

# IQVIA Site Enrollment and Engagement Lead

## *Your guide to faster enrollment and improved engagement in clinical research*

### Speed and efficiency have never been more critical

In today's increasingly demanding environment, industry speed and efficiency have never been more critical. We face ever more demanding challenges to research, exhausting sites and staff, affecting patient perception of healthcare and occupying priority space on the global health agenda.

80% of trials fail to meet their initial enrolment targets on time, risking losses of \$600,000 to more than \$8 million in revenue each day a drug is delayed.<sup>1</sup> IQVIA has a unique solution to help solve this issue. Our Site Enrollment and Engagement Lead can help sites operate in any environment—energizing your trials, driving recruitment, and maintaining positive site engagement in the research space resulting in a reduction in timelines for your clinical programs.

### Clinically trained professional focused on driving site engagement

Site Enrollment and Engagement Lead are a bespoke resource unlike other roles you often see in clinical trials. Their clinical expertise and localized relationships mean they are the trusted study ambassadors at the site level.

The primary function of a Site Enrollment and Engagement Lead is to drive and accelerate patient

- Reducing site burden throughout the site start-up and recruitment phases via administrative support and patient pre-identification
- Supporting Principal Investigators (PIs) and site staff in utilizing successful enrollment techniques
- Educating internal and external health service professionals who may identify suitable patients for referral to site



- Analyzing and accessing untapped recruitment pathways to generate patient referrals and ensuring diversity in clinical trials (such as community outreach and patient advocacy groups)

### Why use IQVIA's Site Enrollment and Engagement Leads



**Accelerated and optimized** clinical trials



Complex digital trials **delivered on time and on budget**, more efficiently



**Patient focused, site-centric solution** sending only qualified patients to sites








**Reduce site burden** to keep your trial "top of mind" with help from a dedicated ambassador

### What makes IQVIA site enrollment and engagement leads different?

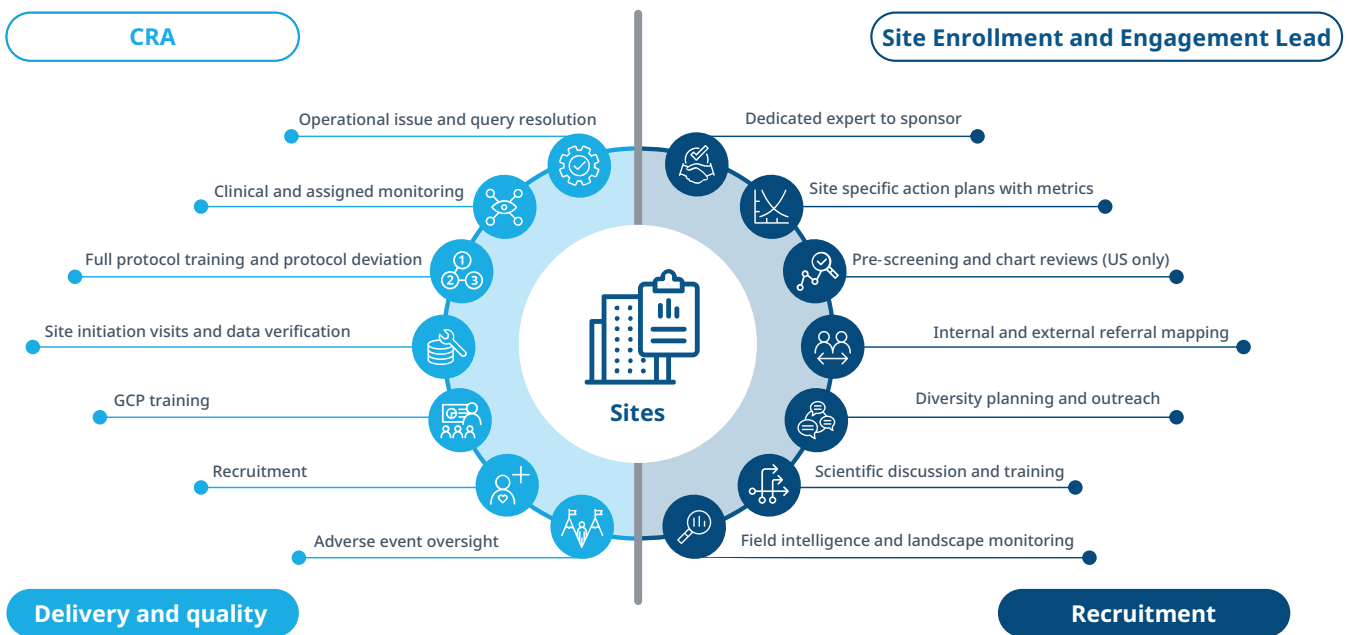
IQVIA Site Enrollment and Engagement Leads are strategic thinkers dedicated to a protocol or set of protocols for the same sponsor with a deep understanding of the local patient and regulatory pathways. Site Enrollment and Engagement Leads are therapeutically experienced specialists, typically nurses, hired for their specific indication and research expertise. They are on an equal footing with site staff, enabling them to share key learnings, creative approaches and best practices.

