

Tech +

Patient Recruitment

How can digital strategies help redefine patient recruitment? ISR explores the possibilities in this infographic.

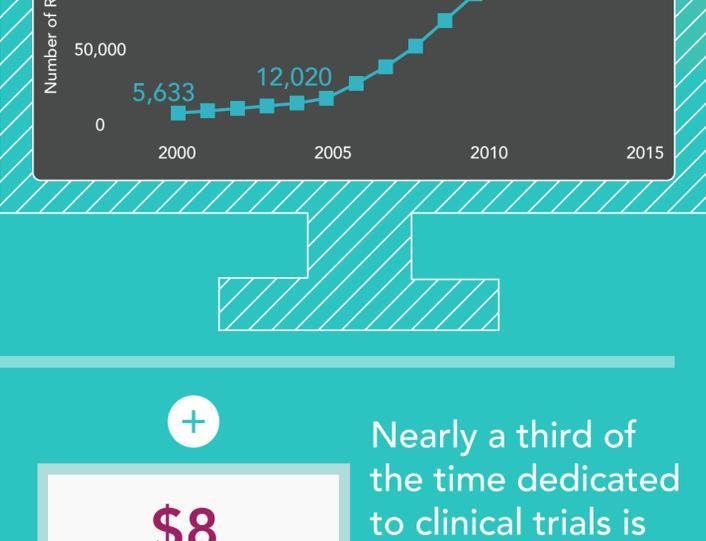
Inefficiencies in Recruitment

Did you know that:



Supply + Demand

The number of studies has been rising. Increasingly, clinical trials must compete for patient populations.



\$8 MILLION

Each day that a drug development program is delayed costs the sponsor \$600K to \$8M in potential revenue.

Nearly a third of the time dedicated to clinical trials is spent on patient recruitment and enrollment. Faster recruitment could mean faster approval for new treatments.



Cost Savings

One Department of Health and Human Services report found that increased use of mobile technologies could save up to \$6.7 million, or 13% per Phase IV Study.



* FYI

There are no regulatory restrictions on using electronic methods to recruit patients.

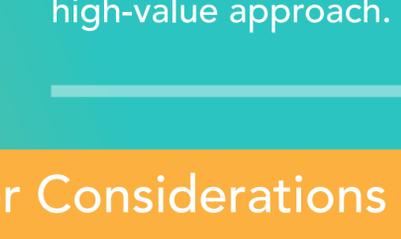
(There is also little to no regulatory guidance clarifying the topic.)

Potential Reach

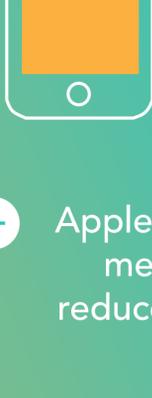


Cost + Benefit

A 2016 report from ISR found that clinical trial sponsors place a high value (cost vs. benefit) on new tools for patient recruitment:



Other Considerations



38% of patients who drop out report that the site visits were too stressful.

+ Apple's ResearchKit uses apps for medical research, and could reduce the number of clinic visits.

1 in 5 Americans own a wearable device. Experts are looking for ways to use this data to reduce the burden of clinic visits and increase patient retention.

