

Race-To-Market Study Surpasses Diversity and Enrollment Goals

An innovative, modern approach to trial design and delivery enables sponsors to achieve a new level of patient engagement, while supporting sites more impactfully

Situation

A pharmaceutical sponsor needed to recruit a diverse set of participants to join their global respiratory syncytial virus (RSV) vaccine trial, but the fatigue from recent COVID-19 vaccine studies left participants and sites not interested; one-third of the sites involved had little to no enrolled participants. Additionally, the needs of the study required participation from a patient population with little to no awareness of the virus and its effects on their age group.

STUDY DETAIL

- RSV Vaccine
- Phase III
- 13 countries
- 22K+ patients
- Age ≥60

Challenge

The initial 8-month recruitment period aimed to enroll roughly 2,000 participants from a specific patient population (age 60+ years). As such, it was important to understand the motivations to join the study, comfort level with technology and what outreach channels resonated best with trial participants.

GETTING STARTED: UNDERSTANDING THE JOURNEY AND PATIENT VOICE

[Surveys conducted to gather patient insights](#) unveiled the propensity to participate and motivations to join the study which helped influence the direct patient outreach and awareness of the trial. Of those participants surveyed, 66% of people 55 years and older had never heard of RSV or the effects the virus has on their age group. This insight showed that it was crucial for patient messaging to focus on symptom awareness and RSV risk education when used in outreach and patient/site tools. The surveyed group additionally cited their top reasons to participate were altruism (helping others, advance science) and representation (people like me).

Top drivers to participate

Those surveyed with high interest cited a combination of their desires to:

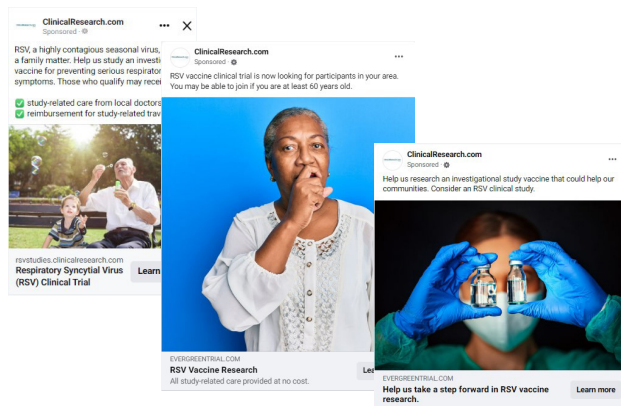


Help others, advance science



Desire for "people like me" to be represented in clinical research

When asked about what advertising medium people preferred best when learning about the study, the number one response was the internet. The surveyed demographic was more active in online channels – therefore, digital and social media channels were prioritized in outreach campaigns. Taking the time to understand patient needs helped sponsors hone their protocol, site selection, technology use and outreach strategies to streamline recruiting and attract the patients they intended to serve.



Source: <https://rsvstudies.clinicalresearch.com/>
*Ad images used during trial recruitment period

Solution

IQVIA's Direct-to-Patient recruitment (DTP) solution combined with a multichannel outreach campaign, deployed site support solutions that complemented trial recruitment efforts, allowing sites to focus on high-quality patient care, maximizing patient flow for increased efficiency and accelerated enrollment. Delivering randomizations 80% over target while enabling the study to meet enrollment goals and timelines with a 96% opt-in rate from sites.

Direct-to-Patient recruitment in action for IDV

- **DCT and eCOA digital solutions** allowed sponsor to customize trial support for every site, improve patient experience and rapidly collect data for better patient compliance
- **Launched patient-focused multi-channel community outreach (DTP)**
 - » Digital and social (FaceBook®, Google®) • direct mail and email • proprietary Health Marketing Network of 300+ specialized partners • re-engagement
- **Focused messaging on symptom awareness and RSV risk;** altruistic & scientific-themed imagery most effective
- **Delivered pre-qualified referrals** to sites through integrated prescreening & Referral Hub technology, site support services, and outcome monitoring
- **Clinical Trial Educators** provided community outreach and implemented D&I tactics to increase recruitment rates at sites

Study results

Record number enrolled in RSV vaccine study

Optimized, multichannel strategy successfully engaged intended elderly population



Surpassed diversity randomization goals



12.2% Black participants vs 7% contracted
8.5% Hispanic participants vs 5% contracted

