

# T A B L E O F C O N T E N T S

<b>Part One: Current Landscape and Planning</b> .....	<b>1</b>
<b>Chapter 1: The Patient Recruitment Market:</b> .....	<b>3</b>
<b>A History and Overview of Today's Issues</b>	
Introduction .....	3
A Brief History .....	5
Professionalizing Recruitment and Retention .....	6
A Word About Metrics .....	10
Central Call Centers .....	12
Market Research .....	14
Some Newer Ideas and Regulatory Developments .....	16
HIPPA and Patient Recruitment .....	19
Summary: A Look to the Future .....	20
<b>Chapter 2: Benchmarking Patient Recruitment and</b> .....	<b>25</b>
<b>Retention in Clinical Trials</b>	
Introduction .....	25
Numbers of Patients Who Volunteer and Enroll .....	26
in Clinical Trials Annually	
Characteristics of the Typical Study Subject .....	28
How Potential Study Participants Identify Clinical Trial Opportunities ..	34
Motivators of Clinical Trial Participation .....	36
Industry Spending to Facilitate Patient Recruitment .....	38
Summary .....	39
<b>Chapter 3: The HIPAA Privacy Rule's Impact</b> .....	<b>45</b>
<b>on Patient Recruitment</b>	
Introduction .....	45
HIPAA Privacy Rule“Personal Health Information” (PHI) .....	46
HIPAA Privacy Rule: The Basics .....	46
Revocation—the Reliance Exception .....	49

## Table of Contents

Other Ways to Obtain PHI for Research Purposes .....	50
Waiver of Authorization .....	50
Impact on Patient Recruitment .....	51
Identifying Patients for a Study Within the Investigator's Practice (within the covered entity) .....	51
Referrals from Other Physicians .....	52
Data Mining .....	53
Advertising and Promotion .....	54
Special Events .....	55
Use and Maintenance of Recruitment Databases .....	56
Patient Retention .....	56
Summary .....	57
<b>Chapter 4: Facilitating Best Practices: The Need for Standard Operating Procedures and Ongoing Training</b> .....	<b>61</b>
Introduction .....	61
Developing Standard Operating Procedures (SOPs) .....	62
Implementation .....	66
Various Types of SOPs .....	67
FDA Regulatory Compliance of Recruitment Materials SOP .....	67
Recruitment Web Site SOP .....	68
Pre-Screening/Call Center SOP .....	69
Metrics Collection SOP .....	70
HIPAA Privacy Rule SOP Specific to Patient Recruitment .....	71
The Need for Staff Training in Patient Recruitment .....	72
Making Training Effective .....	75
The Next Horizon .....	76
<b>Chapter 5: Decision-Making: Where Subject Recruitment and Ethics Meet</b> .....	<b>81</b>
Introduction .....	81
Subject Recruitment .....	84
Ethical Issues in Subject Recruitment .....	84
Summary .....	88
<b>Part Two: Implementation and Process</b> .....	<b>97</b>
<b>Chapter 6: The Patient Recruitment Process: A Science and an Art</b> .....	<b>99</b>
Introduction .....	99
A Science and an Art .....	100
More of a Science .....	101
The Science of Early Planning .....	104
The Artistic Side of Patient Recruitment .....	106
New Ideas .....	108
Summary .....	110

*Table of Contents*

<b>Chapter 7: Media Buying for Patient Recruitment . . . . .</b>	<b>115</b>
Introduction . . . . .	115
Why Mass Media? . . . . .	116
Media Options . . . . .	117
Negotiation . . . . .	121
Media Management . . . . .	122
The Creative Message . . . . .	123
Summary . . . . .	125
<b>Chapter 8: Call Centers in Recruitment and Retention . . . . .</b>	<b>127</b>
Introduction . . . . .	127
Data Acquisition and Disbursement . . . . .	128
Screening—Processing the Call . . . . .	131
Predicting Enrollment . . . . .	133
Referral Management . . . . .	134
Working with Media . . . . .	137
Rate of Enrollment . . . . .	138
Disqualification Data . . . . .	139
Retention . . . . .	140
<b>Chapter 9: Budgeting and Contracting in Patient Recruitment . . . . .</b>	<b>143</b>
Introduction . . . . .	143
Before Budgeting . . . . .	144
Answering Key Questions . . . . .	145
Determining a Recruitment Funnel . . . . .	145
Considering Budget Factors . . . . .	147
Choosing a Centralized or Decentralized Budget Model . . . . .	149
Deciding to Recruit Competitively or Not . . . . .	151
Drafting a Budget . . . . .	153
Budget Components . . . . .	155
Other Budgetary Considerations . . . . .	157
After Budgeting . . . . .	158
Contracting . . . . .	162
Summary . . . . .	165
<b>Chapter 10: The Importance of Retention . . . . .</b>	<b>167</b>
Introduction . . . . .	167
The Participant Adherence and Retention Plan . . . . .	168
Adherence: Issues and Solutions . . . . .	170
Participant Appreciation and Reinforcement Reduce Attrition . . . . .	173
Reinforcement . . . . .	173
Appreciation Items . . . . .	176
Summary . . . . .	176

