

# IQVIA Patient Recruitment Services

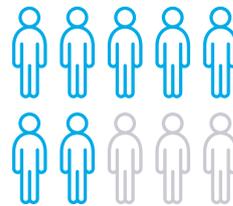
*A specialty function that utilizes a 360° approach to go beyond traditional clinical trial patient recruitment*

## Challenges with traditional recruitment

Patient recruitment is one of the biggest risks to completing clinical trial studies as per projected timelines. A site-led recruitment approach often leads to two main challenges:

- **Limited number of patients** known to sites
- **Limited methods** to generate patient referrals from outside the site setting

In Asia Pacific, the diverse regulatory requirements and different levels of technology adoption creates an environment where a “one-size-fits-all” approach limits success – especially for multi-country trials.

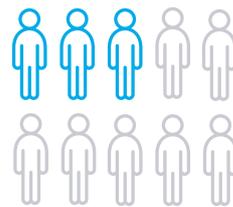
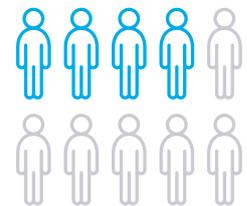


**70%**

of patients have rarely considered clinical studies as an option<sup>1</sup>

**40%**

of patients are not confident they would find a clinical study right for them<sup>1</sup>



**30%**

of patients use general search engines to research clinical trials<sup>1</sup>

## A shift in patient-recruitment

To address the unique challenges in Asia Pacific, IQVIA recommends an integrated approach that combines our global capabilities with our regional subject matter expertise to operationalize bespoke patient recruitment strategies.

IQVIA tailors each strategy according to protocol requirements and study complexities alongside a deep understanding of local requirements and recruitment barriers.

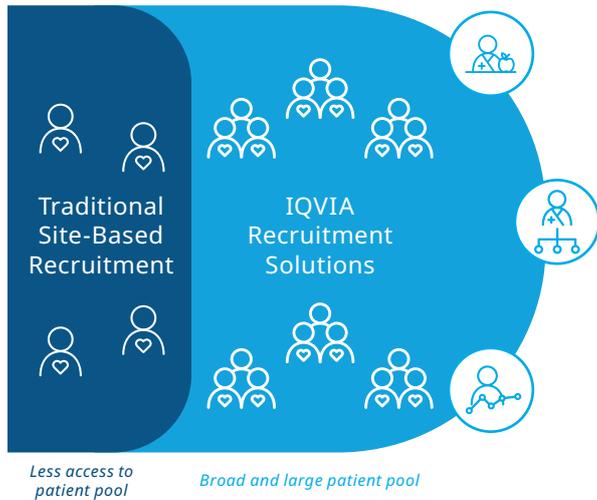
Our IQVIA Patient Recruitment Services, delivers just this.

<p><b>GLOBAL REACH</b></p> <p>Engagement of community-based patients in any country with minimal limitations</p> 	<p><b>PATIENT SUPPORT</b></p> <p>Maintaining engagement and facilitating patient arrival to a successful first office visit and randomization</p> 	<p><b>THERAPEUTIC &amp; DOMAIN EXPERTISE</b></p> <p>Expertise in clinical trials across all therapeutic areas and typically challenging patient groups</p> 
<p><b>FULLY TRANSPARENT</b></p> <p>Reporting and dashboards demonstrate performance by channel</p> 	<p><b>INNOVATIVE TECHNOLOGY</b></p> <p>Integrated technology that delivers patient referrals and other patient information to sites</p> 	

# Rebalancing recruitment efforts to enable optimal delivery

Our data-driven enrollment and retention solutions are designed to meet enrollment targets faster and minimize subject drop out.

## Recruitment Approach



## IQVIA Recruitment Solutions

### Clinical Trial Educators (CTEs)

Working directly with site investigative staff and referral networks

### Referral Network

Mapping the patient pathway to connect with referral sources and data

### Direct-To-Patient (DTP) Recruitment

Multi-channel marketing, including digital tools, to target patients directly

## Outcome

- ✓ Access to **wider patient pool**
- ✓ **Accelerated enrollment**
- ✓ **Faster identification** of difficult to recruit subjects

Early planning, including identifying patient pathways, understanding patient and investigator perspectives, mapping referral networks, and applying these insights to the recruitment strategy is crucial to trial execution success.

### DTP Recruitment

Using IQVIA data and technology capabilities to focus outreach and target subjects outside the site setting

### Multi-Channel Outreach

Engaging IQVIA tools to target digital search, social media, direct marketing, traditional media and online health networks

### Clinical Trial Educators

Dedicated IQVIA therapeutic experts at the site focused on maximizing recruitment, relationship building and site training

### Physician Referral Network

Working with established IQVIA healthcare partners to drive subject referrals and streamline recruitment through our platform

### IQVIA Healthcare Data

Unparalleled access to clinical data including claims, pharmacy, EMR and labs to enable targeted recruitment

## Success for all stakeholders

IQVIA is ready to help and fill the gap left by traditional patient recruitment and create awareness and interest for clinical trials among patients and investigators.



### Sponsors

Want to complete the trial on time and within budget



### Patients

Seek treatment options that are appropriate



### Sites

Need to enroll subjects in the trial within study's timeline

Start planning early.

Contact your IQVIA representative today to learn more about **patient recruitment services**.

## CONTACT US

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