

A Datamonitor report

# eHealthInsight Series: Online Patient Recruitment Strategies

Published: May-08

Product Code: DMHC2398

For more information,  
please call Maureen Croce at 800/639-0515  
Fax: 781/639-0529  
email: [mcroce@hcpro.com](mailto:mcroce@hcpro.com)

## Providing you with:

- **Overview** of benefits and drawbacks of online recruitment
- **Analysis** of online patient recruitment process
- **Analysis** of key players in patient recruitment
- **Overview** of patient recruitment via physicians

### *Use this report to...*

*Explore how patient recruitment for clinical trials can be maximized through web-based tools*

# Introduction

For more information,  
please call Maureen Croce at 800/639-0515  
Fax: 781/639-0529  
email: mcroce@hcpro.com

With the rising costs, length and complexity of clinical trials, drug development is subject to huge delays, translating into delays in getting a drug to market and millions of dollars in lost sales. Optimizing the recruitment process through web-based technologies can cut delays in clinical trials and can also be used to maintain relationships with patients to improve the clinical trial process.

About 90 per cent of delays in clinical trials are attributed to patient recruitment problems, thus representing a significant challenge for the industry. In order to optimize enrolment for clinical trials, online strategies are becoming increasingly popular as they offer a more targeted approach at a lower cost. Patient recruitment should also be carried out by targeting physicians, as enrolment through doctors is still the most effective method.

## Key findings and highlights

- With rising internet penetration, online recruitment offers increased geographical reach and can provide huge cost savings as there is no costs for staffing or expensive advertising. A significant advantage of the internet over the other more traditional media, is that it offers an educational platform as more information can be given to patients.
- Although about half a billion dollars are spent annually on mass media patient recruitment advertising and promotion, only a minority of the public has a basic understanding of the clinical research process. Poor perception was seen as the biggest hurdle in patient recruitment.
- Once the potential volunteers have been targeted, it is important to convert them into participants. The key to successfully attracting and recruiting patients, is to work closely with patients and investigators, with efficient feedback mechanisms and a cohesive strategic plan in order to achieve a "patient-centric" approach for enrolment.

## Reasons to buy

- **Explore** how patient recruitment for clinical trials can be maximized through web-based tools
- **Understand** the process of online patient recruitment
- **Gain** insight into how patient relationship management affects patient recruitment and the clinical trial process



# Table of contents

For more information,  
please call Maureen Croce at 800/639-0515  
Fax: 781/639-0529  
email: mcroce@hcpro.com

## EXECUTIVE SUMMARY

- **Scope of the report**
- **Key findings**

## INTRODUCTION TO CLINICAL TRIALS

- **The ongoing problem of recruiting patients for clinical trials**
  - Patient recruitment remains a major challenge for pharma
- **Patient recruitment options**
  - Recruitment via physicians is the traditional method
  - Recruitment through media is the most expensive method
  - Online patient recruitment is set to increase due to rising internet penetration
- **Use of technology in clinical trials and recruitment**
  - Electronic data capture (eDC) increases efficiency over a paper-based system
  - Electronic patient diaries facilitate data capture
  - eSubmissions are replacing paper-based applications
  - Online communities are becoming increasingly popular and influential with patients
  - Clinical trial websites and online patient recruitment capture a highly motivated and self-selected patient population

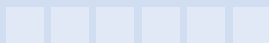
## THE ONLINE PATIENT RECRUITMENT PROCESS

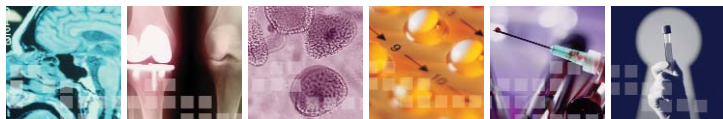
- **Key steps in the online patient recruitment process**
- **Online recruitment offers a more targeted approach at a lower cost**
  - Advantages of online recruitment
  - Disadvantages and barriers to online patient recruitment
  - Unmet needs in online patient recruitment and its impact on patient relationship management
- **The beginning of patient enrollment: attraction and recruitment**
  - Cast a wide net
  - The rise of the "patient-centric" approach to clinical trial recruitment

