StudyTeam
SPONSORS

6 Key Reports for CROs to Optimize Clinical Trial Recruitment and Enrollment

Meet enrollment goals faster with centralized reporting across all recruitment and referral sources, vendors, and campaigns.

Gain visibility you've never had before.

CROs that integrate all clinical trial patient recruitment vendors, campaigns, and efforts with StudyTeam's Referral Partner Interface (RPI) are uniquely positioned to be able to evaluate the performance and effectiveness of each patient source in a single, centralized system.

Learn how you can analyze, adapt, and accelerate your recruitment efforts with early enrollment insights from six powerful reports in StudyTeam® for Sponsors.

6
WEEKS FASTER PER TRIAL

On average, StudyTeam customers complete patient enrollment six weeks faster per trial across their portfolios.

32+
RECRUITMENT VENDORS INTEGRATED

Choose from a proven network of pre-integrated organizations, or integrate the vendor of your choice to suit the needs of your study.

96%
REFERRALS ACKNOWLEDGED BY SITES

Reduce lost referrals by routing all patient candidates directly to the platform sites already use to manage trial enrollment.

93%
SITE UPTAKE

93% of sites choose to use StudyTeam on their next trial over other methods to manage enrollment.

CLICK TO SEE REPORTING IN ACTION

How does centralized reporting enable you to meet enrollment goals faster?

The majority of clinical trial recruitment firms offer a portal or reporting platform where sponsors can access recruitment campaign metrics at some level. However, when utilizing multiple recruitment vendors, it becomes very difficult to truly evaluate one method against another.

With RPI from StudyTeam, study management gains access to reporting across all their recruitment vendors, campaigns, and efforts in one platform, StudyTeam for Sponsors.

Additionally, StudyTeam for Sponsors is the only SaaS tool on the market that provides CROs with visibility into how sites are recruiting and enrolling patients through their own methods.

Having a unified view of enrollment performance across all patient sources empowers sponsors to make data-backed decisions in order to optimize recruitment efforts, resources, and budget in order to hit enrollment goals faster.

RECRUITMENT VENDORS

✕ Disparate portals and logins for every vendor

✕ Only report limited metrics on their own recruitment campaigns

✕ No visibility into site performance on recruiting patients from their own methods

✕ No study-level enrollment reporting outside of recruitment

VS.

Trial A 👤 x52
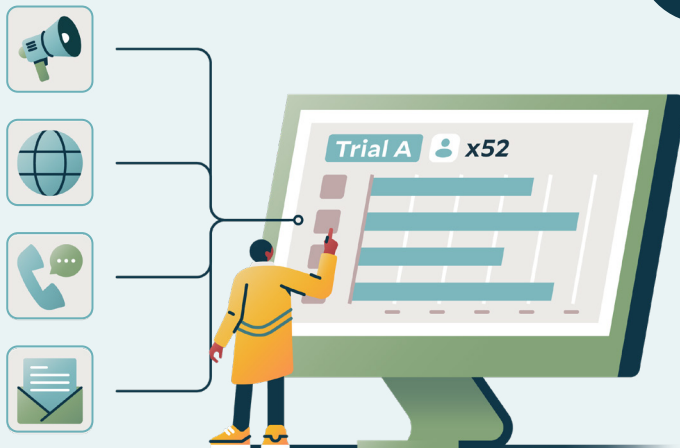
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✓ Centralizes reporting of all recruitment vendors and associated campaigns into one login

✓ Access to reporting on how sites recruit and enroll patients via their own methods

✓ Includes extensive site, study, and portfolio-level enrollment reporting

REPORT 1

Assess how effective sites are at recruiting patients through their own efforts.

