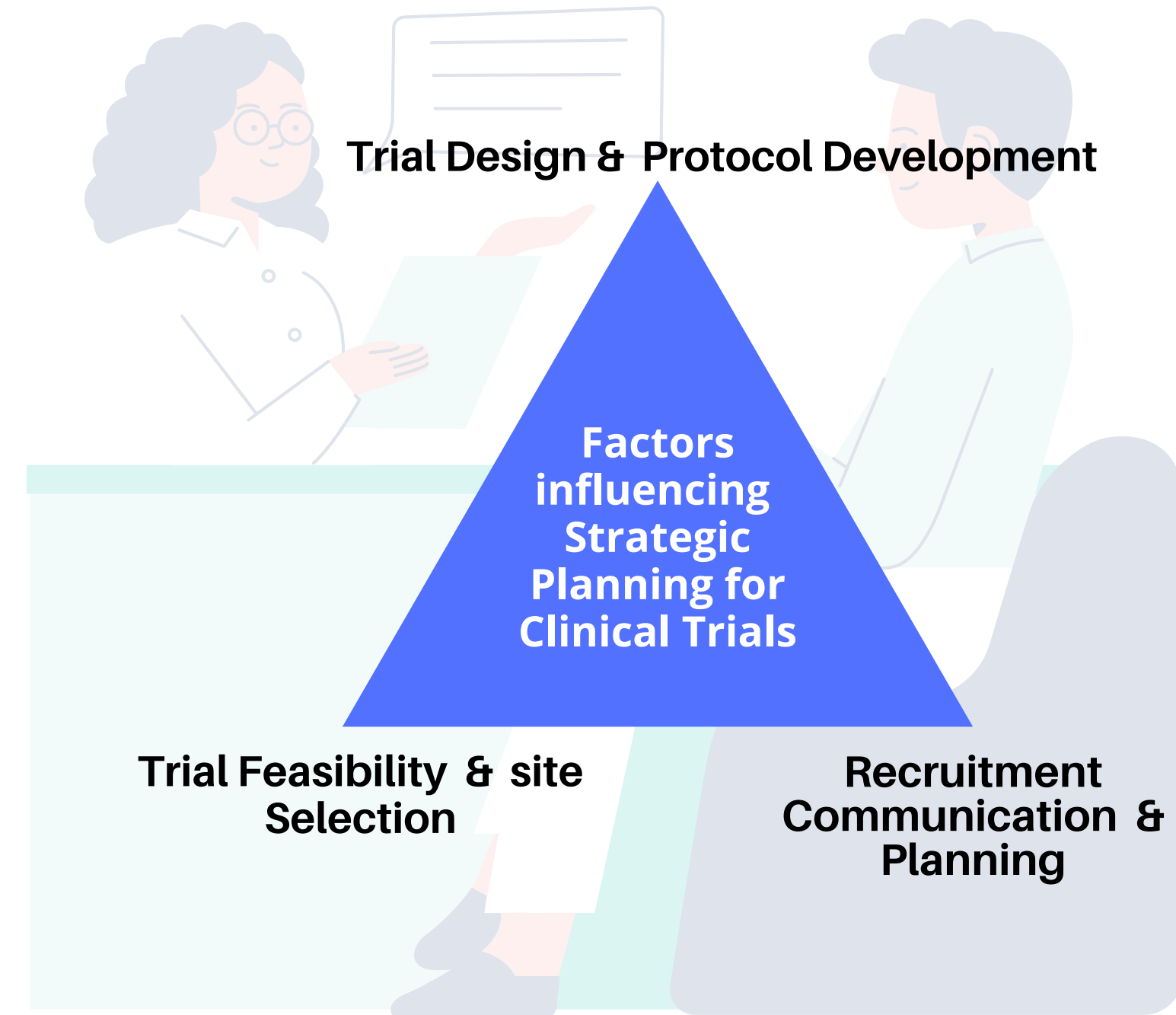


Strategic planning for Patient Recruitment & Retention

Introduction

1. There is growing trend for the implementation of robust subject recruitment and retention initiatives in research studies.
2. Patient recruitment is a key determinant of success of strategic planning of clinical trials.
3. Data suggest that study timelines have potentially doubled beyond planned enrollment periods due to low recruitment rates. A focused strategic planning initiative helps in overall achievement of the desired clinical trial objectives.
4. Scope of factors that affect recruitment to clinical trials suggests a fundamental need for more inclusive and proactive approaches that extend beyond common study-specific strategies.
5. Rather than focusing on specific recruitment activities and tools, stakeholders would benefit from a strategic framework to guide a comprehensive recruitment plan for their clinical trial.



COD Research's strategy for Patient Recruitment & Retention

Factor/ variable	Strategic Planning Focus	Impact on Strategic Planning	COD Research – Your Clinical Trial partner
Trial Design & Protocol Development	sources of input, design elements of the study	cannot easily be revised after a study launches	<ul style="list-style-type: none">• Identify and engage all stakeholders as equal partners in the process• Limit protocol complexity to reduce the burden of participation• Develop realistic eligibility criteria• Collect only the data necessary to maintain participant safety and/or address the primary and secondary objectives
Trial Feasibility & Site Selection	focus on incorporating better partnerships to ensure trial visibility with the use of data, tools, evidence to better identify participant cohorts and sites	encourage the proactive consideration of trial feasibility and site selection issues earlier in the timeline because of their dependency on people and factors that are difficult to change after the trial is launched	<ul style="list-style-type: none">• Conduct an evidence-based trial feasibility analysis• Establish realistic metrics and milestones• Develop an adequate budget and resources• Ensure appropriate site selection• Engage in suitable site performance monitoring
Recruitment Communication & Planning	Taken as an assumed function in the trial development phase	To successfully complete enrollment for a trial, it is essential that study teams are aware of stakeholder needs in order to maximize their engagement and support. With a data-driven approach, it is possible to elicit these insights	<ul style="list-style-type: none">• Identify all stakeholders and partners• Identify participant locations based on where participants may seek treatment and relevant information• Develop and test tailored messages• Develop creative material and select appropriate channels for delivery• Develop a realistic communication budget• Continuous monitoring of recruitment process and its evaluation