

Accelerating Global Oncology Trial Recruitment

At a glance

For a Phase III melanoma trial across 118 sites in 25 countries, the sponsor faced significant recruitment hurdles that threatened timelines.

By implementing targeted, 1:1 in-country support, we transformed their recruitment outcomes, proving that a human approach is key to success in complex global trials.

Key metrics

Sites that received our in-country support vastly outperformed those that did not. The impact on key enrollment metrics was clear and significant.



+72%

Screening Rates



+45%

Randomization Rates

“
The ability to think outside of the box, to adjust approaches and to shift perspectives mid-flight has been immensely well received. The generating of new content and delivering workshops has been outstanding - we are always impressed.”

Senior Patient Engagement Lead, Global CRO

CHALLENGES

1. Low Prevalence & Rapid Progression: A particular and aggressive disease type made finding and enrolling eligible patients challenging.
2. Site Demotivation: With a similar licensed treatment already available in many countries, physicians were less motivated to refer patients into the study.
3. Significant Patient Commitment: The 24-month treatment phase was a major consideration for very unwell patients.
4. Site & Study Fatigue: Multiple contacts speaking to sites about recruitment and a simultaneous crossover study created a risk of burnout.

SOLUTIONS

Recognising that traditional media campaigns would not be effective, we deployed our global network of in-country Clinical Enrollment Managers (CEMs). Our strategy was built on human connection and tailored support for each site.



**1:1 Site
Coaching Calls**



**Site-Specific
Recruitment
Plans**



**Patient
Recruitment
Workshops**



**Patient
Pathway**

BENEFITS

1

Patient Identification & Screening

Sites that partnered with us were able to identify and screen far more potential participants.

2

Enrollment

Client and Sponsor saw a substantial increase in the number of patients successfully enrolled into the trial.

3

Time & Money

We helped save the sponsor time and money while giving more patients access to a potential new treatment.