Assess volume and quality of patients that sites recruit through their tactics with the **Site-Sourced Patient Performance report**.
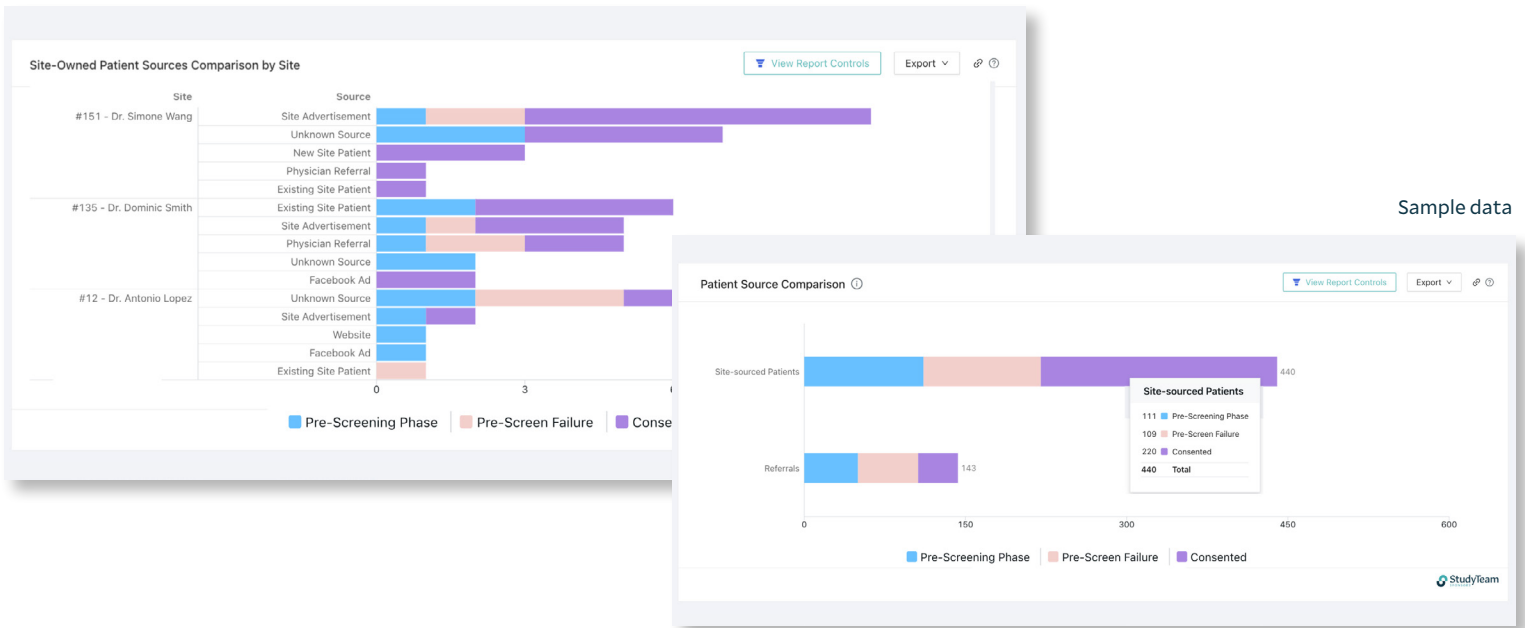
Sample data

Questions this report will answer:

? How many patients are your sites recruiting through their own efforts?

? How are your sites recruiting and enrolling patients compared to recruitment vendors and campaigns?

**?** Which enrollment phase are patients recruited by sites currently in?

Why this matters:

✓ Identify your highest enrolling sites to prioritize for future trials.

✓ Engage with lower enrolling sites to provide interventions and remove roadblocks.

✓ Assess if you are able to rely on sites to reach enrollment goals without additional recruitment support.

REPORT 2

Evaluate performance of all recruitment vendors, campaigns, and tactics.

