



Clinical Trial Recruitment



PharmaCentra partners with clinical trial investigators, study sponsors, or Clinical Research Organizations (CROs) to ensure studies are populated by the appropriate number of qualified participants. A variety of creative techniques and media are employed to recruit, screen and engage patients successfully and expeditiously. Every study is unique and requires a custom solution based on the partner needs.

As PharmaCentra's skilled healthcare specialists manage the challenging aspects of efficient patient recruitment and engagement, study investigators are supported and are able to focus fully on their vital tasks of research and patient care.

PharmaCentra's customizable Clinical Trial Recruitment programs specialize in site identification and prequalification, participant retention, community outreach and call center support services.

SERVICES AND RESOURCES PROVIDED:



- Inbound/Outbound Call Center
- Patient Referral Management
- Participant Pre-Screening
- Patient Recruitment Tracking
- Patient Retention
- Referring Physician Outreach
- Patient Advocacy Group and Community Outreach
- Live Chat on Study Websites
- Study Collateral Materials
- Direct Mail, Email, Text Messaging
- Study Site Scheduling
- Site Support & Follow Up
- Appt Reminders/Rescheduling
- Social Media Engagement
- Online Advertising & Recruitment

PHYSICIAN REFERRAL AND COMMUNITY OUTREACH

To help **increase awareness** of studies among Healthcare Professionals, Advocacy Groups, Patients and Caregivers, PharmaCentra customizes each program based on the needs of the study. Highly trained representatives **outreach** to specific geographic physician targets, medical associations, and community organizations surrounding clinical trial sites. Study packets are mailed to provide study referral details including patient study brochures, study information and patient referral forms, etc. Follow-up calls are placed to ensure items were received and to answer any questions regarding the clinical trial or materials.

CALL CENTER SUPPORT

Live operator assistance is provided to patients who seek disease-specific details or clinical trial information from online or printed sources. Representatives have been carefully trained to answer patients' inquiries and ask appropriate prequalification questions. The patients who prequalify are then warm transferred to the study coordinator at a nearby study site. Patients who do not pass prequalification are still provided helpful resources to assist in managing their conditions. **Inbound and Outbound call center support available.**

PATIENT RETENTION SUPPORT

Patient retention begins with the **first patient enrolled** into the study. Staying patient focused and proactive on patient engagement is key, which includes gathering patient information for communications, like appointment reminders, education materials, and travel/parking reimbursement.

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