

# Patient Recruitment Technology

## Is your next patient a phone call away?

### Key features

- **Study-specific pre-qualification IVR interviews**
- **Study-specific web screeners delivered via our dedicated [www.trial-info.com](http://www.trial-info.com) website**
- **No requirement for the services of a call center**
- **Complete multinational/multilingual capabilities**
- **Compliant with HIPAA and Data Protection regulations**
- **Simple to add new countries and centers mid-study**
- **Suitable for many patient populations and indications**
- **Delivered on Perceptive Informatics' powerful ePRO platform**

### Recruitment Challenges

There is a drive to accelerate clinical research and bring drugs to market faster. Pharmaceutical companies strive to reduce timelines in terms of initiating the first study sites and locking the study database; but patient recruitment remains less within the sponsor's direct control. CenterWatch reports that recruitment takes 25% of the timeline devoted to creation and completion of a typical clinical trial. Other sources estimate that 80% of studies fail to meet their recruitment timelines, and that 45% of all delays in clinical trials are due to recruitment performance, with most delays exceeding six months.

Advertising for patients represents an effective way of improving the recruitment performance of study sites. Perceptive's Patient Recruitment technology has supported advertising campaigns for studies throughout North America and Europe.

### Key Benefits

- Reduces the recruitment period
- Cost-effective solution
- Simple to administer over multinational/multilingual studies
- Fully integrated web and phone screeners
- Real-time reporting measuring the effectiveness of the advertising spend
- Rapid identification of primary reasons for candidate disqualification
- Increases site efficiency by increasing the throughput of eligible patients at site
- Lowers the site screening failure rate and the associated cost of screening failures
- No departures from screening questionnaire approved by IRB or Ethics Committees
- Integration with ClinPhone® RTSM (Randomization and Trial Supply Management) providing extended recruitment

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### The Perceptive Solution

Our Patient Recruitment technology is implemented in combination with the services of an advertising firm. Patients respond to advertisements to participate in a clinical trial and call toll-free to answer a study specific IVR qualification instrument or visit [www.trial-info.com](http://www.trial-info.com) to answer the same questions using a secure web screener. Upon qualification, candidate contact details are made available to the study site who can schedule a formal screening visit.

Perceptive has considerable experience in delivering electronic patient-reported outcomes (ePRO) instruments and computerized clinical assessments, many of which are suitable for application within a qualification screener. Our ePRO consultants are available to consult on the design of the qualification questionnaire for your study.

Perceptive is the industry's leading eClinical solutions provider supporting the global pharmaceutical industry. Perceptive's web and IVR services provide investigators worldwide with easy access to study-specific applications designed to manage the logistical needs of each trial protocol.

These flexible applications are hosted on Perceptive's robust systems which facilitate two-way communication either via the web or by using a standard telephone with toll-free access from 90 countries and over 70 different languages.

