Accelerated Enrollment

**Psoriasis recruitment timeline surpassed during difficult summer season**

*Sponsor*

A leading global pharmaceutical company with a focus on dermatology selected TKL Research to conduct two large, Phase 2 psoriasis studies involving a combined 700 patients at 40 sites. TKL was selected because of its reputation as a provider of quality clinical trial management services and its outstanding patient recruitment enrollment record that could save the Sponsor valuable time and budget.

*Challenge*

Failure of sites to enroll on time is a major reason for delays in clinical development programs. TKL was challenged to achieve the Sponsor’s goal of randomizing 300 scalp/body psoriasis and 400 body-only psoriasis patients in an 18-week period, from early May through the end of August, a most difficult time of year for enrollment of this condition.

*Solution*

To ensure that the enrollment goal was met, TKL developed an “overlap” recruitment strategy, which would efficiently yield the maximum number of patients randomized at each site with the least amount of waste. This included:

- Individual sites became “overlap” sites, participating in both studies and thus randomizing both scalp/body and body-only patients
- The recruitment campaign was designed to attract both scalp/body and body-only patients, with the strategy of enrolling patients into the more difficult scalp/body study first

Based on experience and because the warming weather could have potentially depleted the availability of the study population, TKL recommended an advertising campaign that was robust and heavily frontloaded from May through June to attract as many patients into the studies as quickly as possible.

TKL’s patient recruitment process includes predictive enrollment, which offers valuable insights into managing, tracking, and reviewing enrollment metrics. Through regular analysis, TKL was able to efficiently adjust patient recruitment advertising plans as needed for each site. The results exceeded client expectations.
TKL is an international Clinical Research Organization (CRO) serving pharmaceutical, biotechnology, generic drug, OTC/consumer healthcare and medical device companies. We offer comprehensive services for Phase 1-4 clinical trials in a wide range of therapeutic areas.

**Results**

Randomization of the scalp/body study was completed in 16.5 weeks and randomization of the body-only study was completed in 15.5 weeks, both ahead of the originally planned 18-week timeline. TKL’s efficient management ensured the most effective use of the advertising campaign budget with daily monitoring of the advertising responses and screening productivity of each site.

Having spent just over 50% of the advertising budget, TKL achieved enrollment targets in less time than expected.

**Conclusion**

TKL’s patient recruitment process and predictive enrollment expertise can act as insurance by dramatically improving enrollment.