

# PATIENT RECRUITMENT AND RETENTION

Start Strong | Get Back On Track | Engage Patients | Drive Site Performance



**BIOCLINICA**<sup>®</sup>  
PATIENT RECRUITMENT & RETENTION

## Patient recruitment and retention isn't about numbers. IT IS MAKING AND MAINTAINING CONNECTIONS WITH PEOPLE.

With clinical trials being conducted globally and diseases ranging from common to extremely rare, it can be difficult to locate, engage, and retain the right number of quality patients for your trial. Struggling to find and keep patients can leave you with mounting costs and delayed timelines.

Bioclinica's Patient Recruitment and Retention division solves this problem by maintaining an extensive and dynamic patient database as well as multi-faceted patient communities - all of which can be expertly tapped through our propriety applications and our unique online and social media strategies. We will uncover the right patients for your clinical trial rapidly, and provide tools and strategies to keep them engaged so that you can conduct an efficient and cost-effective trial.

### 10 REASONS TO CHOOSE BIOCLINICA PATIENT RECRUITMENT AND RETENTION

1. **Uncover high quality patients**
2. **Increase patient engagement and retention**
3. **Provide patients with treatment choices**
4. **Empower patients through knowledge**
5. **Accelerate clinical trial timelines**
6. **Get derailed trials back on track**
7. **Drive improved site performance**
8. **Leverage real-time data and analytics**
9. **Achieve cost-efficient results**
10. **Bring products to market faster**

94%

#### Overall Success Rate

for patient recruitment and retention programs

200+

#### Completed Programs

with successful results in various therapeutic areas

30+

#### Patient Communities

many of which are the largest in the world for their respective therapeutic areas

## START STRONG

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Clinical trials are timeline-driven from day one. You need to find qualified patients fast. We know how to pinpoint the most effective communication channels for your patient group to help you meet or exceed your recruitment goals – on or ahead of schedule, and within budget. We seamlessly integrate traditional media approaches with digital strategies that:



- Foster expansive patient communities through effective use of social media channels
- Reach patients via mobile channels with content that is engaging and shareable
- Produce high-quality content that interests and educates readers
- Deliver locally-targeted messages to a global network

## GET BACK ON TRACK

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Has your clinical trial fallen behind schedule? Are you having trouble recruiting hard-to-find populations? Do you have a restrictive budget and timeline? We bring clinical studies delayed due to patient recruitment back on track by:



- Detecting hidden recruitment issues
- Identifying strategies to address recruitment barriers
- Developing an effective recruitment plan
- Implementing strategies to restore patient recruitment momentum

## ENGAGE PATIENTS

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Patient retention depends on patient engagement – and we are experts in the field, having earned 16 awards for the best-designed patient recruitment and retention materials. We have discovered that the most effective retention strategies begin at the first patient encounter. We customize a program for each study designed to keep patients enrolled until completion, ensuring the study's statistical power and protecting your investment. Our patient engagement programs include:



- Medical symposia and events to educate patients and caregivers
- Patient advocacy partnerships to clearly communicate study information to patients and caregivers
- Customized print and digital materials to counteract any retention issues that arise

## DRIVE SITE PERFORMANCE

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Your sites are where your patients have the greatest interaction with you. We offer workshops, support groups, newsletters, and video resources to train your sites in the best practices of patient recruitment and retention. Plus, we give you the tools to:



- Gain the fastest access possible to prescreened patient candidates
- Track your study's progress and monitor patient referrals and site performance
- Make immediate decisions based on real-time data and accurate performance metrics



**Bioclinica's Patient Recruitment and Retention division enables companies to effectively recruit, engage, and retain patients for clinical trials in a timely and cost-effective manner. We offer an extensive patient database as well as patient communities that can be tapped for quality patients, provide customized marketing programs to aid recruitment, develop best-in-class retention materials, and offer an array of tools and services to drive site performance.**

## About Bioclinica

Bioclinica is a specialty services provider that utilizes expertise and technology to create clarity in the clinical trial process. Bioclinica is organized by three business segments to deliver focused service supporting multifaceted technologies. The Medical Imaging and Biomarkers segment provides medical imaging and cardiac safety services and includes a molecular marker laboratory. The eHealth Solutions segment comprises an eClinical technology platform and professional services along with financial lifecycle, safety and regulatory solutions. Under the Global Clinical Research segment, Bioclinica offers a network of research sites, patient recruitment and retention solutions, and a post-approval research division. [bioclinica.com](http://bioclinica.com)

For more information about our patient recruitment and retention services, please contact Bioclinica at [patient.recruitment@bioclinica.com](mailto:patient.recruitment@bioclinica.com).

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