CRO, not patient recruitment. Advised that CRO should either repeat the site initiation, or Sponsor should find a new CRO.
- Recommended that even when outsourcing to a CRO, Sponsor face-time with the sites was still key to engagement and therefore enrollment, especially for a handful of sites that needed a higher-touch approach.
- The Sponsor improved their communication with the sites and the CRO, and as a result the sites were better positioned to enroll patients.