

13 Day Decrease in Referral to Randomization Time

CHALLENGE

A sponsor's glaucoma and ocular hypertension studies were behind on enrollment. The sponsor had started an outreach campaign which was not providing the desired results.

SOLUTION

WCG developed a new recruitment strategy mid-study comprised of a multi-channel outreach campaign. By implementing a direct-to-participant media campaign, the targeted number of participants were identified and supported by WCG's media referral processing services that ensured all volunteers received follow-up within 24 hours.



RESULTS

WCG's support decreased the time from referral to randomization by 13.4 days through the combination of outreach and WCG media referral processing. WCG contributed to 100+ enrollments with 70+ coming from fee for performance media support.

FUNNEL DATA

