CLARINESS

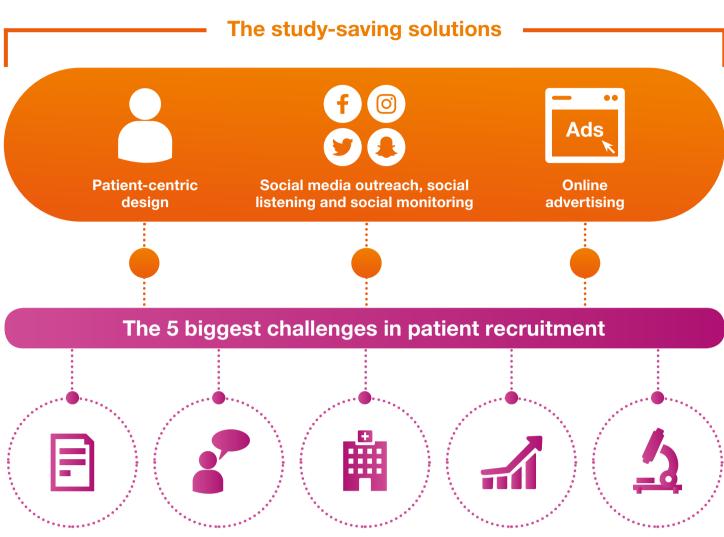
Patient-centricity:

solve challenges of patient recruitment – drive the speed of randomizations



Patient recruitment is vital to clinical trials, yet more than **80% of recruitment drives fall short**. Not meeting targets can stop the trial, failing to retain enough people causes delays, and both prevent life-saving drugs reaching the people who need them most. So, what's the solution?

CLARINESS surveyed over 800 industry professionals and gained the following insights into how patient recruitment can be improved.



Complex protocols and criteria

Can exclude a large part of the patient population and increase screening failure rates (SFRs), making trial enrollment more difficult.

Understanding the patient perspective

Failing to understand patients causes disconnect and communication barriers.

Site selection

Not identifying
high-performing sites
means that one-third of
initiated sites never enroll
a patient, and half only
enroll one or two.

Lack of recruitment budget planning

Many trials dedicate little or no budget to the critical aspect of finding patients.

Competition in clinical trials

Rare disease patients are harder to find, competition is high to secure sites, site staff, and patients.



in trial design and patient recruitment



Patient panels/interviews

Direct conversations about what will spark interest and engagement.



Patient surveys

Online and phone to understand how the disease impacts their lives.



Physician/KOL panels

Doctors' perspectives on what makes a trial enrollable.



Advocacy group discussions

Developing patient-centric strategies with patient advocates.

Breakthrough tech innovations

make enrollment more engaging and efficient



Real-world data



Social media



Mobile technology for health/ telemedicine



Artificial intelligence



Digital solutions (eCRF)

Important KPIs to measure

what works for patients, and you?



Time saved for study



randomized patient



timelines



for study

The risk-free recruitment power of patient-centricity With little or no budget for patient recruitment, prioritizing patient needs is vital.

Patient-centricity ensures you understand patients' perspectives by speaking with them directly. In turn, this helps overcome challenges such as complex protocols and lack of awareness. And harnessing innovative technologies proves you know how patients want to be reached and engaged. Putting patients at the center of your recruitment strategy is the most effective way to improve the most important phase of your trial.

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For more insights from **CLARINESS'** study, and access to expert clinical trial support services, visit **sales@clariness.com**. And if you would like to share your thoughts on

these findings, contact us at clariness.com/contact-us