

WCG Prescreens 25,000+ Referrals to Accelerate Sponsor's Enrollment Timelines

CHALLENGE

A top 5 pharma sponsor needed support enrolling female participants for their Uterine Fibroid study in the United States, Canada, and Puerto Rico. Due to an influx of external participants recruited through a third-party media vendor, study sites lacked bandwidth and faced difficulties maintaining timely participant outreach.

SOLUTION

Focusing on the participant journey, WCG provided dedicated support to ensure potential participants received a quick response and efficiently moved through the recruitment funnel.

WCG Clinical Research Coordinators (CRCs) were deployed to 89 study sites requiring assistance with recruitment and retention, including conducting phone screens, scheduling appointments, data entry, and providing any other necessary administrative support post-screening. All support and

progress from WCG was tracked and managed through My Patient®, a centralized study management portal offering 24/7 real-time data access.

Additionally, due to the concentration of study site resources focused on externally sourced participants, there was a lack of emphasis on identifying participants from within the study sites. WCG support included reviewing patient charts to identify and pre-qualify candidates from the site's database and engaging in community outreach to enhance awareness of the studies within local communities.

RESULTS

As a result of WCG's active on-site study support, a greater number of potential participants transitioned from referrals to enrollments. WCG CRCs added a personal touch through face-to-face interactions, resulting in higher conversion rates.

Specifically, the rate of scheduled appointments to completion of the first office visit reached 78% for individuals contacted via WCG's community outreach efforts, surpassing the 48% rate for participants who initiated contact through the media campaign.

WCG pre-screened over 25,000 potential participants, 13,000+ coming directly from the third-party media campaign. Moreover, WCG scheduled over 3,000 appointments, consented over 1,500 participants, and enrolled 150+ women.

“WCG's provided Clinical Research Coordinators (CRCs) made it possible to get so many recruited subjects.”

-Clinical Director

WCG RECRUITMENT & RETENTION SUPPORT

Chart Review

Pre-screened
11,500+

Appointments Scheduled
500+

Consented
250+

Enrolled
25+

Community Outreach

Pre-screened
500+

Appointments Scheduled
150+

Consented
100+

Enrolled
10+

Media Referral Pre-screen & Engagement

Pre-screened
13,000+

Appointments Scheduled
2,500+

Consented
1,000+

Enrolled
150+