

Referral Processing Support Increased Study Enrollment by 28% for Anxiety Study

CHALLENGE

A mid-sized biotech conducting a Phase II generalized anxiety study turned to WCG for enrollment support when they began to fall behind on participant recruitment.

SOLUTION

WCG collaborated with the sponsor to determine study goals and creative branding expectations. A tailored media outreach campaign was implemented and supported by a customized study website with user-friendly pre-screener.

To ensure each referral was properly pre-screened, WCG's dedicated CRC team contacted interested participants within 24 hours—reducing the burden on sites receiving unqualified referrals. Additionally, WCG worked closely with participants and sites to efficiently manage appointment scheduling and reminders.

Referral metrics were tracked through WCG's secure study management portal, My Patient®, providing the sponsor and sites visibility of the recruitment process 24/7.

RESULTS

WCG deployed a cohesive, branded recruitment strategy 10 days ahead of plan, generating an influx of referral responses. WCG facilitated remote media referral processing support to 17 of the 21 sites.

14
days

The first consent was identified by WCG within 14 days of campaign launch

36%

The sites supported increased their total consents by 36%

28%

Media outreach contributed to 28% of total study enrollments