



## DAC PATIENT RECRUITMENT SERVICES CASE STUDY

### PHYSICIAN OUTREACH AND SITE SUPPORT FOR A U.S. BRONCHIECTASIS STUDY

#### GOAL

DAC Patient Recruitment Services was contracted to develop site support and physician outreach programs for two sister bronchiectasis studies seeking to enroll 280 patients total (140 per study) across 70 U.S. sites over 17 months. It was agreed that DAC would support half (or 35) of the sites. Additionally, DAC committed to recruit 52 consented participants, which with a 30% screen-fail rate, was expected to yield 36 randomizations using the proposed initiatives. When DAC joined the study in August 2011, enrollment was at 28 randomized subjects for protocol 101 and 8 subjects for protocol 104.

With that in mind, DAC's strategic programs aimed to: 1) raise patient and physician awareness about bronchiectasis (often confused with bronchitis) and about the studies; and 2) position the studies as options for patients and physicians seeking care alternatives.

#### SOLUTIONS

##### PHYSICIAN OUTREACH

- › A targeted physician list of pulmonologists working within a 50- to 100-mile radius of the selected study sites
- › Full-service mailing of educationally based physician-to-physician study packages, providing detailed study and patient referral information
- › Physician referral program with stipends if the referring physician completes pre-screening data and chart review for each referred patient
- › Face-to-face physician presentations to further expand study awareness among physicians, inspire physician interest and enhance referrals

##### SITE SUPPORT

- › Project kick-off meeting to discuss patient recruitment plans in detail, establish a positive working relationship, and discuss timelessness, and responsibilities
- › Targeted study messaging to spark interest in the studies and compel audiences to follow the call-to-action
- › Study branding to create a compelling study identity and distinguish the studies among the competition
- › Recruitment training to educate sites about available support and provide instruction on how to deploy strategies
- › Recruitment kits to provide study sites with essential promotional materials to increase study awareness, and comprehensive educational materials to help patients and their families understand clinical research and study requirements

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#### ACHIEVEMENTS

	DAC Supported Sites	% of Overall Enrollment	Sites not supported by DAC	% of Overall Enrollment
PROTOCOL 101	21	64%	14	36%
PROTOCOL 104	14	65%	12	35%

In summary, the sites that received dedicated recruitment support from DAC contributed more than 60% of the target enrollment into the studies. Site survey results attributed enrollment success to strategic program components and effective execution, DAC’s credibility among participating U.S. sites, and our commitment to developing and maintaining strong relationships.

#### ABOUT DAC

A pioneer in patient recruitment and retention for global clinical trials, DAC Patient Recruitment Services (formerly D. Anderson & Company) develops customized programs that yield rapid enrollment, risk reduction and return on investment. Our unique strategies have boosted enrollment by 100 percent and reduced attrition by 48 percent on average. We’ve successfully managed recruitment and retention programs representing 100,000 patients at 16,000 sites around the world.

#### SERVICES INCLUDE

- › Country-Customized Recruitment and Retention Programs
- › Clinical Project Management
- › Award-Winning Creative Services
- › Strategic Site Selection
- › Certified Clinical Staff Training

#### PART OF THE FAMILY

DAC Patient Recruitment Services is proud to be part of the Imperial Family of Companies—a clinical research support organization also comprising ClinicalLingua Translation Services and Imperial Graphics. Together, these three vertically integrated brands focus on patient recruitment, translation services and site material production and fulfillment. DAC offers industry tenure, clinical expertise and creative acclaim not found with other patient recruitment providers. Working in synergy with our sister companies, we offer start-to-finish clinical trial solutions with the power of three companies through the convenience of one contact and one contract.