With the **Referral Performance—Trial Overview report**, you can evaluate the performance of all your integrated recruitment efforts. Drill down to the campaign, medium, ad, and term level to assess the highest performing channels and creative.
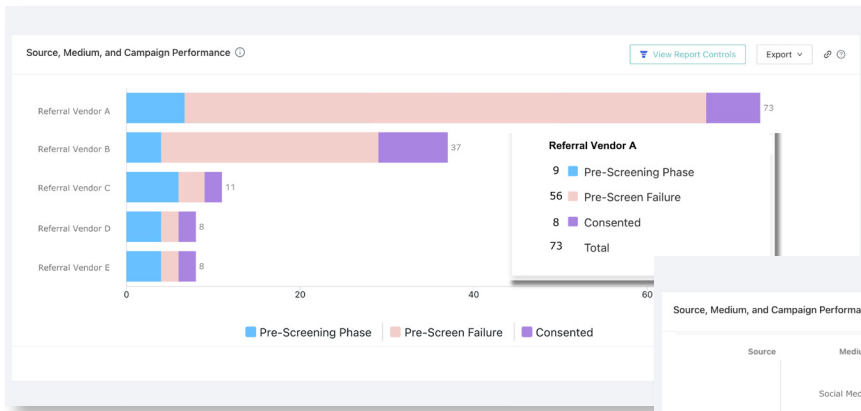
Sample data
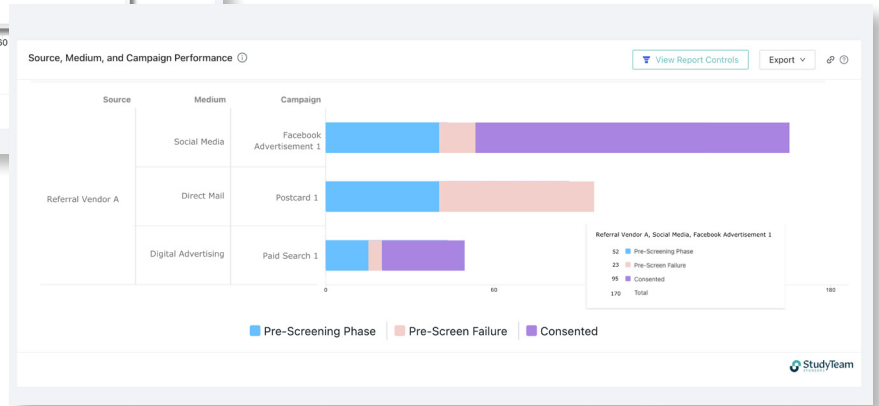
Questions this report will answer:

? Which recruitment sources and campaigns are bringing in the most referrals?

? Which mediums and ad content are bringing in the most referrals?

? How many referrals from each recruitment source are progressing past pre-screening all the way through to consent?

**?** How is referral volume trending over time?

Why this matters:

✓ Identify your most successful recruitment vendors, sources, and campaigns.

✓ Redirect recruitment dollars towards the highest performing tactics in order to reach enrollment goals faster.

✓ Engage with lower enrolling vendors to course correct and adjust tactics as early as possible.

✓ Use learnings to inform future recruitment strategies.

REPORT 3

Recognize how inclusion and exclusion criteria are impacting the eligibility of patients from all sources.

Filter the **Inclusion and Exclusion Criteria Analysis report** by patient source to quickly identify any trends around patient ineligibility.

Sample data
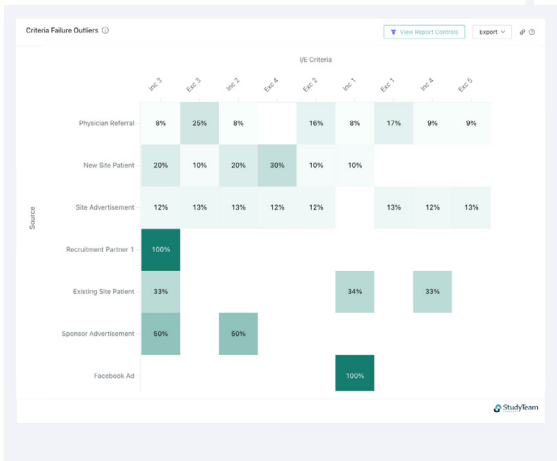
Questions this report will answer:

? Which criteria are causing the most overall failures?

? Are patients from any particular recruitment or referral sources failing criteria at an unexpected rate?

? Are changes to the protocol resulting in less criteria failures across patient sources?

Why this matters:

✓ Identify the sources that are recruiting the highest quality patients in order to redirect recruitment dollars to those sources.

Example: If referrals from one recruitment vendor rarely fail pre-screening or screening, shift your spend toward those higher performing sources to speed up enrollment.

✓ Use reports to engage with vendors who are recruiting patients that are failing pre-screening and screening.

Example: If referrals from one source are failing criteria at a higher rate then other sources, consider making adjustments to audience targeting and segmentation.

REPORT 4

Identify participation barriers for patients from recruitment and referral sources.

Use the **Reasons Declined Analysis report** to understand the reasons why patients across all your sources have declined to participate in your trial.

