

# CLARINESS

## Checklist: Does your patient recruitment strategy leverage the power of digital?

**Clinical trials are a vital step, not only in getting a drug onto the market but also ensuring that it reaches the broadest segment of the patients who need it. Recruiting and retaining patients can be a challenge – but the past 10 years have brought immense opportunities with new digital tools and tactics that you can take to improve your chances of success.**

To help you leverage this great potential for your clinical trial, we have developed a checklist based around our experience in this space, specifically from our conversations with patients and research with industry leaders from biopharma and contract research organizations.

The checklist outlines critical aspects to help you develop your digital recruitment strategies for patient-centric clinical trials.

Tick all that apply:		
<b>Effective upstream planning</b>	Have you considered and identified the best tools for engaging key stakeholders and implementing the patient's voice into your clinical trial design and feasibility process? For example:	
	• Patients	<input type="checkbox"/>
	• Patient advocacy groups	<input type="checkbox"/>
	• Physicians and KOLs	<input type="checkbox"/>
	• Site staff	<input type="checkbox"/>
	Has the trial been designed with participant (and carer) convenience in mind?	<input type="checkbox"/>
<b>Understand the key players in patient recruitment and utilize patient motivators</b>	Do you know where to reach your target audience, and how they communicate?	<input type="checkbox"/>
	Do you understand how they prefer to discuss your study?	<input type="checkbox"/>
	Do you understand what will motivate eligible patients to join your study?	<input type="checkbox"/>
	Have you integrated these motivators into your recruitment strategy?	<input type="checkbox"/>
	Have you highlighted these motivators within patients' trial information packs?	<input type="checkbox"/>
<b>Grab attention with content</b>	Is the clinical trial information written and designed with patients in mind?	<input type="checkbox"/>
	Is the trial information and referral process simple and straightforward?	<input type="checkbox"/>
	Have you tested which content appeals most to your patient audience?	<input type="checkbox"/>

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Tick all that apply:		
<b>Harness digital technology</b>	Do you use online surveys and listen to social media to understand your target audience and improve campaign strategy?	<input type="checkbox"/>
	Are you using social media to deliver trial information to the patient community?	<input type="checkbox"/>
	Are you using online ads to reach patients and drive awareness of your study?	<input type="checkbox"/>
	Do you monitor your social media to support your audience and facilitate registration?	<input type="checkbox"/>
	Are you pre-screening patients using digital technologies to reduce site burden?	<input type="checkbox"/>
<b>Understand how to offer a patient-centric digital process for recruitment</b>	Are you using a clinical trial portal?	<input type="checkbox"/>
	Do participants have easy access to clinical trial information?	<input type="checkbox"/>
	Is there a simple way for participants to find and contact the nearest trial site?	<input type="checkbox"/>
	Do you have a process to identify and address patient concerns?	<input type="checkbox"/>
<b>Find the right partner</b>	Do you have an experienced and trusted partner who can carry out patient recruitment for you?	<input type="checkbox"/>

This is just the ‘tip’ of our findings, however, there are many more key insights presented in our **white paper**. Here, you will find a more detailed outline and analysis of our data and how **CLARINESS** can help you reach your clinical trial enrollment goals. And if you would like to share your thoughts on these findings, contact us at [sales@clariness.com](mailto:sales@clariness.com)