*Table of Contents*

<b>Chapter 11: Community, Physician and Consumer Outreach Strategies to Meet Recruitment Goals</b> . . . . .	<b>179</b>
Introduction . . . . .	179
Reaching Out to the Community . . . . .	180
Long Range Outreach . . . . .	186
Formal Physician Training and Other Long-Term Investments . . . . .	189
Reaching Out to Special Populations . . . . .	191
Community Outreach Review . . . . .	194
<b>Chapter 12: Customer Service in Clinical Trials: Making the Patient Experience Meaningful and Memorable</b> . . . . .	<b>199</b>
Introduction . . . . .	199
Commitment, Communication, Education and Leadership . . . . .	200
Defining Customer Service . . . . .	201
Making Service “Meaningful and Memorable” . . . . .	202
Service Principle 1 . . . . .	202
Service Principle 2 . . . . .	203
Service Principle 3 . . . . .	204
Service Principle 4 . . . . .	205
Service Principle 5 . . . . .	205
Creating Customer Magic . . . . .	206
How Customers Evaluate Service . . . . .	206
Summary . . . . .	207
<b>Chapter 13: Special Populations: Issues in the Recruitment of Women, Children and Minorities</b> . . . . .	<b>209</b>
Introduction . . . . .	209
Regulatory Changes Mandate Including Special Populations in Clinical Research . . . . .	210
Socioeconomic, Cultural and Historical Factors . . . . .	211
Affect Recruitment Efforts	
Recruitment of Women and Minorities . . . . .	212
Understanding the Need . . . . .	212
Tuskegee: Today’s Tragedy . . . . .	213
Special Populations Recruitment: Barrier or Challenge? . . . . .	213
Pediatric Recruitment . . . . .	217
Overlooked and Understudied . . . . .	218
A Look at the Children . . . . .	218
Recruiting Children—And Their Parents . . . . .	220
Sites That Work . . . . .	222
Lessons Learned . . . . .	223
Pediatric Clinical Trials at a Crossroads . . . . .	225
Summary . . . . .	226

*Table of Contents*

<b>Part Three: Case Studies</b> .....	<b>.231</b>
<b>Chapter 14: The Investigative Site–Third-Party Provider Relationship</b> .....	<b>.233</b>
Introduction .....	.233
Study Awareness .....	.234
Marketing/Advertising Focus .....	.235
External Marketing Strategies .....	.237
Importance of Metric Tracking in Evaluating Marketing Strategies ...	.240
Personalize the Study Experience .....	.241
Summary .....	.244
<b>Chapter 15: A Patient Recruitment Rescue</b> .....	<b>.247</b>
<b>Campaign from Contracting to Completion: A Case Study</b>	
Introduction .....	.247
Case Study Therapeutic Specifics .....	.248
Challenges .....	.248
Program Elements .....	.250
Outcomes .....	.253
Lessons Learned .....	.255
Establishing Metrics .....	.258
The Value of Metrics .....	.259
Summary .....	.261
<b>Chapter 16: A Progressive Approach to</b> .....	<b>.265</b>
<b>Patient Recruitment and Retention</b>	
Introduction .....	.265
Centralized vs. Site-Based Recruiting .....	.267
Tracking Patient Progress .....	.270
Monitoring Site Performance .....	.274
Setting Benchmarks and Projecting Results .....	.277
Summary .....	.281
<b>About Thomson CenterWatch</b> .....	<b>.285</b>