

Patient Screening & Recruitment Programmes

We aid the speed and efficiency of the recruitment of the right participants onto your clinical trial.

We offer **integrated** media and **contact response campaigns**. We use contact centre technology to create bespoke multi channel response solutions, in conjunction with professional advisors from healthcare, nursing and scientific fields who can aid identification, **medical screening** and **diarising of appointments** with potential participants and your chosen investigator centres.

Solutions are flexible, integrated and intelligent ensuring **recruitment targets are met within the timescales you require**. We facilitate a manageable throughput of subjects to study sites, who are highly screened, enabling sites to concentrate resources on suitable participants and randomisation.

Referral protocols are implemented to support each individual site preferences.

We work directly with pharmaceutical clients, CROs and specialist agencies, and have experience across Europe and beyond. **With more than 20 years experience** discussing health issues with members of the general public, we can talk professionally across all disease areas.

Our results speak for themselves.

To understand how we can support your clinical study, its vital that we communicate. **Let's talk.**

Contact Susan Pollock on 08457 22 11 33 or email at spollock@essentiagroup.com

It is estimated that every day lost in getting a drug to market is worth up to \$1m and approximately **80% of clinical trials fail to finish on time.**

Surveys have shown that the single **largest cause of delay** to the successful completion of a trial is **difficulties with patient recruitment** - accounting for **45% of days lost.**

This is where essentiapharm can help you.

A CASE STUDY

The objective

The client was conducting a clinical trial into the prevention of a common condition among a population holding certain related risk factors. Additional patient recruitment was required within a very short time scale.

The key aim of this campaign was to rapidly recruit an additional 500 randomised patients to the clinical trial.

The results

essentiapharm successfully screened over **4,500 contacts** and identified more than **700 eligible respondents** individuals within **3 weeks**.

The benefits

As well as far **exceeding the recruitment target** of the client organisation, essentiapharm also provided the following benefits:

- Recruitment target was met within an extremely **short time period**
- Over 700 site appointments were **diarised** through essentiapharm
- essentiapharm also despatched:
 - *information on the condition to ineligible individuals;*
 - *eligible individuals were issued information regarding the nature and details of their appointment, in order to minimise 'do not attends'*
- A large database of potential future contacts was built up over the screening process

The cost

The final costs totalled approximately **£40 per patient successfully screened**.

Asked to recruit an additional 500 randomised patients...

...diarised appointments for over 700 pre-screened individuals