- **Screening - selecting the right patients**
- **Retaining patients until the end of the study**
  - Online compliance programs can aid patient retention
  - Maintain close contact and build relationships with patients
  - Patients need to be kept motivated throughout the clinical trial process
  - Ethical considerations during clinical trial recruitment and retention
- **Patient feedback can improve the clinical trial process**
  - Patient feedback and enhanced communication with the patient can also be used to improve the treatment once the drug is approved
  - The importance of patient feedback for improving clinical trial protocols and treatments depends on disease characteristics

## KEY PLAYERS IN ONLINE PATIENT RECRUITMENT

- **Pharma companies list their studies on their own branded websites or on [www.clinicaltrials.gov](http://www.clinicaltrials.gov)**
- **Contract research organizations (CROs) are being increasingly employed to optimize clinical trials and recruitment**
- **Third-party websites provide comprehensive information and databases**
- **Patient advocacy groups (PAGs) attract a lot of traffic thus presenting as an ideal target for partnership with pharma companies**
- **Clinical trial registries are becoming increasingly popular as now Pharma companies must list their studies**
- **Case studies of Internet patient-facing clinical trial recruitment websites**
  - The breadth and depth of information on websites is variable
  - Eli Lilly / [clinicaltrials.gov](http://clinicaltrials.gov)
  - Roche
  - CenterWatch
  - National Cancer Institute (NCI)





## PATIENT ATTRACTION AND RETENTION THROUGH PHYSICIANS

- **Recruitment via physicians is the most common way of enrolling patients due to their trusted relationship**
- **The benefits of participation must be highlighted to the physicians**
- **The internet can enhance communication with physicians and provide large databases for recruitment**
  - Clinical Trial Network - an example of an investigator recruitment website
  - Online investigator recruitment is an underused strategy

## BIBLIOGRAPHY

- **Publications and online articles**
- **Websites**
- **Datamonitor resources**
- **Suggested reading**

## APPENDIX

- **Glossary of terms**

## LIST OF TABLES

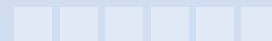
- Table 1: The cost and number of volunteers increases with each phase
- Table 2: Scorecard showing importance of patient feedback for four different disease area

## LIST OF FIGURES

- Figure 1: Average delays for each phase of the clinical trial process
- Figure 2: Summary of procedures in patient recruitment via three different channels
- Figure 3: Flow of the online patient recruitment process
- Figure 4: Merck's patient recruitment funnel shows how potential patients go through five screening phases
- Figure 5: Online patient recruitment has significantly more advantages
- Figure 6: Drivers for patient participation in clinical trials
- Figure 7: Promotion of clinical trial websites must be increased
- Figure 8: Factors contributing to a patient-centric approach to recruitment
- Figure 9: Details given to patients should be concise but comprehensive
- Figure 10: Comparison of information shown by four clinical trial websites
- Figure 11: Half snapshot of clinicaltrials.gov (redirected from Eli Lilly) showing a clinical trial listing
- Figure 12: Half snapshot of Roche's clinical trial website
- Figure 13: Snapshot of a clinical trial listing from CenterWatch's website
- Figure 14: Snapshot of a clinical trial listing on NCI's website

For more information,  
please call Maureen Croce at 800/639-0515  
Fax: 781/639-0529  
email: mcroce@hcpro.com

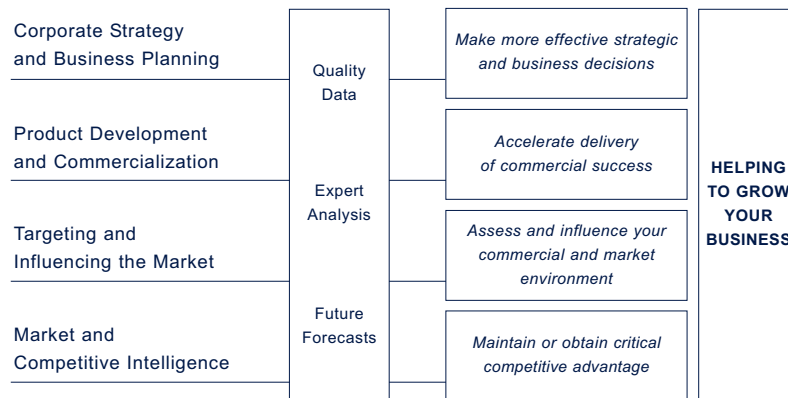
*“...Online recruitment enhances the physician-patient and physician-sponsor relationship. This translates in increased brand loyalty. Establishing a long-lasting relationship is key in ensuring doctors and patients return to the same sponsor...”*



