

USING PATIENT INSIGHT TO SAVE FAILING CLINICAL STUDY RECRUITMENT

Objective:

To support the recruitment of patients for a portfolio of phase III studies, investigating an immunotherapy for non-Hodgkin's lymphoma (NHL). COUCH Health's support began four months into the process, with a six-month completion deadline.

Approach:

We first audited the current recruitment strategy to understand what has worked and what hasn't. **As the sponsor was unable to identify the needs of the patients and their families, gaining insight that we could use to drive our new strategy was vital.**

To glean these important insights, we organised market research into patient needs from key markets for this study: UK, France, Germany, Italy, Spain and US. The process involved:



social listening
exercises



virtual focus
groups



patient
surveys

500 people were surveyed and once the data was analysed, the output was a written report and a new recruitment plan.

Challenges:

In addition to the lack of patient insights:



- + low study awareness for patients and site staff
- + huge study competition in the same NHL space
- + phase III studies mean a reduced patient pool

How do you turn around a failing recruitment strategy for a portfolio of studies, four months into the recruitment process, and with only six months to achieve the required results?

Understanding patients' needs is critical to creating a strong recruitment strategy and effective materials that will engage and inform potential participants. Without this understanding, the current recruitment programme was on a backfoot. So, uncovering the needs of patients and their families is where we looked to turn it around...

Solution: The new recruitment strategy offered a multi-channel and culturally aware approach to recruiting:



Online training program for sites
covering the protocol, communication and cultural awareness.



A new patient website
key to building credibility, with the option for patients to self-screen.



Printed materials
for patients and site staff.



Paid advertising campaign
including Facebook & Google ads targeting patients with NHL.



Targeted local and regional radio ads
targeting English and non-English stations in countries such as US and UK, with a high mix of races.

Results:

Not only were enrolment targets reached within the six-month timeframe, but the reach and engagement numbers, staff and participant feedback, all showed promising results.

6,600,839	people reached
371,472	visits to website
5,074	began
1,554	completed
1,460	eligible
1,416	consenting
1,145	randomised

online eligibility screening

Over 90%

of site staff said printed materials helped them understand the study and identify relevant patients

Over 86%

of participants found them easy to understand

9.2/10

was the materials' average rating

Over 98%

said they were easy to understand

8.4/10

was the participants' average rating of the ease of the screening process

100%

said they were easy to use

"Very clear and visually nice"
Participant feedback

"Easy to understand"
Participant feedback

"I liked that it was written in a way that made sense to me"
Participant feedback

Enrolment targets reached within 6-month timeframe

At COUCH Health, we're often enlisted by organisations all over the globe to help make clinical research projects patient centric. In turn, this allows us to also champion the need to improve diversity in clinical trials. And as a result, overcome participant recruitment challenges for our clients.

If you'd like to hear more about this project, or would like to discuss how we could improve patient centricity, diversity and inclusion in your clinical trials, please contact us using the details below.