Sample data
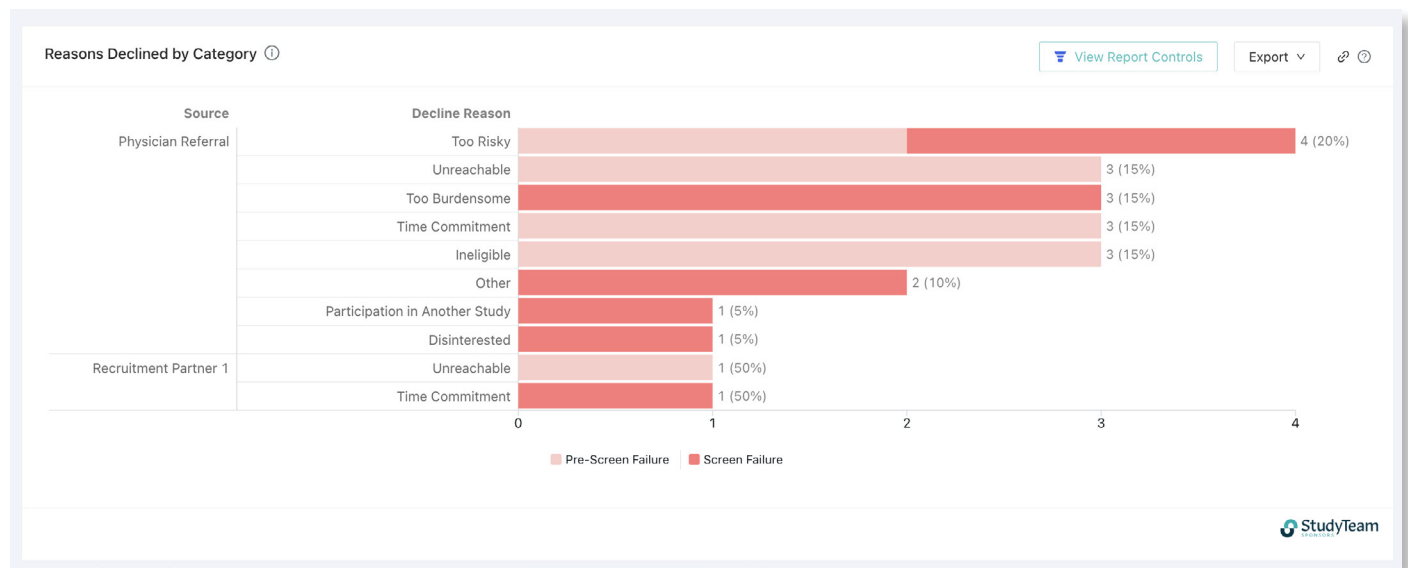
Questions this report will answer:

? What are the leading reasons patients are declining to participate in a trial?

? Are patients from any particular recruitment or referral source declining to participate at an unexpected rate?

? Are there any patterns in why patients from recruitment or referral sources are declining to participate?

Why this matters:

✓ Engage with vendors and sources to address underlying reasons as to why the patients they are recruiting are declining to participate.

Example: If referrals from one source are declining to participate due to travel, consider altering the geo-targeting of that recruitment campaign, or offer transportation assistance.

Example: If referrals from another source are declining to participate due to the time commitment, consider making adjustments to the protocol to consolidate or enable virtual visits.

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See how quickly sites are actioning referrals from your recruitment methods.

Gain visibility into how sites are engaging with referral patients from your recruitment vendors and efforts with the **Referral Performance—Site Detail report**.

Sample data

Source, Medium, and Campaign Performance by Site

View Report Controls   Export ∨

Site	Value
#1234 - Matt Foster	669
#2734 - Joel James	180
#4634 - Sarah Smith	55
#1257 - Adam Lancaster	37
#1290 - Kendra Smith	12
#5729 - Emily Schmidt	9
#1829 - Nick Jaber	4
#8903 - Edwin Jacobs	3
#3785 - Margaret O'Malley	3

#1234 - Matt Foster   Click chart for details

666		Not Acknowledged/Unactioned
2		Pre-Screening Phase
1		Pre-Screen Failure
669		Total

Not Acknowledged/Unactioned   Pre-Screening Phase   Pre-Screen Failure   Consented

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Questions this report will answer:

? Are sites acknowledging and acting on the referrals they receive?