# Datamonitor: Your total information solution

Datamonitor is a premium business information company helping 5,000 of the world's leading companies across the Automotive, Consumer Markets, Energy, Financial Services, Healthcare and Technology sectors.

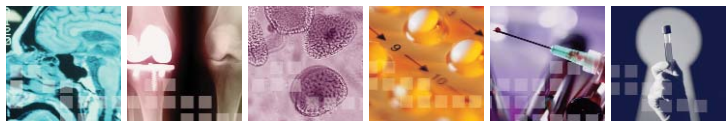
Our products and services are specifically designed to support our clients' key business processes – from corporate strategy to competitive intelligence. We provide an independent and trustworthy source of data, analysis and forecasts to improve these processes and ultimately, to help grow your business.



## Nothing speaks louder than our clients

3M	Boots	GlaxoSmithKline	Ranbaxy
Abbott	Bristol-Myers Squibb	IBM	Recordati
Accenture	Cantab	Immuno AG	Sankyo
Alcon Labs	Caremark International	Johnson & Johnson	sanofi-aventis
Allergan	Chiesi	Jouveinal	Schering AG
Almirall-Prodesfarma	Chiron	LEK	Schering-Plough
Altana Pharma AG	Chugai	Lipha	Schwarz Pharma AG
Amersham	CMC Co	Lundbeck	Serono
Amgen	Daiichi	Merck KGaA	Shire Pharmaceuticals
Amrad	Deutsche Morgan	Merck & Co	Solvay Pharmaceuticals
Angelini Acraf	Grenfell	Millennium	Takeda
Astellas	Elan	Pharmaceuticals	TAP Pharmaceutical
AstraZeneca	Eli Lilly	Nabi Biopharmaceuticals	Teva
AT Kearney	Esteve	Novartis	UCB
Baxter	Flamel	Novo Nordisk	Uriach
Bayer Healthcare AG	Fournier	Pfizer	Vernalis
Beaufour Ipsen	Gehe	Pharmachemie	Viatrix
Biochemie	Genzyme	Pierre Fabre	Wyeth
Biogen Idec	Gilead	Pliva	
Boehringer Ingelheim	Gist Brocades	Procter & Gamble	

*“...89% of our clients use Datamonitor research to develop competitive intelligence...”*



## Interested in this topic?

For more information,  
please call Maureen Croce at 800/639-0515  
Fax: 781/639-0529  
email: [mcroce@hcpro.com](mailto:mcroce@hcpro.com)

Datamonitor's 21st Century Insight portfolio provides access to detailed research and analysis on a comprehensive range of strategic issues within the global pharmaceutical industry, with actionable recommendations to support your strategic decision-making.

- Sales and Marketing
- R&D and Licensing
- Pricing and Pharmacoeconomics
- Business Development

## Other reports available in this series

### **Drug Repositioning Strategies – Serendipity by Design**

This report provides an overview of drug repositioning and the motivations driving it, in addition to the methods used by the key players. Several examples of drugs which have either been or are being repositioned are described.

*Published: May-08*

*Product Code: DMHC2400*

### **eHealthInsight Series: Reaching Doctors and Patients Through New Digital Media**

This report explores the challenges facing Pharma's communication models and assesses current online strategies as well as novel strategies that could be adopted to convey messages to doctors and patients through emerging digital media channels.

*Published: Jan-08*

*Product Code: DMHC2368*

### **Patient Recruitment Online: Accelerating the Clinical Trial Recruitment Process**

Discussion of the challenges of the current clinical trial recruitment process and the potential role of eRecruitment

*Published: Jun-04*

*Product Code: BFHC0645*