Over 15 years' experience supporting clinical trials

 <ul style="list-style-type: none"> <li>• Therapeutically and research experienced (the majority are registered nurses)</li> </ul>	 <ul style="list-style-type: none"> <li>• Regionally based with knowledge of local language, patient and regulatory pathways</li> </ul>	 <ul style="list-style-type: none"> <li>• Dedicated to one protocol or sponsor program</li> </ul>	 <ul style="list-style-type: none"> <li>• Sole focus on site engagement and driving recruitment</li> </ul>	 <ul style="list-style-type: none"> <li>• One site enrollment and engagement leads can typically support between 10 to 15 sites for the same study</li> </ul>
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## The differences between CRAs and Site Enrollment and Engagement Leads

As complementary roles, the Clinical Research Associate (CRA) focus is on data and monitoring, while the Site Enrollment and Engagement Lead focus is solely on recruitment and site engagement.

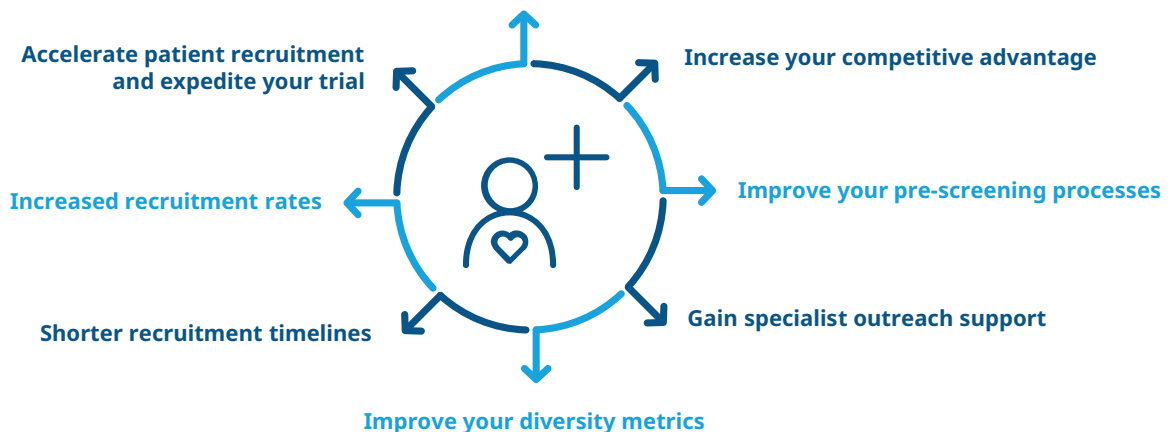


### FASTER SITE IDENTIFICATION AND SELECTION

Site Enrollment and Engagement Leads bring considerable insight to the identification and selection process, increasing investigator awareness of study opportunities. In the early stages before sites are activated, they help lay the groundwork in shared best practices for identifying and enrolling patients, setting the site up for success and saving valuable time.

### How will your trial benefit from using Site Enrollment and Engagement Leads?

Typically, a 10-20% uplift in patient recruitment



### **Engaged sites via specialized trainings and problem solving**

IQVIA Site Enrollment and Engagement Leads quickly become an integral member of the study team and the trusted representative of your trial on site—the go-to person for information, advice and problem solving. They are the facilitators, gathering and sharing information across the study team and with the sponsor. Our team train staff and review study protocol. Site Enrollment and Engagement Leads deliver and explain the use of your study tools whether they be data-entry platforms, printed materials, or medical devices. They play a flexible, dynamic role throughout the trial process offering site support wherever needed, resulting in happier, motivated, and supported site teams.

### **Flexible support to reduce site burden and Increase engagement**

Site Enrollment and Engagement Leads are onsite with the sole focus of reducing site burden, increasing site engagement, and driving patient recruitment. Whatever your study needs, IQVIA has a united, intelligently connected team to help relieve site burden and expedite clinical trials.

**IF YOU ARE READY TO ELEVATE YOUR TRIALS, CONTACT US TODAY TO FIND OUT HOW WE CAN HELP YOU ACCELERATE ENROLLMENT, SHORTEN TIMELINES AND MAXIMIZE LONG TERM REVENUE.**

### **Partner with site enrollment and engagement leads for enhanced site performance**

Site Enrollment and Engagement Leads work as an integral part of the clinical team to support the site to help overcome recruitment barriers.

We work across all therapeutic areas and recognize that each study protocol will have its own specific challenges. However, experience has shown us that studies in highly competitive areas, or with complex protocols or rare patient populations, do particularly well when Site Enrollment and Engagement Leads are applied.

### **Patient coaching: improving patient retention**

Our Site Enrollment and Engagement Leads are also able to work with patients and families to educate and inform them on key topics such as device usage or explaining a complex therapy. This additional training can help alleviate patient concerns about trial participation and improve patient retention.