? Are the referrals they receive progressing past pre-screening to consent?

## Why this matters:

✓ Identify the sites that take action on referrals quickly for future trial consideration.

✓ Engage with sites that are not taking action on referrals quickly in order to troubleshoot any issues and remove roadblocks.

✓ If sites continue to be unable to manage referrals in a timely manner, consider routing new referrals to more responsive sites.

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REPORT 6

Gain visibility into how patients from all referral and recruitment sources progress from potential candidate to randomization.

CROs that integrate IxRS systems into StudyTeam for Sponsors can use the **Recruitment Progress report** to understand how patients from all recruitment and referral sources progress across the recruitment and enrollment pipeline all the way through to randomization.
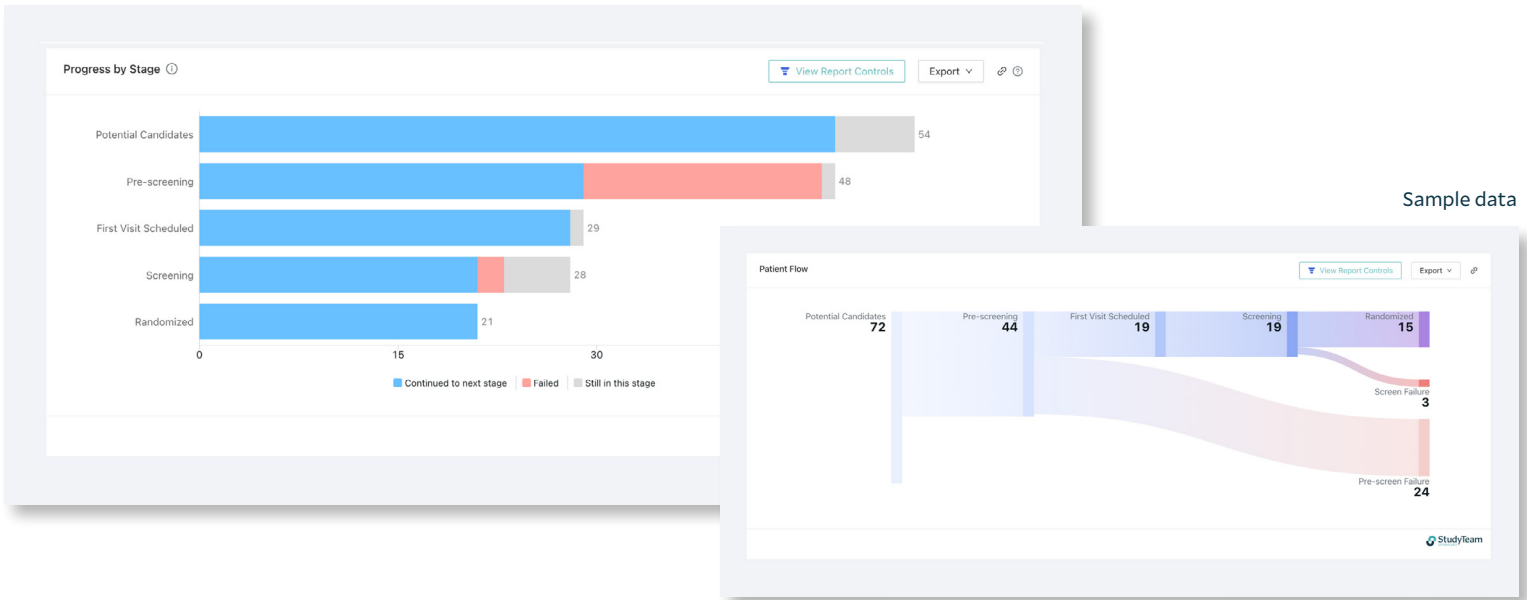
Sample data

Questions this report will answer:

? Are referrals progressing or are they bottlenecked in a particular recruitment stage?

? How many referrals are progressing all the way to randomization?

? Where are referrals dropping out of the enrollment funnel?

Why this matters:

✓ Compare how patients are progressing through enrollment phases across all your sources.

✓ Identify and remove any bottlenecks at particular stages to keep patients moving through the funnel at a consistent pace.

✓ Implement strategies to address stages where patients are dropping out.

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