

Wet Age Related Macular Degeneration Case Study



Situation:

CSSi was asked to support a Wet Age Related Macular Degeneration (wet AMD) study that was falling behind their enrollment timeline goals. The sites were averaging 20 enrolled patients per month at 40 US based sites. At this pace, the study would finish 10 months behind their goals.

Solution:

Each site had a detailed enrollment assessment completed to determine their enrollment challenges. A community awareness program was designed to target caregivers and medical professionals around each site. Television advertising campaign was implemented to raise awareness about the condition and clinical trial around each site. CSSi worked closely with each site to ensure their enrollment plan was being followed and that all referrals were followed up within a timely manner.

Results:

The outreach campaign distributed over twenty thousand materials to more than 250 organizations that were close to the sites and targeted the 50+ population. The advertising campaign generated 11,180 calls and referred 1,087 patients to sites for further screening. Over a three month period, the recruitment campaign increased the enrollment rate by 151% and saved eight months off of the current enrollment pace.

