

Community Outreach Case Study: Women's Health Phase III



Birth Control



US



106 sites

Community Outreach Boosted Enrolment for a Birth Control Study

Background

Innovative Trials were approached to support a mid size pharmaceutical company to accelerate enrolment for a Phase III birth control study in the US.

The study needed to enrol 1357 healthy women aged 18-35 in a 7 month period.

1357
healthy women
aged 18-35
needed

Challenges

The main challenge for recruitment was identifying women who were not trying to get pregnant, but were willing to accept a contraceptive with a higher risk of pregnancy than existing alternatives. Women were also required to be in a monogamous relationship and enter a washout period if taking hormonal birth control.

Solution

Innovative Trials' approach was to identify women through community outreach. Approximately 50% of sites received a community outreach visit, during which our Clinical Enrolment Managers (CEMs) visited locations near to the study site to share study information, including nail/hair salons, laundromats, gyms, women's health support resources, to name a few.

Clinical Enrolment Managers also worked with sites on pre-screening processes.

50% of sites
received a
community
outreach visit