

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.

The study-saving solutions

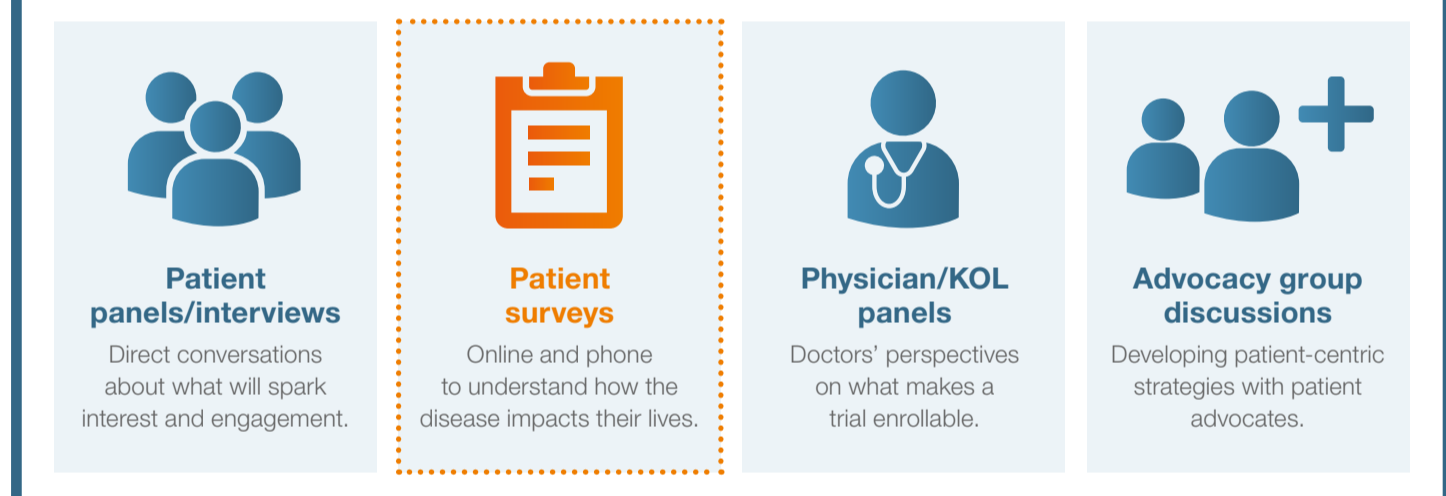


The 5 biggest challenges in patient recruitment



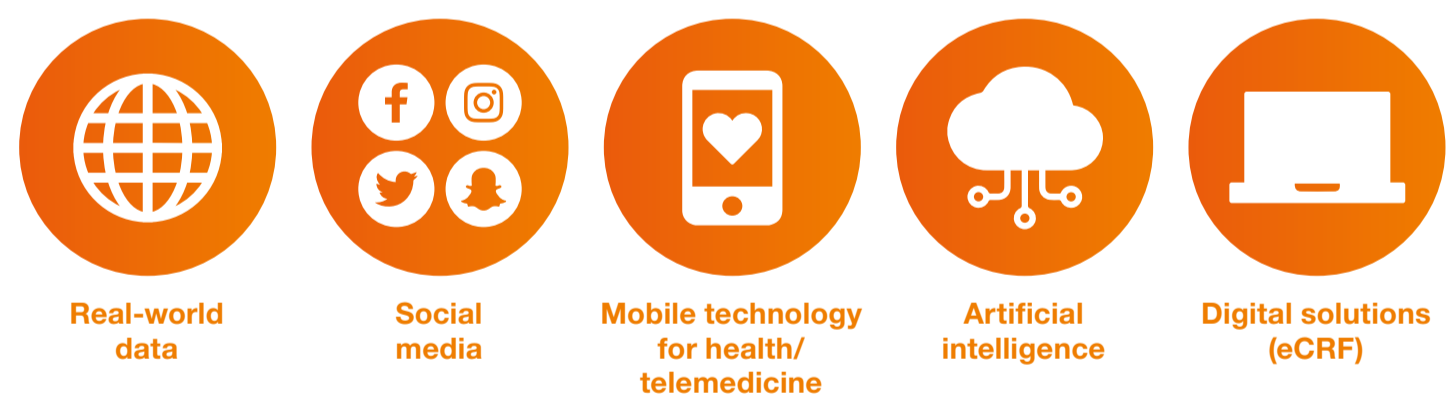
Top tactics for patient-centricity

in trial design and patient recruitment



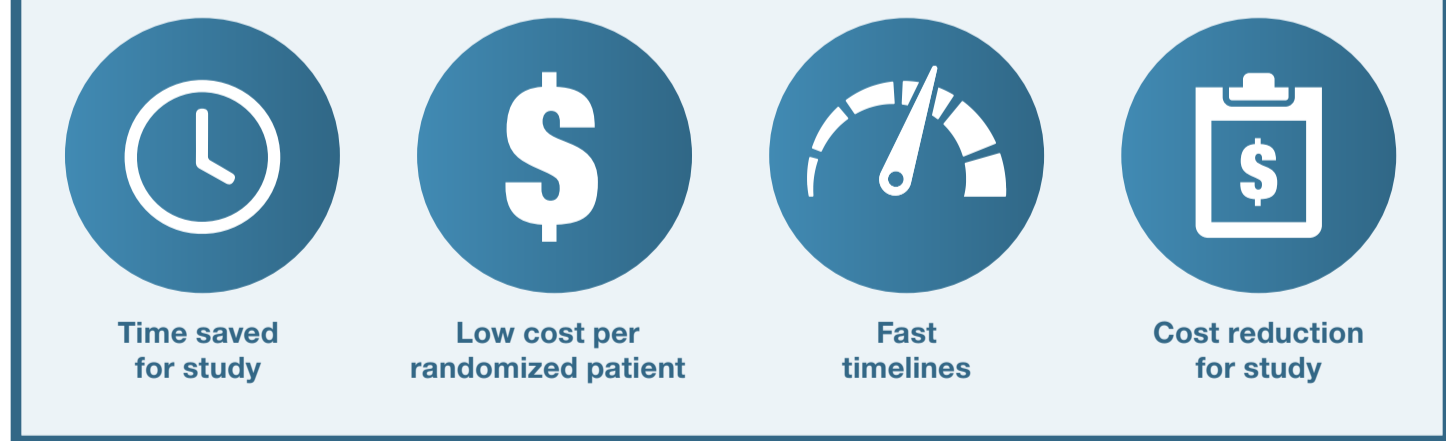
Breakthrough tech innovations

make enrollment more engaging and efficient



Important KPIs to measure

what works for patients, and you?



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.

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