

# Endocrinology

## (Diabetes, Type 2)

### Diverse Patient Population Enrollment



### Request & Study Challenges:

CSSi was hired to support the recruitment and enrollment of a Phase III US-based Type 2 Diabetes study. The enrollment goal was **1,200** patients using **110 sites** within **12 months**. The protocol required at least **15% (180) Hispanic** and **20% (240) African American** patients.

### Solutions:

CSSi developed a recruitment strategy for each of the different target audiences, along with race-specific messaging to be used with sites where the demographics were heavily weighted toward the group.

### Challenges:

- Competition for patients within this indication
- Lack of awareness about clinical trials
- Fragmented implementation of tools and tactics
- Need for education and awareness about the study
- Maintenance of screening activities at the site
- Transparency of advertising efforts within the local site
- Study Coordinator bandwidth to complete recruitment activities

### Findings:

- Involving investigators in community
- Largest percentage of Hispanic sourced patients came from community-based outreach
- Most successful recruitment tactic for African American patient came from radio advertising
- High screening rates at 75% of the sites, due to custom enrollment planning, was the main reason for finishing the study 3 months early

### Results:

CSSi worked with each site to develop the most appropriate enrollment plan based on their patient population, local community demographics, and overall needs. In the US, Northern urban sites focused on African American populations, while Southern sites focused on Hispanic populations. While targeting these populations with customized tools and tactics, CSSi helped the sites enroll 634 non-Hispanic/Caucasian patients which represented 52% of the enrolled patients, 364 African Americans which represented 30% of the enrolled patients, and 220 Hispanic patients which represented 18% of the enrolled patients. These strategies proved to be successful in meeting recruitment goals in 9 months' time - 3 months ahead of schedule:

52%

Caucasian/Non Hispanic  
634 enrolled

30%

African American  
240 goal / 346 enrolled

18%

Hispanic  
180 goal / 220 enrolled



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