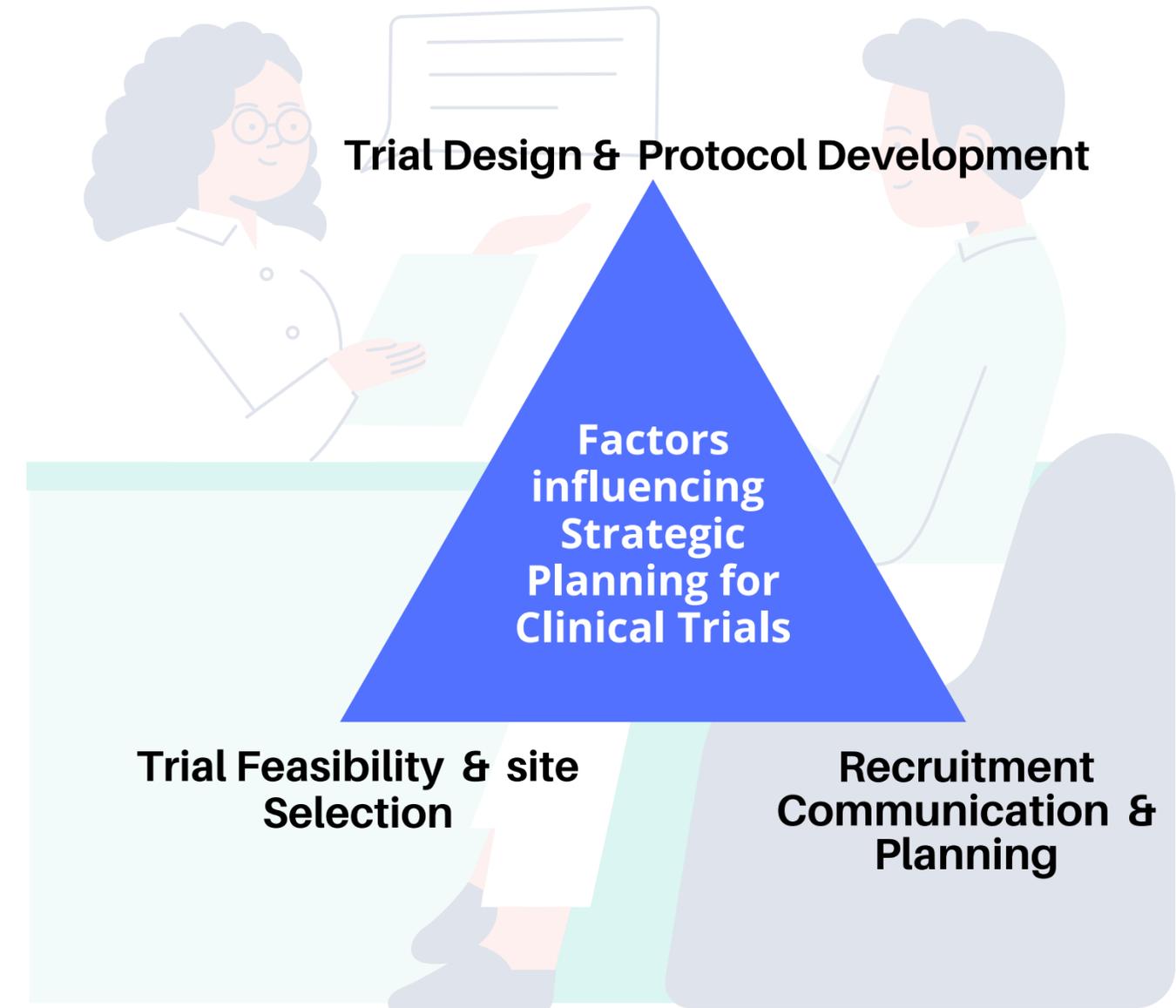


Strategic planning for Patient Recruitment & Retention

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

